



Annual Review

2008

Patron – Graham Taylor OBE



TWO, FOUR, SIX, EIGHT... WHO DO WE APPRECIATE? **KitAid!!!**

Imagine... Liverpool FC's Anfield Road stadium and Watford FC's Vicarage Road stadium filled to maximum capacity with children from across the globe. Imagine a further 3,000 international youngsters standing shoulder to shoulder on the pitches of these two grounds. Count all the heads, add them together and that's how many children and young adults have benefited from KitAid over the past decade!

Since KitAid began in 1998, an incredible 70,000 people from thirty different countries have received items of kit from KitAid. Countless boxes crammed full of shirts, shorts, footballs and training kit have been packed up, sealed, collected and sent on their way around the world. In 2008 alone, a record breaking 27,000 kits have been distributed worldwide and by March 2009, a massive 200 boxes had already been sent out.

In return, a continuing stream of thank you emails and endless snapshots of kit recipients pour into KitAid headquarters. Each picture contains an array of smiles. Every photo shows the genuine appreciation that a football kit can bring. It's a never ending story as kit comes and goes, spreading joy in its path.

“ Sometimes, I look at KitAid and think, wow, what have we started here?” said KitAid founder, Derrick Williams MBE. I thank everyone for creating something this special. ”

Derrick extends his appreciation to all the volunteers, regional co-ordinators, and football clubs who have helped steer KitAid from strength to strength.

“We've had continued support from the premiership to grassroots clubs,” said Derrick. “Without this support we could not continue to help touch lives with the gift of a football kit.”

WE ARE THE CHAMPIONS

AN unforgettable night of celebration and jubilation was hosted at the Watford Hilton in September 2008 to mark KitAid's 10th anniversary. Two hundred guests tucked into a menu of fine food, fantastic music, moving speeches and key moments in the history of KitAid.

The memorable event not only lifted the roof with emotions but also raised more than £5,000 for KitAid with a charity auction and raffle. It also put this remarkable charity firmly in the minds and hearts of every one of its guests.

Graham Taylor OBE, the KitAid patron delivered a sincere after dinner speech on his passion for football and his continuing support for KitAid. "I'm very pleased to be able to play a part," he commented. Guest speaker, Peter Thompson from Belfast, gave a powerful speech on KitAid's work supporting children in a project in Ballysillan, Northern Ireland. For a number of children taking part in this project, the opportunity to play football, was a welcome distraction from a very troubled home life. He explained that for one young lad who had been bullied at school, the KitAid supported project had turned his life around as he had found new confidence from attending the course, had gone on to play for the school team and now enjoys being at school.

The power of football bringing strength to communities across the globe was echoed throughout the evening.

GT, a tonic for the troops!

The event gave KitAid supporters from near and far an opportunity to reflect on a decade of achievement. "We can all look back on our ten year anniversary celebrations as one of those special moments that don't happen that often in life," said Derrick Williams MBE.



SITUATIONS VACANT

Regional co-ordinators wanted – No pay, no pension, but great job satisfaction!

WOULD you like to be part of the voluntary KitAid workforce?

Would you like to help spread smiles around the globe?

Do you want to be your own boss?

Have you got some time to spare?

KitAid needs keen, reliable co-ordinators who can give as much or as little time as they want to KitAid.

Organising kit collections in your area, sharing the love of football and spreading the word about KitAid are the key roles. The rest is up to you!

"It really is a rewarding role," said Janet Neville, regional co-ordinator for Cheshire and Merseyside.

"I've been involved in promoting KitAid with Liverpool FC, Tranmere Rovers FC and with local school children in my area.

It's great to see youngsters handing over their unwanted kit to help others."

We currently have Regional Co-ordinators in the following areas but really want to expand this to other regions across the UK:

Blackpool – Jane Stinger

Cheshire/Merseyside – Janet Neville
(janetneville33@hotmail.com)

Gateshead – Nicola Scott

Hampshire – Keith Botevyle
(kbotevyle@jasuk.com)

Hemel Hempstead – Jacky Davison

Hoddesdon/Cheshunt – David Perry

Manchester – Peter Moulds

Northampton/Leicester – Lee Seacombe

South Bucks – Nicky Da Silva

Surrey – Tania Bolton



If you would like to speak to a couple of the Regional Co-ordinators to find out how it works for them please email Keith or Janet and they can give you their unbiased views.

