



THE GREAT FOOTBALL GIVEAWAY

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Organisational Plan 2006 – 2010

February 2006

THE GREAT FOOTBALL GIVEAWAY
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THE GREAT FOOTBALL GIVEAWAY

Introduction

The Great Football Giveaway is a non-profit making organisation (Registered charity no. 1113148) enabling those in privileged circumstances to help improve the lives of less privileged children around the world.

We do this by supplying footballs, paid for by individuals & businesses, direct to those unable to afford such simple pleasures.

The Great Football Giveaway provides the means for people to donate balls and it ensures carriage to schools, established centres and individuals in under-developed countries.

Mission Statement

No child deserves to be denied one of life's most simple pleasures – kicking a ball about.
At The Great Football Giveaway we will do what we can to change that.

Our Core Charitable Objects

- i) To provide and assist in providing [facilities] equipment for sport, recreation and other leisure time occupation for such persons who have need of such by reason of their youth, age, poverty or social and economic circumstances with the object of improving their condition of life.
- ii) To advance the education of children and young people through the provision of sports equipment.

Aims and Goals

Our aim is to harness the power of sport as a force for good and make it open to as many people, especially children, around the world.

We want to make privileged people realise that for a small amount of money they can very simply provide children in less fortunate circumstances with a huge amount of pleasure.



Success in achieving our goals is easily measurable. Every child that gets the chance to play with a ball, donated by the public, through The Great Football Giveaway will be regarded as a success for the organisation.

Marketing Strategy

We target individuals and businesses to fund the basic running costs of the organisation.

- We target **individuals** to fund the provision of footballs.
- We target major national and international **brands and businesses** to support the organisation financially and aid with marketing initiatives.
- We target **other charitable & non-profit making organisations** to develop partnerships.

Individuals

Many people want to give, but they are often deterred by the size and complexity of some organisations / charities. We offer a point of difference, because we offer people the opportunity to donate something very measurable. A football.

The opportunity for sport to work as a force for good is something we believe people will actively embrace. As a nation we are becoming more conscious of our own health. High profile campaigns have raised our awareness of global issues of poverty and made us recognise our social responsibilities. All of this has forced us to open our eyes to the inequality that exists between our prosperous nation and less developed countries.

There is a human truth at the heart of what we do – that children like to play. What we offer is uncomplicated and personal. There are greater issues that our organisation cannot solve, but what we can do is appeal to individuals to help make children in less fortunate circumstances smile, by giving them the opportunity to play.

Brands and Businesses

Marketeers are continually looking for innovative ways for their brands to establish positive points of difference from their competitors. Brands connect with consumers in both rational and emotional ways, and the opportunity for a major brand to support an initiative that has a human, emotionally rich and easily PR-able ambition, is significant.

Charitable & non-profit making organisations

The Great Football Giveaway is an organisation that welcomes partnerships from other non-profit making bodies. We will work closely with charities and educational centres in countries suffering from poverty, to supply sports equipment, especially footballs.

The opportunity for shared success is significant. The mutual benefit that can be gained by all parties is what lies at the heart of the organisation.



TEAM MEMBERS

Paul Clarke

- Director (proposed Trustee) and Founding Partner of The Great Football Giveaway
- Formerly Advertising Director at Saatchi & Saatchi and DFGW. Responsible for brand strategy and creative development across a wide sector of national & international businesses & brands, including Visa (across Europe), Sony (across Europe), British Army Recruitment and the BBC.

Sarah Clarke

- Founding Partner (proposed Trustee) of The Great Football Giveaway
- Formerly Chief of Staff to the Shadow Health Secretary

Kelly DalGLISH

- Founding Partner (proposed Trustee) of The Great Football Giveaway
- Currently TV presenter for Sky Sports News

Jonathan Slot

- Founding partner (proposed Trustee) of The Great Football Giveaway
- Currently Director at Carlton Screen

PART 1: Project Malawi (May-June 2006)

Malawi is one of the poorest countries in the world. Over half the population there are children and the average age is just 16 (source Unicef). Our objective is simple. To deliver between 1,000 and 10,000 footballs, donated by the UK public, to the children of Malawi, in the weeks building up to the 2006 football World Cup.

These balls will be distributed by The GFG team, to individual children in villages, recognised centres, schools and orphanages across the country.

The British public can buy balls directly from The GFG website, or pay by cheque or cash. We have asked people to donate £10 per ball.



£10 not only covers the cost of the ball itself (quality balls from Mitre), but also includes all associated costs incurred in delivering those balls directly into the hands of children in Malawi.

£10 donations will cover the following:

- The cost of one Mitre football, supplied at cost + special discount.
- All shipping / airfreight costs (inc. insurance).
- Ground transport in Malawi (where possible we use local resources)
- Transaction charges (eg those incurred through using WorldPay secure online payment system).
- Any taxes which The GFG is liable for which are directly associated with this project
- Any costs incurred by The GFG directly linked to delivering this project in Malawi (eg basic travel costs, marketing materials).
- In addition, for every ten footballs that are purchased by the public we will also include the cost of a netball (favourite sport amongst girls in Malawi), as well as many pumps & valves. These are subject to availability of resource.
- In the event that any surplus money is left over from this project, any proceeds will either go towards another project of The Great Football Giveaway, delivering balls in the same or different countries, or will be donated to Sport Relief (Comic Relief). No profit will go to the partners of The Great Football Giveaway.

Traditional marketing and PR methods will be used to

1. Raise awareness of the Malawi project and its aims
2. Drive traffic to a purpose built website (www.thegreatfootballgiveaway.org.uk) to allow individuals to purchase balls

We will aim to get coverage of the project's aims on relevant TV and radio programmes as well as in press editorial, to help us achieve our target of over 10,000 donated balls.

Timings, Malawi 2006

Website goes live	w/c 6.03.06
Ball purchasing commences	
Ball purchasing	w/c 13.03.06
Ball purchasing (Advance shipment of balls leaves UK - shipping freight)	w/c 20.03.06
Ball purchasing	w/c 27.03.06
Ball purchasing	w/c 3.04.06
Ball purchasing	w/c 10.04.06
Ball purchasing ends (Wed 19th)	w/c 17.04.06
Second cargo of balls leave UK (Air freight)	w/c 24.04.06
The GFG team fly to Malawi	w/c 1.05.06
First delivery of balls to children in Malawi (First 90 balls delivered during the 90 minutes of The FA Cup Final)	w/c 8.05.06
Delivery of balls to children in Malawi	w/c 15.05.06
Delivery of balls to children in Malawi	w/c 22.05.06
Delivery of balls to children in Malawi	w/c 29.05.06
Return to UK (pending number of balls to be delivered)	w/c 5.06.06



PART 2: Expansion 2007-2010

Building on the success of the trip to Malawi, we would like to roll out this project across a further 5-10 countries starting from 2007. To achieve this we will look to secure partnerships with major businesses and brands.

A major opportunity also exists to extend the project across 16 countries in Europe by 2008. In the build up to Euro 2008, The Great Football Giveaway hopes to extend its operations, facilitating the 16 countries that compete in Euro 2008 to give balls to 16 lesser developed countries across the world.

Growth in the number of projects delivered will correspond with growth in interest for The Great Football Giveaway and resources available to it. We will not deliver more than we can resource. We will only deliver a project when we know that we can do so to the highest possible standards and to the maximum benefit of project recipients.

