

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 21st February 2005 at 7.30pm

Present

Faz Ahmad (FA) (Chair)
Andrew Goodwin (AG) (Secretary)
Debbie Buck (DB)
Stephen Cooles (SC)
Mark Davis (MD)
Geraldine Messenbird (GM)
Angela Robbins (AR)
Anna Slade (AS)
Alan Wright (AW)

Apologies

Niall Couper (NC)
Paul Jeater (PJ)
Peter Macqueen (PM)
Mike O'Shaughnessy (MO)
John Owen (JO)
Ian Pollock (IP)
Russell Smith (RS)

1. David Conn event (FA)

FA reported that David Conn had agreed speak for 35-40 minutes on the State of Football in the Back Bar before the home game against Corinthian Casuals. Conn was a journalist for the Independent who specialised in pieces on the dire state of football. He had spoken at a number of recent events including the Fans United day at Wrexham.

The FRWG would be selling signed copies of the book so three or four volunteers were needed. We would be paying upfront for the books, buying them for £6 each and selling for £10 (the book cost £12 in the shops). It was proposed that we agree to buy 120 copies – this would mean that we would need to sell 72 copies to break even – this was agreed.

The copy had already been written for the website and passed to Charlie Talbot. It was agreed that this text be amended to include an email address which fans could contact to reserve a copy of the book. Given the problems experienced in the past with regards to getting fundraising content put on the AFCW website GM agreed to ensure that Kris Stewart was aware of the importance of this item being uploaded.

ACTION:

- GM to ask Kris Stewart to ensure that the text goes on the AFCW website by Thursday 24th/Friday 25th Feb.

- **FA to ensure that the copy for the website includes an email address which people could use to reserve a book.**
- **FA to ask Chris Philips whether the event could be broadcast around the stadium over the PA system.**
- **FA to obtain an invoice for the 120 books.**
- **AR, AG, DB and AS to help out at the event.**

2. Walk for Wimbledon II (MD, AR)

MD reported that the DT board had approved the event and that most of the preparation was complete. The aim now was to recruit participants and volunteers.

Leaflets were to be distributed at the home game against Corinthian Casuals. Upon receipt of a completed entry form and the £10 entrance fee, participants would be sent a sponsor pack including instructions, a sponsorship form, details of the route, etc.

The programme was due to carry information about the event on the following Saturday, while MD was due to be interviewed over the PA system before the game. Some posters had been produced with the aim of putting them up at the ground and around Wimbledon. It was agreed that the poster design be amended to include details of the partner charities and contact details. SC also agreed to look into ways of improving the poster and to produce copies.

Matt Everard had committed to participating in part of the walk and there was a possibility that the Deputy Mayor may also take part. More ex-WFC players were required – to this end AR had contacted Mick Pugh to seek his advice.

Few volunteers had come forward to date. At least 16 marshals were needed to ensure walkers went in the correct direction and did not litter. AR had produced a form to go on the DT matchday table where people could sign up to help out.

Members agreed that walkers should walk in one large group – this would be easier to marshal and would create a more powerful image. The Metropolitan Police had agreed to set up a mobile unit, with the police having suggested that AFCW might wish to jointly purchase 1000 *Stand Up Speak Up* wristbands for sale on the day – members agreed that this was a good idea.

MD asked for volunteers to help organise the event in the run-up to the walk – DB asked for more information of what was required before committing.

ACTION:

- **SC to look at ways of improving the poster.**
- **FA to make changes to poster design including adding contact details and names of partner charities.**
- **AR to ask Mick Pugh if he has convinced any ex-WFC players to participate.**
- **AR to ask Lou Carton-Kelly for advice for help on obtaining a sponsor for the water.**
- **AR to look into obtaining the anti-racism wristbands.**
- **AR to email details of what help was required to DB.**

3. Mega Draw (AS)

The market research had yielded 86 completed surveys. AG circulated the survey results.