KitAid – The Movie

Worn the t-shirt? Got the car sticker?
Seen the movie?

If you've got 9 minutes and 47 seconds to spare that's all it takes to view the KitAid movie on YouTube.

To take a look at the behind the scenes work of KitAid and discover more about the charity go to www.youtube.com

The movie can be found under 'KitAid - The Journey.'

On the same YouTube website you can also view more of KitAid's work under 'KitAid – or 'Read International & KitAid'. Enjoy!

We also have a page on Facebook, so please drop in and spread our story to your friends.



are you bowvered?

WHAT does the gift of a kit really mean to children who live in the poorest parts of the world?

Is the effort of distributing football shirts, shorts and boots truly worth it? Can you really be bothered to collect up your team's unwanted football strip and get it to KitAid? And are you hesitant about volunteering to help KitAid boxing up, collecting kit or being a regional co-ordinator?

Take a look at just a few extracts from some of the many thank you emails that have been received over the past year. Bowvered? We think you may be!

KitAid patron, Graham Taylor OBE summed it all up when he read one of the heartwarming emails. "Big Men don't cry, but they do if they read this email and see the pictures."

Mud , Sweat and Tears ... !

Email extracts:

For some children, getting a shirt actually doubled their wardrobe.

When the boxes of kit are open, some stare in disbelief, most start screaming, clapping and whooping. Others start to cry as they can't comprehend receiving a gift (of a football kit).

Some youngsters tried to sneak into school wearing their donated shirts instead of uniform.

To see the joy on the faces of the children will live with me forever.

Perhaps one of the children will play professional football one day. Even if they don't, they have a strip they are proud of.

The children are so pleased to have the opportunity to enjoy the things that our own children take for granted.

In the heat of the day, the entire school turned out to celebrate the gift of team shirts being donated.

One boy wore his shirt to church and to bed.

England 0,
KitAid 25,000!

WHEN England failed to qualify for the Euro 2008 championship, hearts sunk nationwide, chins hit the pavement and the demand for England shirts declined. But for KitAid and thousands of children far and wide, there was an upbeat, positive side to the story.

To the delight of KitAid, The FA donated 25,000 brand new England kits. Over the past few months this kit has steadily been finding new homes thousands of miles away from the UK shores. Children, youths and adults from numerous countries have been proudly pulling on an England shirt and making good use of the generous donation. The latest batch of England shirts have been hand delivered to Kenya and are being worn, admired and well looked after by three Masai teams who live at the foot of Mt Kilimanjaro. Thank you to Jane Bateman and Jennie Hambleton at The FA.



Home and FA

THE FA have proudly acknowledged their association with KitAid with a soul stirring statement from Jane Bateman, Head of International Relations.

“ In working in some of the most under-privileged countries around the world, The Football Association is no stranger to seeing the impact the donation of something as simple as a shirt or a pair of shorts can make. KitAid has brought an enormous amount of pleasure and enjoyment to young and old alike through the gift of football kit, and has shared the spirit of British clubs and the England team with communities in all corners of the globe. We are proud to be associated with KitAid and wish them all the best in their endeavours for the years to come. ”

KitAid – THE AWARDS

If KitAid had its own award giving ceremony honouring commitment, support and dedication to the charity, then it would like to present trophies to all the following!



BBC Radio Lancashire for hosting a summer collection of kit.

Blackburn FC, Burnley FC, Blackpool FC, Preston North End and Accrington Stanley for contributing to the Radio Lancashire appeal for kit.

Cardiff City FC for donating training kit and equipment.

Liverpool FC for donating training kit as well as prizes for our charity auction.

Fulham FC for their kit donation and continued support.

Arsenal FC for donating kit and items from their club shop.

Watford FC for hosting a collection of kit at their supporters' open day and for promoting KitAid to their fans.

Colchester United FC for hosting a kit collection at the England under 19's international match.

