

# The Killie Trust

AGM 2021



# Goal Keeping Academy



All of our coaches are active Killie Trust members who have a real passion for Kilmarnock FC and our community.

This project aims to:

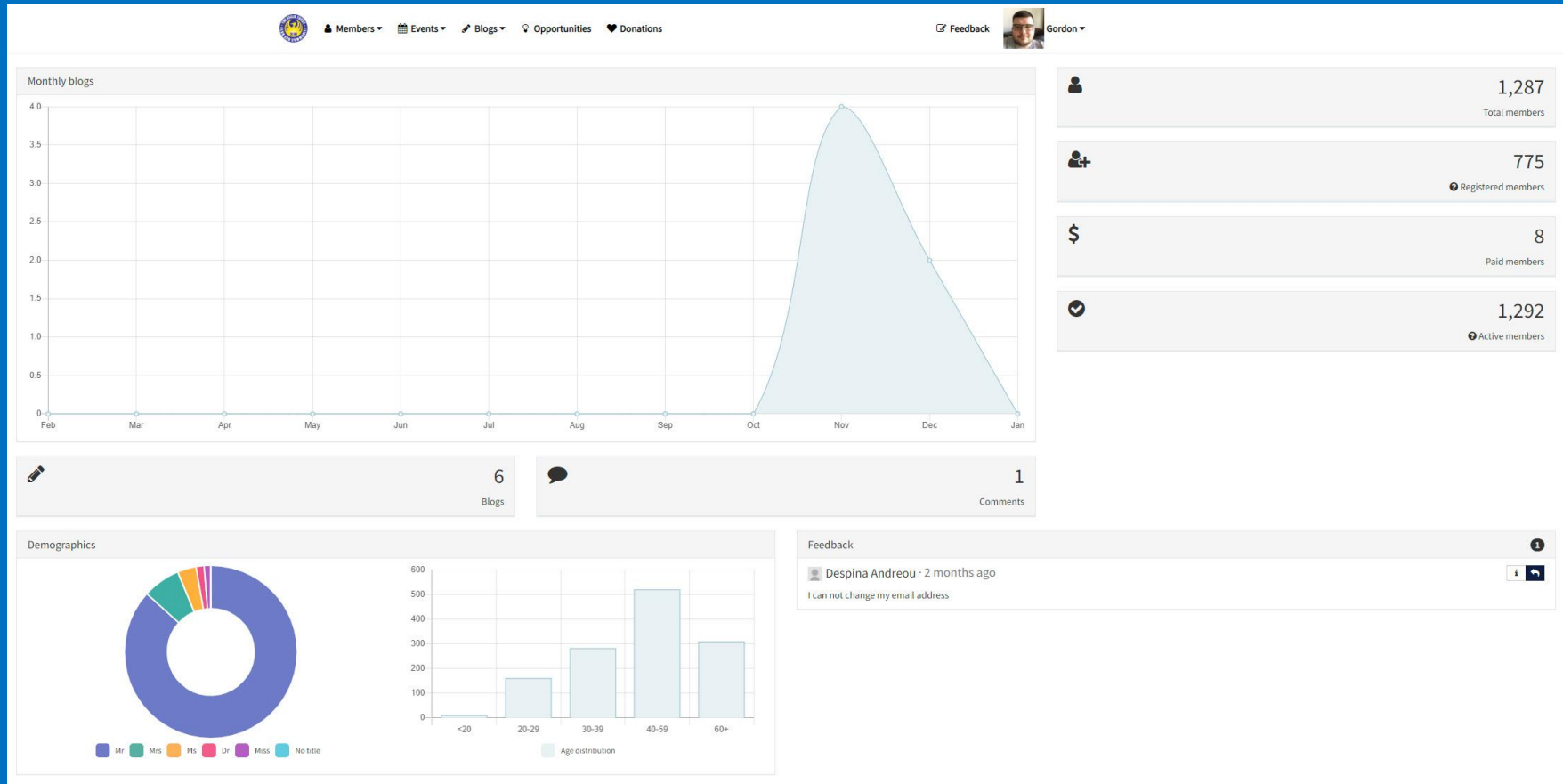
- provide quality coaching for 7 - 16-year-olds
- work in partnership with Kilmarnock Community Sports Trust (KCST) Community Development Programmes
- develop a link/partnership between Kilmarnock FC, KFC Academy, Kilmarnock Ladies, the Trust and local grass roots football teams
- improve skills of participants
- improve skills of coaches
- identify talent for Kilmarnock Development/Academy Programmes