AS reported that a financial impact study suggested that the draw could raise £50k+ based on revenue of £65k and costs of around £17k. The break-even point would be 700 fans selling £29 worth of tickets (mean value) each. AG expressed his concern that the median was significantly lower than the mean and that this should be taken into consideration when calculating the potential financial impact.

It was agreed that AS would take another look at the financial impact statement in consultation with FA and AG. GM suggested that when this work was complete it should be presented to the DT board in person. It was agreed that the DT board be given details of the opinions of all members of the FRWG on whether or not to go ahead with this event – including those who were against it.

The issue of involving a charity also required more thought. At least one DT member was known to be opposed to it, and there was some doubt as to whether it would attract significantly greater ticket sales.

ACTION:

- **AS, FA and AG to produce new financial impact statement.**
- **AS to then circulate proposal to the FRWG email group.**

4. Recycling

FA expressed disappointment that the club had announced that cans were no longer being collected. This had been caused by a misunderstanding – the intention had been to cease can collections at the end of the season. It was agreed that in the future no decision would be taken on any policy matter without the project manager being consulted first.

The DT table now had collection points with phones and cartridges doing very well. A further cheque for around £800 was also on its way for

foreign currency. The small change collection boxes were now ready, and members were asked to think about how these could be distributed. The cash counters might be willing to help count the small change providing they were given adequate notice.

Over the medium-term the club were looking to build a recycling centre at the ground – they were particularly keen to start to recycle bottles from the bar. Given that some fans had asked about making formal arrangements to pick up cartridges from businesses, there was a need to expand operations away from the DT table. Possible areas include the area near the programme hut, and DB at the entrance to the main stand seats.

ACTION:

- AW to email MD and FA with details of the latest foreign currency cheque.

- FA to email Tom Adam to ask about the plans for the programme hut.

5. Dons Draw (JO)

The group had received an email update on the Dons Draw. There were now more than 400 subscribers, with the current rate of recruitment suggesting that 800 members would be reached in two years. The DT board had formally agreed to increase the prize fund as participation rose. Announcements over the PA and on the AFCW website had been very successful in attracting new players.

6. Sponsor A Seat (FA)

Another four requests had been received in the previous month, but things were generally very quiet. The discounted kids plaques had been publicised in the programme but details had still not gone up on the AFCW website – GM undertook to take this up with AFCW.

An offer of £150 had been received for a permanent plaque in memory of a fellow fan. Members were split as to whether this offer should be accepted.

ACTION:

- FA to send GM updated text for the AFCW website. GM to take up with AFCW.

7. Sporting dinner

There was no news to report – this project had been put on the back burner for the time being.

8. Memorabilia

DB reported that the list of memorabilia was now complete. DB proposed to sell all non-AFCW goods on eBay – members agreed subject to GM securing permission from the DT board.

In order for the goods to be sold on eBay the items would need to be photographed and descriptions written. Different payment methods – in particular PayPal – would need to be evaluated. Members agreed that there was a need to publicise the fact that the DT was the seller.

There was a need for AFCW to decide which club-related items were wanted for archiving. The club itself also held a number of donated signed shirts and there was also a need to ask them what their intentions were for these items.

ACTION:

- **DB to email list of non-AFCW memorabilia to GM to seek approval from DT board to sell them on eBay.**
- **DB to circulate list of memorabilia to FRWG email group.**
- **DB to photograph items and draft some descriptive text – SC to check the text.**
- **AG to look for similar items to get an idea of what price these items might yield.**

9. Any other business

Race Day:

This event was being overseen by Ivor Heller. Members expressed willingness to assist if they were asked to.

Pre-season tournament:

AS had been asked to raise this by David Hamilton. He had contacts with St Pauli and SKY, and had been in contact with Bayern Munich, Bayer Leverkusen and Stuttgart regarding memorabilia. Members liked the idea of a one day pre-season tournament and agreed that AS should ask David for more information.

ACTION:

- **AS to email David Hamilton, copying FA and NC.**