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Dulwich Hamlet Supporters' Trust  
PO Box 43616  
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Mr N McCormack  
Dulwich Hamlet Football Club  
Champion Hill Stadium  
Edgar Kail Way  
London SE22 8BD

Dear Nick:

When I spoke briefly to Martin after Sunday's game, he suggested that you were interested to hear our ideas about ways in which the Dulwich Hamlet Supporters' Trust ("the Trust") can help Dulwich Hamlet FC ("the Club"). This note records the Trust board's thoughts. We would of course be happy to meet to discuss any specific ideas you may have.

At present, the Trust provides assistance to the Club in various ways, including:

- contributing to the day-to-day running of the Club through the work of the supporter-elected representative on the Football Committee
- selling match programmes at home games, generating income for the Club without staff costs
- stocking and manning a shop at home games, and providing a similar service on the Internet. This raises the Club's profile and is popular with fans
- acting as "ball retrievers" at home games.

We have also:

- run (in 2005) a Community Fun Day which brought new people into contact with the Club. Secretary of State Tessa Jowell (herself a Trust member) attended to present prizes. The costs were covered from over £2,000 of external funding secured by the Trust
- run (in 2005) the Club's Xmas lottery
- bought a washing machine for the Club
- distributed posters advertising games to local shops and pubs
- delivered leaflets advertising pre-season friendlies to several hundred local properties
- introduced the Club to a professional marketing organisation specialising in non-league football, who assisted the Club with fund-raising for several months
- sponsored (for two years) the Club's away shirts.



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All of the above forms of assistance, plus the other forms of help we have contributed, have been given at no cost to the Club.

Later in this season, as you know, we plan to repeat the Community Fun Day, having secured almost twice as much external funding as in 2005. Again, this will raise the Club's profile in the area, bringing hundreds of potential new supporters to the ground at no cost to the Club.

In the future, we hope to use our proven ability to attract external funding (an option which is not readily available to the Club, as it is a profit-making body and is therefore ineligible to apply for many funding streams) to allow us to address further issues of interest to the Club and its supporters. For example, we have already proposed to you that we could front a Football Foundation application for funding in respect of a perimeter fence. If you would like to pursue this option we would be keen and happy to help, and would welcome further discussions.

Finally, the Trust runs a monthly lottery which has to date raised over £7,000, growing at the rate of approximately £250 per month. The lottery has two inter-linked purposes:

- to fund initiatives to the benefit of the Club and its supporters, and
- to increase the supporters' voice in the Club.

These purposes are based on the principles of the Supporters' Trust movement. The results of the Supporters' Trusts established in recent years have been excellent for clubs and supporters alike:

- Supporters' Trusts have brought around £10M of investment into the game
- 61 Supporters' Trusts hold equity within their football clubs
- 39 Football clubs have supporter representation within the boards of their football clubs.

The Trust aims to use the same principles of mutual benefit at Dulwich Hamlet. Following our discussion on 12<sup>th</sup> June 2006 we wrote to you, as agreed, proposing ways in which both of the objectives of our lottery could be met. We would welcome your thoughts in reply to that letter, a copy of which is enclosed, so that we can agree how to move forward together.

Finally, all Trust members are delighted to see the team's improved performance this season, and look forward to a successful 2007.

Philip Mitchell  
Chairman  
Dulwich Hamlet Supporters' Trust  
07990 567221

cc: Martin Eede