Using our general funds, we are able to offer:

- free coaching
- fully qualified disclosed coaches
- up-to-date equipment
- regular progress assessment reports
- occasional masterclass sessions from a KFC goalkeeper



# Very Connect

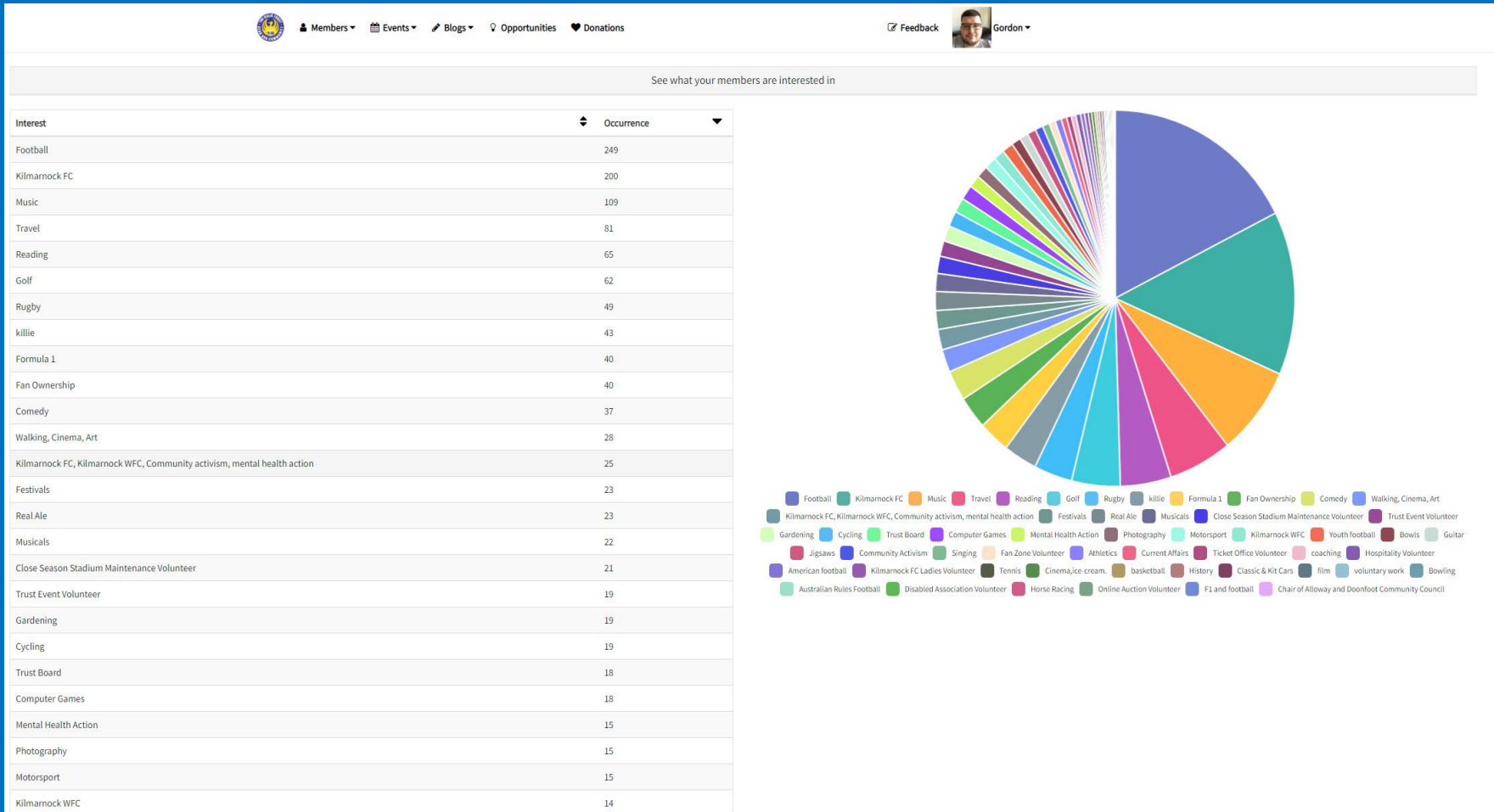


## Very Connect Benefits:

- Membership Management
- Membership Communications
- Fully Automated joining process and emails for new members
- Membership Demographics
- Direct Feedback from Members