Stenhousemuir FC for donating kit and spreading the word to other teams north of the border.

Tranmere Rovers for kit donation and for agreeing to host a collection at John Achterberg's testimonial game.

FC United of Manchester/Witton Albion FC for hosting kit collections on match days and for their continued support.

Berkhamsted Raiders, Penn & Tylers Green, Woking Cougars, Fleet Town Colts and many, many more local league junior clubs for contributing at a grassroots level with tournament led kit contribution and KitAid promotion. We would also like to pay a special tribute to Paul Beard from Berkhamsted Raiders, who very sadly passed away this year. Paul was Chairman of the club and a great supporter of KitAid over recent years.

The Watford Observer Sales Department for organising a great collection through their readers and through a special sales promotion which can be seen on our web site.

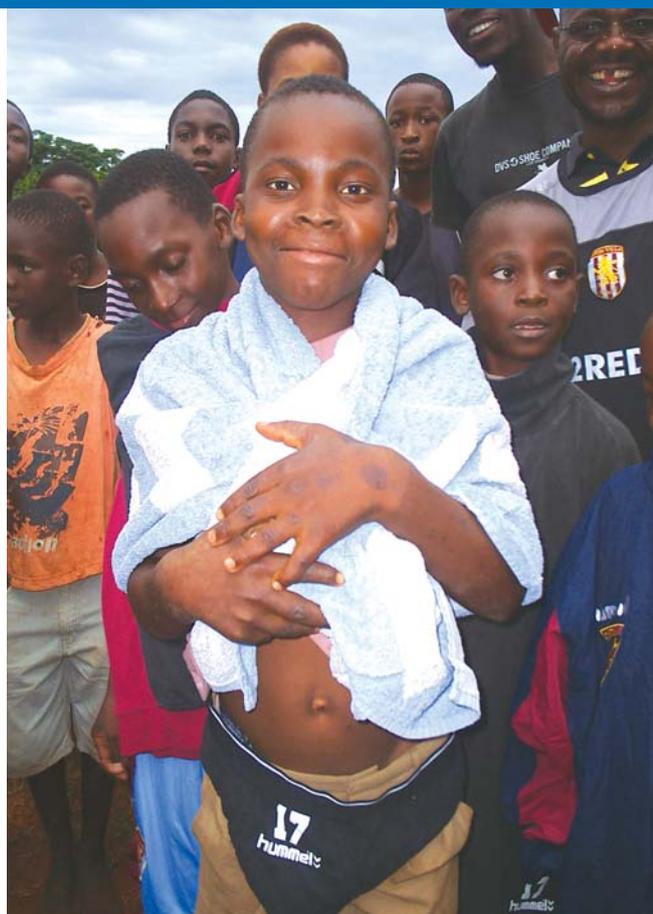
SKY's Soccer AM for covering the work of KitAid and appealing to its fans.

Kit-tastic!

"Ashley Young. Ashley Young." They called his name, they saw his photo... and now in a rural village in the North of South Africa one lucky lad is wearing the Villa and England striker's t-shirt. Other football crazy youngsters from the same village are wearing his shorts, training kit, towel and even his pants!

In March 2008, Ashley Young's kit was amongst a huge haul of football shirts and shorts taken to South Africa by KitAid trustee, Julia Childs.

For one fortunate boy, receiving kit that once belonged to a soccer superstar was a dream come true. "It was a magic moment handing over Ashley's training kit, said Julia Childs. The local team also got two football kits and a ball. They spent the next hour parading round the sun parched field demonstrating their soccer skills." The team's female coach was overjoyed when she was presented with Ashley's tracksuit top. "She said the gift would help her team play better," said Julia. "The KitAid donation meant so much to everyone, including me."



A Kit is for Life not just for Christmas!

Make someone else's day.

DONATE YOUR UNWANTED CLUB SHIRT TO KITAID.



MONEY well spent!

KITAID is a charity that proudly operates on a shoe-string budget and is run entirely by volunteers. Our nationwide appeals are always for kit and not cash.

But from time to time, donations are gratefully received. And every penny that comes KitAid's way is thoughtfully spent... not on administration costs or salaries, but on sports related projects.

