

## Dee4Life Trust – Newsletter – Feb 07

Building Trust Between Community And Club

(Registered by the FSA under the Industrial and Provident Societies Act 1965 – Reg. 2639 RS)

### Direct Debits

The most effective way for our Trust to raise funds on a regular basis is with members donating by Direct Debit. We currently have the equivalent of 427 members donating £5 per month giving us £25,620 per annum.

This gives us the much needed revenue that along with other fundraising activities allows us to function and to fulfil our annual commitments to the Club and Community. One of our 2007 Trust Targets is to increase the Direct Debit contributions by 25%.

Throughout 2007, the Trust plans to actively assist the Club in establishing and strengthening links within the community. We also plan to invest more resources and funds in the Junior Dees and establish links with them, the schools and other local youth organisations. We also plan to scale down the type of “hard sell” concentrated fundraising initiative which has been a feature of critical & successful campaigns such as URE Dundee. Greater emphasis will be placed on “value for money” fundraising via events such as Open Day and Hogmanay.

If you believe you can commit any sum from £5 a month or higher, the Trust would be delighted to receive your regular support. Direct Debit forms can be obtained from the Trust board/volunteers inside Dens, from the Club Shop, printed from the Trust website, or by email/post from the addresses in the article **Issues, Concerns and Feedback** on the reverse side.

### Junior Dees

The Junior Dees have been busy over the last few months with various different events. The Juniors enjoyed their first away trip of the season at St Johnstone, where approx 45 children had a parent free day whilst cheering on the Dark Blues at McDairmid Park. Next on the agenda were the annual Christmas parties with different ages groups being given a choice of venue to attend. Around 20 children aged between 10 and 16 enjoyed an hour long tour around Dens Park, and then were treated to a VIP signing session with Gavin Swankie and Danny Griffin. On the same day around 60 youngsters aged between 0 and 9 attended a fun filled 2 hours at Jungle kids where Scott Robertson and Scott Gates made an appearance. On the 15th December Susan held a very successful bingo evening in Downfield Social Club and raised an amazing £324 which will be put into the juniors fund for future events.

There have also been a few changes within the committee of the Junior Dees. Susan Sturrock has unfortunately had to move on, and Rozie Islam will be taking on a less prominent role due to personal circumstances. Andy Gurvan who was previously Trust Secretary will now become the Junior Dees representative and Nicky Robb has also agreed to join the ranks. We would like to express our thanks to Susan and Rozie who have both put a phenomenal amount of work into the Juniors over the last 3 years and we wish them both good luck in the future.

If you would like more information on the Junior Dees, please contact Rozie on 07963 456626.

**Merchandise** - If you are a regular visitor to the Bobby Cox stand or South Enclosure on match days, you will probably have noticed our merchandise stalls. Apart from match days, we normally have merchandise on sale at our social events, and more recently we have made our items available on our website. Our current range of stock that can be purchased include DVDS, CD'S, SCARVES, as well as novelty items such as stress balls & fridge magnets & key rings/bottle openers & Dee4life badges & Ure Dundee Stickers. If you stay in Dundee they can be delivered to you for £1.00. DVDs & Cd's can be bought in club shop.

### Football Farced

The first ever Trust comedy dvd "Football Farced" was released on December 2nd and so far has clocked up sales of 400 - outlets being Dundee Direct, Trust bucketeers at home games and via PO BOX 10162, Dundee DD5 3RY. With special guest appearances by Dundee legend Bobby Glennie, BBC 's very own Jim Spence and local bard Bobby Brady, the mixture of sketches, songs and news headlines was put together by the Dee 4 Life Production team from August to November 2006 onwards. A special thanks to Jim Thomson for once again accommodating us and to Gammies of Forfar for their use of a portable generator when the Trust camera batteries ran low. Plans are already afoot for a follow up in 2007 and we've already enlisted the help of some more bodies with acting and directing experience so that some of the rough edges on "Football Farced" will be ironed out. Volunteers as always would be very welcome.

### Raffle

The draw took place at the Trust Hogmanay bash (in case you forgot) and the winning tickets were drawn by some of the kids in attendance.

