



**820,952** items of kit  
donated since 1998

*"It's more than just a shirt..."*

# Welcome...

to the 2021 KitAid Annual Review and we hope you enjoy reading about the key activities which took place over the course of another pandemic year.

Despite the additional challenges forced on us by Covid-19, I am proud to say that KitAid had a record year and we reached new heights. This is due to the tremendous support we received from everyone involved with KitAid.

Although we were only able to hold one (trial) boxing up session in Hatfield in October, the revised model was incredibly successful with a record **114,328** items of kit being collected, sorted, and sent across the developing world. This is an increase of 39,907 items compared to 2020.

We hope you enjoy reading the stories included in this year's Annual Review and we thank everyone who has contributed towards them. We are very proud of the achievements of KitAid FC, the formation of KitAid Australia and of

overcoming the setback of the pandemic, when we could quite easily have shut up shop and stopped providing kit across the developing world.

We have edged ever closer to reaching our target of donating 1 Million items of kit by 2023, which will be KitAid's 25th Anniversary year. With your continued support we are confident of reaching this target.

Thank You for supporting KitAid and we hope this Annual Review inspires you to be a part of our journey in 2022 and beyond



**Derrick Williams MBE**

*On behalf of the KitAid Trustees, Janet Neville, Thomas Enright, Sean McGuigan, Nick Perchard and Mark Smith.*

## HOW KIT AID DELIVERS

**The KitAid model is very simple, but very effective! It has served us well since 1998 with some fine tuning along the way.**

In 2021 we delivered a record **114,328** items of kit to 20 different countries on four continents, and in total, we have now donated **820,952** items of kit all across the developing world.

To explain the model briefly, KitAid acts as an enabler as we collect all of the kit, store it and then carefully sort it at our boxing up sessions in Hatfield and Liverpool. However, as the pandemic rolled into 2021, we could not bring our volunteers together in one room, and so we continued to hand over the kit from our containers in Hemel Hempstead. Our charity partners were happy to receive kit unsorted and many of them said how they often re-pack our boxes to meet their own individual packing needs.

We enter into "Partnerships" with charities and individuals who sign an agreement with us which commits them to safely transporting the kit overseas at their expense, to their project. They must also supply us with photos and feedback about the project. If they fail to do so we will not work with them again. As a safeguard, we only give new charities a small amount of kit. We have built up a large network of charities from across the UK and in 2021 we worked with 34 different charities and individuals.

Here are the countries we donated kit to in 2021:

**Bangladesh, Brazil, Cameroon, Egypt, Ethiopia, Gambia, Ghana, Kenya, Liberia, Malawi, Mongolia, Nigeria, Romania, Sierra Leone, South Africa, South Sudan, Swaziland, Uganda, Zambia and Zimbabwe.**

**It's a simple model and one that has been adopted by other charities, which is made to work thanks to all of our wonderful volunteers and supporters.**

## STERLING EFFORT

KitAid is very fortunate to receive hundreds of individual donations which are posted to our storage site in Hatfield. We really appreciate this as we know the kit donors go to the trouble of packing, posting and paying for the deliveries.



Where possible we always try to acknowledge the donation if an address or email is included.

We received an anonymous donation of children's Watford FC shirts which not only included nearly every possible squad number, but we could see how the shirt sizes increased season by season! This intrigued us and we wanted to thank whoever had donated them all. We requested the donor to contact us via our social media sites and quickly found out all of the shirts had been donated by two brothers, Daniel and Henry Sterling.

We gave them Thank You certificates, badges and a lovely photo of their shirts being worn by children in Accra, Ghana.





# JORDAN SINNOTT FOUNDATION

You may be familiar with the tragic story of how footballer Jordan was attacked and fatally assaulted on a night out. His family asked for a shirt to be donated from every club Jordan had played for, to display at his funeral. The appeal went viral with “Sinnott 25” shirts arriving from all over the world, even as far afield as from Brisbane Roar FC in Australia.

Working with Matt Crooks, a Middlesbrough FC player, and one of Jordan’s best friends, we collected all of the shirts and carefully started to distribute them. They have been sent to projects in Ghana, Nigeria, Zambia, Malawi, Zimbabwe, DR Congo in Africa and to Bangladesh in Asia. A “Sinnott25” team has been formed in Zimbabwe and there is now an annual tournament named after Jordan in Accra, Ghana.

We are honoured to help keep the legacy of Jordan alive and his foundation is supporting some incredible projects in the UK. For further information please see their website, [www.js25.co.uk](http://www.js25.co.uk)



## OUR TARTAN ARMY

We have always been fortunate to receive incredible support from our friends north of the border. We have great support from our regional co-ordinators, Dougy Allsop and Gordon Niven, who between them, somehow manage to collect kit donations from across the whole country. Dougy represents a superb charity, “Diamonds in the Community” who are based in Airdrie, and they act as a collecting hub to store kit until it is transported to our storage base. Gordon represents Stenhousemuir FC, who are also an Ambassador Club for KitAid.