Our Treasurer, like most, is meticulous about record keeping and if anyone would like to see a copy of our financial records, please drop us an email and we will be happy to share them with you.



The KitAid Trustees



WE have a very enthusiastic group of trustees who all feel passionate about KitAid and ensuring that it grows at the right pace. Without their enthusiasm and dedication we would not be in the strong position that we find ourselves in as we enter our 11th year. Very many thanks to:

Julia Childs	Thomas Enright
Sally Howe	Sean McGuigan
Anne Ross	Claire Whalley
Derrick Williams MBE	

We would also like to thank our patron **Graham Taylor OBE** for his interest and support as well as the many volunteers who help us with packing, transportation and encouragement.

Our charity partners

WITHOUT our charity partners we would not be able to get any kit delivered, simply because we do not have the funding or the skills to overcome the difficulties in transportation and custom regulations. When KitAid started in 1998, we only worked with one charity, WaterAid. In 2008 we worked with an amazing 29 different charities and individuals, who managed to transport 27,000 items of kit for us.

We are still amazed to think that every single item has been carefully sorted and packed by our volunteers at Hatfield, and then each box (over 671) has been collected by the charities and delivered to five different continents. This has not cost us a penny and it is all co-ordinated through goodwill and perseverance! It's really difficult to mention all of the charities and individuals who have helped us, but here are some of them;



TAFCE, READ International, Feed my People, SchoolAid, World Jewish Relief, Advantage Africa, KORT, Samaritans Purse, ENWAGS, Mission Direct, UGive2Uganda, Agapao International, Watford Community Church, Oasis School project, Hope for Children, Jenga and many more individuals who have kindly taken sports bags of kit as hand luggage.

LOOKING BACK LOOKING FORWARD

2008 was a fantastic year for KitAid with the highlights including support from Sky Soccer AM, our 10th Anniversary Celebration, published articles in the Liverpool FC programme and weekly magazine, radio interviews on BBC Radio Lancashire, breaking all previous records by sending out 27,000 items of kit, support from The FA, PUMA as well as many other retailers and many local press articles from regional newspapers all across the UK.

I find it hard to believe that we will be able to top these achievements but the beauty of KitAid is that we never know what will arrive in the next email! We have decided to use some of the funds raised from our charity auction to provide a hard court area in Sierra Leone and we are also supporting a project in Bulgaria to integrate Romany children into the local community through football.

We are always incredibly grateful to Three Valleys Water (a Veolia Water company) for their support in providing storage, help with IT and PR and in general for allowing us to promote the charity to staff and customers. In May 2009 we will be moving to a brand new building with less storage, but we are confident of working around this. It may mean that we slow down things for a few months over the Summer until we are all settled in to the new building.

The best way to keep up to date with what is happening at KitAid is via our web site, which we desperately try to keep updated
www.3valleys.co.uk/kitaid

John Achterberg – A footballer with a big heart

John Achterberg, the Dutch goalkeeper for Tranmere Rovers FC may not be a household name outside of The Wirral and Eindhoven, but he is an inspiration to many hundreds of children across Africa. He has been a loyal servant at Tranmere and they rewarded him with a testimonial game at the end of March 2009, he decided to use this as a way of promoting KitAid. He already supports our work by collecting kit at his many goalkeeper training workshops and he has suggested holding a full shirt amnesty at his special game against Everton.

Thank you John, and we wish you an even longer career as a coach.

Yes you can!

Keen to get involved with **KitAid**?

Eager to make a difference?

Not sure how your school, club, pub or office can help?

Here's some ideas.

- Organise a dress down day in the office.
- Encourage your school/ class to recycle by staging a kit collection day. Your team shirt will be much loved and much appreciated by another child thousands of miles from home.
- Host a kit collection for us at your summer tournament. We provide the collection bins, you provide the fun, trophies and memories.
- Stage an event to raise the profile of KitAid and raise funds. We have publicity material, a KitAid dvd and hundreds of photos for you to display.
- Or if you want to get involved as an individual, we always need help for monthly boxing up days, publicity and anything else you can think of!

Please let us know if you would like to get involved and we will see how KitAid can help you help us.