

Dear members,

As you all know the failure to secure promotion at the end of last season has had a significant impact on the club's financial planning/budgets for the coming season. DFC Chairman Bob Brannan's open letter and the subsequent response from Dee4Life Trust Chairman Scott Glenday brought into public focus the realities of another season in the SFL and the real need of alternative ways of fund raising and running the football club. Bob has made it clear that he wants to stand down from the Chairman's role, Ian Bodie has vacated his board position and, although Calum Melville has agreed to assist the club financially for another season, there will still be a significant funding gap that we will need to bridge.

In short, it's abundantly clear that we need to address this and, having done that, look beyond season 2010/11 with a view to underpinning the club's survival long term.

As a direct result of all this detailed discussions have taken place between Dee4Life, Dundee Football Club and the DSA in an attempt to formulate a plan moving forward that will draw that will help achieve this. Individual fans and the various fans' groups need more than ever to pull together as one in order to maximise their efforts and help the club survive and prosper. To that effect the Trust has negotiated an exciting opportunity with the club's Directors for an innovative way forward for all to consider.

This would effectively result in the fans owning/controlling the club by way of bringing together individual fans, members of supporters' clubs, investors and members of the local business community.

The first part of that journey would see the formation of one fans' group comprising of all stakeholders including members of official supporters' clubs. Currently, there are various groups all engaged in social events, fundraising and other activities doing a terrific job in their own right. This fragmented approach has worked reasonably well in the past, but it recognized that in this model resources are not always maximized to the best effect with double handling and wasted opportunities preventing the club from benefiting as well as perhaps it might. Last season for instance saw fundraising activity being co-ordinated successfully between the various groups for the first time.

The proposal being presented still allows these individual supporters' clubs to continue to exist in their own right, but also provides an opportunity for activities to be developed to such an extent that monies raised would be converted into Dundee FC shareholding. Individuals could still contribute as ever, fans can still retain membership of supporters' clubs as they always have, but the creation of one fans' group under a single banner would unify all of these efforts.

The question we need to ask is – are the members groups prepared to seize this opportunity? Dundee FC, the Dee4Life board and the DSA committee have all agreed in principle to the proposal but it's now up to the members to decide.

This is an exciting opportunity that may not come around again and we need to decide as one group if this ground breaking approach could herald the cementing of the long term future for our football club.

Yours in Trust.

Stuart Murphy.