

# Dee4Life Trust - Newsletter - Nov 06

Building Trust Between Community And Club

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

## ***'Ure Dundee'***

### ***Campaign Update***

The Committee of Dee4Life Trust would like to thank all the fans who donated to the recent its 'URE Dundee' campaign. Thankfully we hit our first target of £152,000, this sum will allow us to invest in the Club on behalf of our members and increase our collective shareholding to 26% of the Club.

Today Brooks Mileson will honour his commitment to the campaign and present us with a cheque for £30,000. On behalf of all Trust members and everyone connected to the Club we would like to thank Brooks for this exceptional donation.

### ***Supporters Direct Conference***

Dee4life were invited to do a presentation at the SD conference in London on our success in amassing and retaining 4000 members. Dee4Life Trust Committee member Billy Shepherd addressed the conference explaining the advantages of having such a large membership and also the additional work involved for example, mailing members.

## **New Format**

In order to attempt to make better use of the valuable resources we have we have decided to distribute newsletters on match-days and via the internet on a more regular basis - as opposed to sending them out by post.

Posting them out quarterly to 4000 members was a very costly a laborious task.

If you have any suggestions re the content of future newsletters or know of anyone not likely to be at home games who might want to receive one via the internet then you should contact the Trust through any of the normal channels.

Communication with members, fan representation and community involvement are three areas we hope to be in a position to spend more time on in the season ahead. If the good work of the Trust is to continue communication and some fundraising will remain necessities.

With the festive season fast approaching Dee4Life will have on sale a new design of Christmas cards and a DVD produced by the Dee4Life Comedy Unit (Robin, Bobby Brady & Co).

To see in the New Year we will again have our Hogmanay bash in the lounges of Dens Park with tickets available in Club Shop priced at £10.00 for Adults and £5.00 for Children (limited amount available).

## **Junior Dees**

The Junior Dees will be running a bus to the following games:

**Away game to Clyde (Sat 28<sup>th</sup> April 2007) -  
Away game to St Johnstone (Sat 9<sup>th</sup> December  
06 & Tues 3<sup>rd</sup> April 07).**

Planned events/activities: **Xmas Party; Helping Hands Picture; Meet the players; Bingo night 15<sup>th</sup> Dec 06 - Downfield Club.**

## **Direct Debits**

The most effective way for our Trust to raise funds 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 funds that along with other fundraising activities allows us to function and fulfil our annual commitments to the Club and Community. Our aim with your help is to increase the Direct Debit contributions and direct funds to other areas where the Club can establish and build links within the community. We would also like to invest more in the Junior Dees and establish links with them, the schools and other local organisations.

## **Dates / Diary**

**AGM** To be held on the 2<sup>nd</sup> Dec 06 in the Penman Lounge at 11.00am. (Ross Co Game) Members and new members welcome.

**'Ure Dundee'** initiative prize draw to be announced shortly.

**Merchandise** Bobby Brady's new Official Dundee CD can be purchased in the Club Shop and coming soon in time for Xmas Dee4life range of merchandise.

## **Raffle**

Tickets for this year's annual Trust raffle are available both from Dee4Life's match-day representatives and Dundee Direct. There are once again some fantastic prizes up for grabs with the:

**First prize being: £1,000 of holiday vouchers** – to spend on a holiday of your choice with *Ramsey World Travel*.

**Second Prize: Short break worth £500**

**Third Prize: Apple I-Pod**

**Fourth Prize: Widescreen TV**

**Fifth Prize: Portable DVD Player**

**Sixth Prize: Assorted bottles of spirits**

It's only a pound to enter and books of ten do not have to be completed to be lodged for entry. We've had a great response in recent years, so why not buy a ticket yourself and encourage a workmate, neighbour, relative or fellow 'Dee to have a bash and bring them along to the match-day outlets or Dundee Direct before the closing date of **31/12/2006**.

## **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 / [trust@dee4life.org.uk](mailto:trust@dee4life.org.uk)**

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...