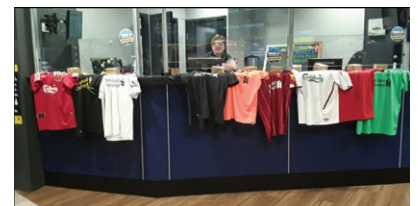
In late 2021 we were delighted to welcome Hibernian FC Community Trust as a new Ambassador Club. This followed a wonderful collection of kit by 13-year-old Lily Dixon who plays in their Girls Academy.



## WILLIAM HILL UK COLLECTION

As a result of our friendship with volunteers from the William Hill group in Liverpool, who have previously helped out at boxing up sessions, we were selected as a charity beneficiary of William Hill nationally.

A kit collection launched by radio and television pundit Robbie Savage was held at every shop across the UK. There was a lot of planning involved and a great team from William Hill helped with the marketing and collections side for us.



Close to 2,000 items were donated and they were then collected from each region, delivered to a central location in Kent and then dropped off at our Hemel Hempstead container. As you can imagine, this involved a lot of planning and we would like to thank **Alexandra Freckleton, Sharon Hall** and **Steph Burkin** for their wonderful support.

## COACH THE COACH

We entered into a new long-term partnership with a wonderful charity, **Fafali.org**, who are based in Accra, Ghana. We have worked with them previously, supplying kit to some of their football projects.

They approached us to ask if we could help with a new project they were launching, called “Coach the Coach” The project is aimed at improving grass roots football coaches’ knowledge and is run in conjunction with professional coaches from the Netherlands. One hundred coaches applied to attend the week-long course and it was held in four separate sessions throughout August 2021. As each coach finished the course, they were given 50 items of kit donated by KitAid, to take back to their teams in Ghana and Nigeria.

We have agreed to support the project again in 2022 and donated kit is already being sent over to Accra ahead of the coaching sessions in July.





# KITAID AUSTRALIA

KitAid is now operating in both hemispheres, and we are delighted to be working “down under” in Australia.

After some wonderful Zoom calls to share the KitAid development story with **David Walker**, bit by bit, KitAid Australia was formed. David is originally from Airdrie, and he got to know about us through our link with Diamonds in the Community.

Due to the size of Australia and the difficulties in collecting and distributing kit over such a vast country, David is focussing on Darwin and Brisbane to start with. Forming links with community organisations has been key and kit has been delivered to remote indigenous communities in the Northern Territory and New South Wales. Further links are being explored to deliver kit to East Timor and the Indo Pacific region.

KitAid Australia has gained national television coverage as the logo appears on the shirts of Hellenic AC Premier League Women's Team who are Champions of the Northern Territory Women's Premier League.

**Good luck David and we look forward to working together in 2022 and beyond.**  
Please see [www.kitaidaustralia.com](http://www.kitaidaustralia.com) for further information.



## BULINDI CHIMPANZEE PROTECTION

It still seems slightly odd writing about a project we sponsor to protect chimpanzees from poachers in rural Uganda. How could a football kit possibly have any impact on protecting wild animals?

This really shows how diverse our work is and proves that our saying, “It’s more than just a shirt....” is true. The sponsored tournament was bigger in 2021 as 18 villages took part. This gave the Bulindi Project team a bigger opportunity to work with the villagers and explain how the chimpanzees need to be protected.

Before every game, each team planted a sapling tree, as a message of hope for the future of the forest and for future chimpanzees to live in.



## HOME AND AWAY

We have always been conscious of the need for kit in the UK as well as other support. However, as most of the kit is gifted to us on the understanding that it will be sent to the Developing World, our opportunities are limited.

In 2021 we were able to support some projects at home though, either with permission from the kit donor or by special grants.

We funded some boys to take part in a weekly holiday football camp run by the **Watford FC Community Trust**, who otherwise would not have been able to afford to attend. We also provided 60 children who attend the Ngorli Saturday morning school in Watford with a lovely KitAid snow globe at Christmas.



Some unbranded kit has been given to refugee football projects in Reading, Slough and Luton as well as football socks to a homeless project in Watford and scarves to another homeless project in Hammersmith. We also hope to continue sponsoring the Ballysillan YFC Football Camp in Belfast in July 2022, once Covid restrictions are not an issue.

We will continue to help out in this way whenever a suitable opportunity comes our way.



## FINANCES 2021

Once again, the pandemic hit our regular fund-raising activities but thanks to some wonderful supporter donations, we kept our head above water. As we donate more kit, we also incur more costs in both collection and storage hire fees.

