

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 17th May 2005 at 7.30pm

Present

Faz Ahmad (FA) (Chair)
Andrew Goodwin (AG) (Secretary)
Clinton Arthur (CA)
Stephen Cooles (SC)
Mark Davis (MD)
Mark Lewis (ML)
Geraldine Messenbird (GM)
Angela Robbins (AR)
Anna Slade (AS)

Apologies

Paul Jeater (PJ)
Ian Pollock (IP)

FA opened the meeting by remarking that there had been great progress in getting items put up on the AFCW official site since GM had joined the group, and that this momentum should be carried forward.

FA informed members that he would be out of circulation for the next month.

1. 5-a-side (ML)

The third AFCW 5-a-side tournament would take place on 18th June at Prince George's Playing Fields in Raynes Park from 10am-4pm. There would be space for 32 teams, with 16 having been confirmed so far. All past entrants had been emailed with information, an item had been added to the AFCW official site and it had been mentioned in the previous week's Wimbledon News. The expectation was that at least 24 teams would enter with the aim being to fill all 32 places.

Each team paid £60 up front. Further income might come from a pitch fee from the ice cream van that had been at the Family Fun Day. Refreshments would be available from the Raynes Park Vale clubhouse but they would keep the profits from this. After costs of a maximum of £400, the event should yield a profit of £1,700-£2,000.

Ideally a raffle would take place. ML already had one prize (a Shane Smeltz signed shirt) but would need two more which would be football, but not AFCW, related. It was agreed that these prizes should come from the collection of FRWG memorabilia.

ACTION:

- **AG to add ML to the FRWG email list.**
- **ML to ask FRWG members for assistance should he need it.**
- **ML to arrange for another item to go up on the AFCW official site and to copy GM on the email.**
- **GM to ask Debbie Buck what memorabilia would be available for the raffle.**

2. Recycling & currency (CA)

Another £100 had just been received for cartridges with three more batches outstanding. Another batch of mobiles was also outstanding. To date cartridges were bringing in around £120 per month, foreign currency £100 per month, loose change £200 per game and a negligible amount from mobile phones. There were alternatives for the recycling of phones, namely selling on eBay or through an alternative dealer, which needed to be investigated.

Members agreed that the recycling scheme was being handicapped by it being based in the back bar where only a small proportion of fans ventured on a match day. The portakabin inside the Kingston Road end turnstiles was identified as an ideal location to set up a second collection point. This could also act as a secure place to keep those items which cannot be taken away on a matchday.

Members also discussed how to better promote recycling activities. SC had offered AFCW decommissioned TfL equipment – which ranges from bus shelters to poster frames – but was still awaiting a response. Members agreed that large poster frames would be of use to the group. AFCW had asked if the group intended to submit any leaflets to go out with the season tickets. Members agreed that a leaflet on recycling should be included.

Discussion turned towards the use of the programme to market FRWG activities. Some members felt that the club had not been as co-operative as they could have been in the past, and wanted the club to guarantee that the FRWG could have something in every programme next season. It was proposed that the FRWG take responsibility for the DT pages. Members agreed that the group needed a marketing plan for next season which would detail at which time the group would concentrate on certain events. It was agreed that the first programme of next season would include an outline of what the FRWG does.

ACTION:

- **CA to work out a plan of how the portakabin area might be used.**
- **CA to ask Kris Stewart if cartridges could be stored in the portakabin.**
- **AG to check how much mobile phones sell for on eBay.**

- **SC to obtain some large (A1-sized) poster frames.**
- **FA to send some promotional copy for recycling to SC and GM.**
- **GM to ask AFCW to guarantee that the FRWG has access to at least one page in every programme next season.**
- **SC to meet with the DT comms group to propose that the FRWG take responsibility for the DT page of the programme.**
- **SC to produce a marketing plan for the programme for the 2005-06 season.**

3. Financial update (MD)

Since MD had circulated his most recent update he had received more funds, including £7,500 from Walk for Wimbledon II. DT Treasurer John Owen had introduced a more advanced accounting system which, were we to submit income and expenses details correctly, would yield an accurate and detailed breakdown of revenue generated by FRWG activities. The system would provide an incentive to fill in the financial form correctly as incorrect forms could result in less revenue being attributed to events than should be the case. Financial forms and money should be sent to MD to arrive by the 20th of each month.

At present, FRWG activities were yielding at least £5,000 per month, with the group on course to make £100,000 in this financial year.

4. Race Day

The Race Day was scheduled for 25th June at Windsor. The organisers had enough volunteers but were in need of publicity and access to the AFCW players.

ACTION:

- **David Bugg to talk to GM about publicity requirements.**
- **GM to talk to AFCW about publicity.**
- **David Bugg to contact Trevor Williams about access to AFCW players.**

5. Golf Day

This was being organised by Ivor Heller. He had thanked the FRWG for their offer of help but no assistance was required. Ivor promised to approach the FRWG earlier for the next event.

6. Dons Draw

This was now making £3,000 per month and the drop out rate was negligible. Income was increasing steadily with the target being to reach £4,000 per month in the next financial year. May had seen income rise by £200 which suggested that the promotional work carried out at the Cray

game was successful. It was agreed that a leaflet for the Dons Draw should go out with the season tickets.

7. Sponsor-a-seat (FA)

This scheme had thus far raised £8,500 in revenue, yielding £7,700 profit. There was a need to re-invigorate this scheme so it was proposed that a reduced two-season rate was offered of £50 for adults and £30 for juniors. This was agreed.

8. Memorabilia

FA reported that a test sale of a sample of memorabilia on eBay was imminent.

9. Walk for Wimbledon II (MD, AR)

Around £9,000 was likely to be raised for the DT, with a further £2,000 for the Mayor of Merton's charities. A cheque would be presented to the Mayor on the pitch at a game early in the new season, with the Mayor being asked to say a few words to explain the work that the charities do. MD had written a report and submitted it to the club but it had still not been put up on the AFCW official site.

Members discussed the charity angle. Other events had been associated with different charities but it was felt that the DT would be better served working with the same local charities on all events. It was agreed that this would be taken up with the DTB's community group.

ACTION:

- **MD to assess whether those raising the most money were also those donating the largest proportion to charity.**
- **MD to email the club again – copying GM – asking for an item to go on the AFCW official site.**
- **MD to email participants to gauge opinion on whether the event should be repeated.**
- **GM to raise choice of charities with DTB.**

10. New ideas

There was a need for three or four new events for the new season. The group would need six months notice to plan a football event and three months to plan something like a sporting dinner. Members suggested that other Trust-run clubs could be asked what has worked for them.

11. MBNA credit card

This idea had been suggested to the group and required further research. The firm would donate a proportion of all spending on AFCW credit cards to the DT.

ACTION:

- **SC to trawl the Internet to research the idea.**
- **SC and GM to look into the subject of wills.**

12. 'How to fundraise' document

The business case document would be used as a starting point. The document would need to include a list of things that must be considered when running an event. SC had spoken to the club and had a list of what AFCW would like to have when their involvement is required.

ACTION:

- **FA to work on the document and then circulate to the FRWG for comments.**
- **SC to send the list of what AFCW would like to FA.**