#### Winners were:

£1000 holiday voucher - Steve Park, Perth

£500 holiday voucher - Dianne Smith, Dundee

Ipod - Charlie Duthie, Dundee

Widescreen TV - Trish Burke Brechin

Portable dvd player - Richard Valentine, Perth

Assorted Spirits - George Fraser, Dundee

## Dee4Life AGM December 2<sup>nd</sup>, 2006 - Captains Lounge, Dens Park

Chairman George Knight opened this year's AGM, and introduced the top table: Scott Glenday, Bob Brannan, Dave McKinnon and Alex Kidd. Secretary Andy Gurvan, was unable to attend due to illness. Key issues discussed this year were the Its Ure Dundee Campaign which reached its target of £150,000. This sum, when converted into shares, would increase the Trust shareholding to 26%.

Another issue was the proposed future direction of Dee4Life's activities. Scott Glenday advised the meeting that a new strategy was being considered by the Trust board following a report submitted by a sub – committee formed to identify future areas of interest. This would concentrate more on strengthening the links between community and the club, improving fans representation, improving communications between Trust board and members, Junior Dees activities, and also community development as well as continuing fundraising albeit on a lesser scale.

The Board of Dee4Life also underwent a few changes. Dave Roy, Neil Matthew & Robin Grimmond all stood down to make way for new board members John Knight, Ryan Ireland & Grahame Couttie. Bob Brannan summarised the events of the last 3 years since the club went into administration, noting that three quarters of a million pounds was paid to the administrators. Coming out of administration, the £23 million debt had been reduced to £10M, then further reduced to £6.3 million under the existing board in their first season in charge. Bob also reported that, despite what has been expressed by various parties, HBOS could have liquidated the club at anytime yet had been very cooperative and, as a result, the club was hopeful of announcing the long awaited financial restructuring very soon. Dave McKinnon set the record straight as regards recent press reports – the club was not in danger of going part time. Discussions are ongoing regarding SPL 2.

Since the AGM, Rozie Islam has resigned from her position as Junior Dees Representative. This vacancy has been filled by reinstatement of Robin Grimmond, one of the 3 who stepped down at the AGM. Andy Gurvan has taken over Rozie's role with the Junior Dees, with John Knight taking over the role of Secretary from Andy. Scott Glenday has formally taken on the role of Deputy Chairman.

### Updating Your Membership Details

Since the Trust was created 3 years ago, over 4,000 fans have joined. Although the Trust has not requested subsequent membership renewals from members, we are obliged to continually maintain our membership database. This holds the name, address, phone number and email address (if applicable) of each member. In November, we announced that we would no longer be mailing the Newsletter to members, but would instead make it available inside Dens Park, and on the Trust Website. Copies will also be available in the Club Shop. In addition, we plan to email the Newsletter to all members who have provided an email address. This service is also intended to maintain communication with members who do not live/work in Dundee, but also covers local members who may be unable to get along to Dens regularly. It is, of course, also our lowest-cost communication option.

If you think you have changed either home address or email address, or both, since joining the Trust, please send your updated details to us at either the postal or email address in the article **Issues, Concerns and Feedback** or simply print your details clearly below, and return this form to any of the Trust board/volunteers at Dens, or the Trust "postbox" in the Club Shop.

**Name:** ..... **Membership Number:** ..... (if known)

**Old Home Address:** .....

**New Home Address:** .....

**New Email Address:** .....

**Telephone:** ..... **Signature:** ..... **Date:** .....

### Issues Concerns and Feedback

Any member with any issue, concern or observation they wish to share with their Trust representatives shouldn't hesitate to contact Dee4Life through any of the following channels. **PO Box 10162, Dundee, DD5 3RY/ admin@dee4life.org** . We've all worked hard and dug deep to gain a representation at Boardroom level and a significant shareholding in the Club – let's learn how to use it properly.

### Current Situation with Club Financial Restructure

The process is still at the "final" legal stage, and unfortunately moving frustratingly slowly for all of us connected with D4L. The Trust is continually seeking progress reports, but members should realise we can only provide updates when we have new information to pass on. Bob Brannan is, we are sure, as frustrated with the slow pace of progress as we all are. The Board will be well aware of the risk that this continued slippage, together with an early cup exit, may well drive a few more fans away from the gates at a time when we really need to maintain the clubs cash-flow in order to assist the CEO & Manager with their plans.