

# DEE4LIFE – A YEAR IN THE LIFE

*This is what we've been working on this year on your behalf*

## January 2009

- New trust board met including representative of the DSA, Development Club and Junior Dees.
- Scott Glenday elected chairman, Stuart Murphy as vice-chairman and Fraser MacDonald as secretary.
- Alex Kidd remains treasurer and George Knight as representative on the board of Dundee FC
- Met with Dundee FC board to discuss working together on a new Youth Initiative.
- Briefed DSA clubs on DFC meeting
- Sponsored schools football together with ArabTrust

## February

- Sent package of goodies and free DFCTV access to troops in Basra
- Published detailed interview with Jim Thomson re under-soil heating
- Addressed concerns raised after Livingston offer a cut-price entry deal to a limited number of fans
- Praised attempts to recruit new directors through press advertisement
- Spent a full morning with Ian Bodie to discuss financial and shareholding issues
- Clarified implications of DFC AGM resolutions for fans and provided PDF copies to members
- Published interview with new vice-chairman and Development Club rep Stuart Murphy
- Handed out 3000 newsletters & cleared merchandise
- Re-launched Penman Lounge along with DSA and Development Club
- Attended Dundee FC AGM
- Received £100+ from Easyfundraising this quarter

## March

- Contributed to new DeeZine online newsletter
- Welcomed Calum Melville to the Dundee FC board
- Pledged £500 as Dundee fans raise almost £6000 following tragic death of Kevin Murray in Amsterdam
- Attended liaison meeting with Tayside police

## April

- Billy Shepherd, Bill Brewster and Dave Forbes attended board member development session
- Hosted Supporters Direct meeting at Dens also involving United, Dunfermline and Raith trusts
- Welcomed Airdrie Trust reps who walked 80 miles to Dens for charity and donated signed ball
- Consulted with Dundee FC to ensure South Enclosure kept for use of Dundee fans for game versus St Johnstone
- Represented at Supporters Direct meeting in Glasgow, planning for national conference
- Presented detailed feedback to Dundee FC ahead of new season ticket launch

## May

- Kicked off new community programme with schools visit and donation of footballs
- First formal meeting of new Youth Charity Funding Group held after many preparatory meetings
- Sponsored Dundee Schools FA U15 cup final at Dens and presented trophy to St John's.
- Launched new Junior Dees membership packs
- Reassured fans following press speculation surrounding ownership of Dens Park
- Scott Glenday filled in for Eric Paton in DeeZine's Captain's Log feature

## June

- Attended Supporters Direct Scottish conference, meeting Henry McLeish & UEFA's William Gaillard
- Pledged support to Dee4Kids scheme
- Proposed ticket scheme to give away clubs a stake in ticket revenues

## July

- Presented goods along with ArabTrust to help raise money for Armistead Child Development Centre
- Issued rallying cry for fans to buy season tickets
- Assured fans that recent spending was within a strict plan and past mistakes wouldn't be repeated
- Hosted InDEEpendence Day along with DSA & Development Club, raising around £4000
- Launched new range of t-shirts for the new season
- Welcomed new volunteers to help out with Club Dundee and DFCTV

## August

- Junior Dees accepted donation of over forty children's Dundee strips from Perth Dees
- Sent DVD of last season's goals to all Club Dundee members
- Launched First Division Managers Competition
- Revamped Trust website with members' area and online application process
- Hosted Q&A with manager and board, with around 140 members in attendance
- Installed notice boards in Bobby Cox stand to update members without internet access
- Contributed towards cost of Sky TV in lounges along with DSA and Development Club
- Launched new Predictor mini-league
- Hosted merchandise stall at Open Day, and Bill Brewster starred in Beat The Goalie
- Duck Race sponsored by Taste Fresh raised £200 for Dee4Life and £370 for MS Society
- Auctioned rare items including Perugia Badges and Hall of Fame programmes for around £100
- Donated £15,000 to Dundee FC youth funds to purchase new kit, raised through Club Dundee

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## August (continued)