We are very grateful to everyone who donated towards our work and here are some of the significant items:

Just Giving	£5,311*
Anonymous	£2,000
GiftAid	£1,027
Affinity Water	£1,000**
Judith Kelly	£500
Fafali.org	£500
Premier League	£500
Made in Watford	£100
Total	£10,938

\*The Just Giving sum is made up of multiple activities and we would like to thank Isaac Freeman, Tom Dedits, The Scott Family, Jordan Fox and everyone who organised fund raising activities on our behalf.

\*\*From the sale of an unused storage container.

For a copy of our full annual accounts please email us.

**As ever, a very big thank you to our wonderful Treasurer, Sean McGuigan, for balancing the books and making sure our Charity Commission returns are submitted on time.**



## KITAID FC

One of our proudest achievements of 2021 has been the development of our KitAid FC teams in Malawi, who had a magnificent season as both Champions and Runners Up of their respective leagues.

It was just three years ago when we first met a group of boys who were waiting for us at the FOMO Malawi office in Mulanje. They knew we were visiting and waited patiently to meet us to ask for a kit. We gave them an orange Harpenden Colts kit and KitAid FC was born. From that point things have developed into a full-scale academy, with three of the boys now playing for the National Malawi U14/U17 teams.

## NEW LOGO



We invited the boys to design their own KitAid FC club logo and over 60 pencil drawn designs were sent to us via "Whats App" messaging. A panel of KitAid UK supporters reviewed them all and after much debate a winning design was chosen.



Congratulations to 13-year-old **Clifton Mtungama** whose design was chosen, it is now displayed before every game and will appear on the next set of new kit we provide.

## CHAMPIONS AND RUNNERS UP

The U14 and U17 teams were able to enter a proper league for the first time as Malawi FA set up 12 District leagues across the whole country.

The U14's were invincible and won their league with games to spare. As their reputation grew, other teams started fielding over age players and they lost a couple of games towards the end of the season. They also played the National Malawi U14 team and only lost narrowly, not helped by their two best players playing for the opposition!

The U17 team finished as runners up, again not helped by some of their players being called up for National trials which resulted in them missing some important games. They are determined to win the league next season.





## INTERNATIONAL RECOGNITION

We are incredibly proud of **Haniff Bulla** (keeper), **Davie Sinoya** (defender) and **Zanil Jussab** (winger) who were selected for their National teams at U14 and U17 level.

This is an incredible achievement under any circumstance, but when you consider only three years ago, they were not playing in a structured team and had no proper kit, it is even more remarkable. They had to battle through a selection process, were away from home, and thanks to FOMO Malawi, were supported through the process.

**Zanil** has now played as a full U17 International, despite only being 15 years old, as he took part in a three-country tournament in Lesotho in November.

We are sure there will be more of the KitAid boys playing for Malawi and our dream is that they go on to represent the "Flames" as full Internationals in a few years' time.

And it all started with a KitAid Harpenden Colts kit!

## THANK YOU TO OUR SUPPORTERS

KitAid has always been very fortunate to receive fantastic donations from clubs at every level of the football pyramid. From the Premier League to grass roots teams, hundreds of clubs regularly donate huge amounts of kit to us. As much as we would like to acknowledge every club in this Annual Review, space does not allow, so here are some of the regular donors.

The FA, Arsenal, Everton, Liverpool, Manchester United, Watford, Reading, Nottingham Forest, Cardiff City, Stevenage, Notts County, Hibernian, Stenhousemuir, FC United of Manchester, Witton Albion, Altrincham, Marine, Chesham United, Wendron United, Tring Tornadoes, Harpenden Colts, Hemel Aces, Woolton Juniors, PUMA, KitKing, Pendle Sports.

We are also extremely grateful to all of our fantastic volunteers and regional helpers, as without them, KitAid simply wouldn't exist. If you would like to become involved either as a helper sorting kit at Hatfield or Liverpool, or as a Regional Helper, please get in touch via email ([kitaidcharity@gmail.com](mailto:kitaidcharity@gmail.com)).

Thanks also to the following commercial supporters who provide support with kit, storage and in-kind help:

Affinity Water, PCS Logistics Limited, Switch, FOCO Ltd, Hertfordshire FA, Liverpool County FA, Liverpool FC Foundation, William Hill, Everton Heritage Society, Diamonds in the Community, Watford FC Community Sports & Education Trust, Five Star Trophies (Hemel Hempstead), AND to Carole Parsons who donated her time with design and print support.

Finally we would like to thank Mary HD for her dedication and support over the past two and a half years.

**Thank You!**



## SOCIAL MEDIA

Want to get in touch, put your old kit to good use, donate your time to help others, or simply find out more about the remarkable story and work of KitAid?

Simply visit [www.kitaid.net](http://www.kitaid.net)

- Tweet us and follow us on **@kitaid**
- Facebook us at KitAid Charity
- See the latest pictures on our Instagram site
- Or email us at [kitaidcharity@gmail.com](mailto:kitaidcharity@gmail.com)



Each week we get over 4,000 hits to our twitter page so please follow us to keep in touch.