- Launched new Online Store
- Issued 1000 free tickets to schools at ICT game in conjunction with Dundee FC community scheme
- Offered free tickets to unemployed supporters in return for helping out pre-match at Dens
- Extended length of highlights available on DFCTV

## September

- Worked with Jim Thomson to reduce queues for fans using the South Enclosure
- Giant Banner paraded by local schoolchildren after being given a spring clean
- Launched Scottish Cup predictor mini-league
- Created electronic newsletter for members, including Supporters Direct survey and prize draw
- Teamed up with Saltire Merchant Services to raise funds and save small businesses money

## October

- Agreed further improvements to South Enclosure queues and to clear rubbish at back of ground
- Attended forum on future of Scottish football along with top figures from SFA, SPL, SFL & SPFA
- Praised by sponsors for new corporate package including Club Dundee and lounge sponsorship
- Attended UK-wide Supporters Direct conference in Birmingham
- Made a dream come true for mascot Glen Sparks, who travelled over from Perth, Australia
- Congratulated Newport Dark Blues on raising over £500 this year through various activities

## November

- Held youth development derby with Arab Trust, raising £32,000 for each club's youth funds
- Offered free tickets to derby to troops returning from Afghanistan, and parading at derby
- Arranged penalty shootout competition at derby with sponsors Trendell Simpson offering prize
- Won penalty shoot-out v Arab Trust to net £250 prize for youth development in front of 7774 fans
- Launched new packs of Christmas Cards with unique Dee4Life designs
- Offered signed, framed Leigh Griffiths shirt in prize draw to members who join or update their details by the end of the year
- Distributed newsletters and advertised in Challenge Cup Final programme to promote draw and AGM
- Reminded fans to use Easyfundraising to do their Christmas shopping and raise funds for the Trust
- Scott Glenday wrote on how far the Club and Trust have come, as Rangers look for fan representation
- Invested almost £3000 in new HD video equipment to improve the quality of DFCTV highlights

## December

- Wrote to the press as a number of articles promote change in Scottish football and a 16 team SPL
- Published accounts for year ended 30<sup>th</sup> June online for all fans to review
- Helped sell DSA tops by adding them to our online store and match day merchandise stalls
- Announced Junior Dees Christmas party taking place at Dens
- DSA Treasurer Bill Brewster reported on his first year as rep on the Dee4Life board
- Confirmed that blunder by mailing firm saves Trust £1200 as invoice cancelled plus £250 compensation
- Met with ArabTrust and reps from both football clubs to review derby and plans for the future
- Held Annual General Meeting on 12<sup>th</sup> December '09

## In Addition

- Held board meetings at least once a month
- Recently adopted weekly conference calls to ensure prompt follow-up on all tasks & 6 Key Objectives
- Held regular meetings with Dundee FC and other groups on Community, Matchday & Junior activities
- Represented at half a dozen meetings of advisory group to Supporters Direct in Scotland
- Met regularly with DFC, DSA, Dee Promotions, Business & Development Clubs re Youth Charity
- Published over 150 articles on [www.dee4life.com](http://www.dee4life.com), read by up to 1000 visitors per week
- Contributed 1-2 pages of stories to every home matchday programme
- Read and responded regularly to fan feedback via post, website, official & unofficial forums
- Implemented database system to help manage membership list and enable us to filter active and inactive members
- Adopted formal procedures to help manage areas such as purchasing and merchandise
- Prepared audited accounts and FSA return for financial year ended 30<sup>th</sup> June 2009
- Offered monthly Club Dundee prizes like boardroom hospitality, Hall of Fame tickets & signed shirts
- And gave away over 30 other prizes via Penman Lounge raffles and various other competitions

Thanks to everyone who has been part of an extremely active and successful 2009 – both on the pitch and off it.

Remember that this is YOUR trust. Every member has a say in what we do, and how we do it. Just give us your feedback any time, or if you like, why not get involved as a volunteer and help make 2010 just as successful?!

***HAPPY NEW YEAR!***