# Very Connect

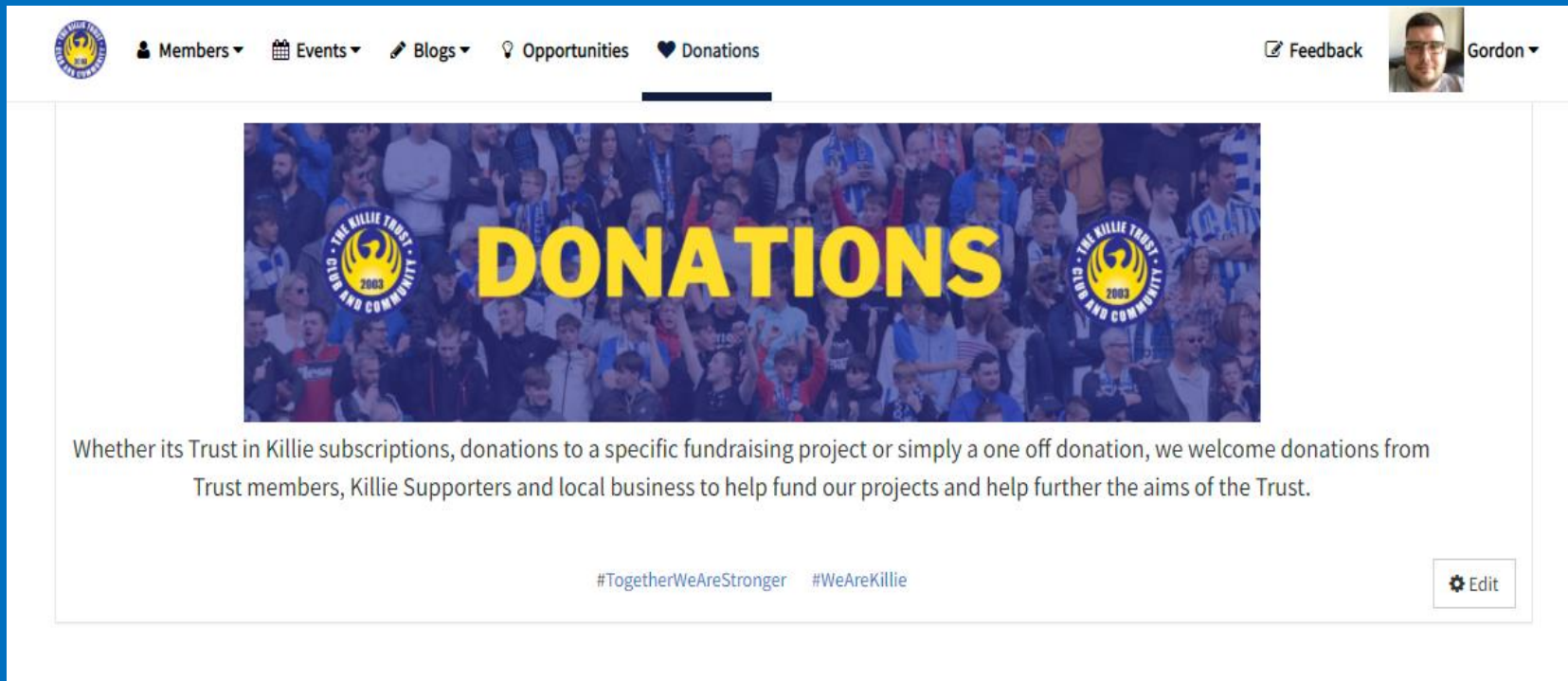


## Very Connect Benefits:


- Member profiles allow us to see who might be interested in assisting the trust, and what areas they might be willing to help with
- We can create specific requests for volunteers through the “Opportunities” screen and use the built in comms tools to contact members.



## Very Connect



Members ▾ Events ▾ Blogs ▾ Opportunities ▾ Donations ▾ Feedback Gordon ▾



Whether its Trust in Killie subscriptions, donations to a specific fundraising project or simply a one off donation, we welcome donations from Trust members, Killie Supporters and local business to help fund our projects and help further the aims of the Trust.

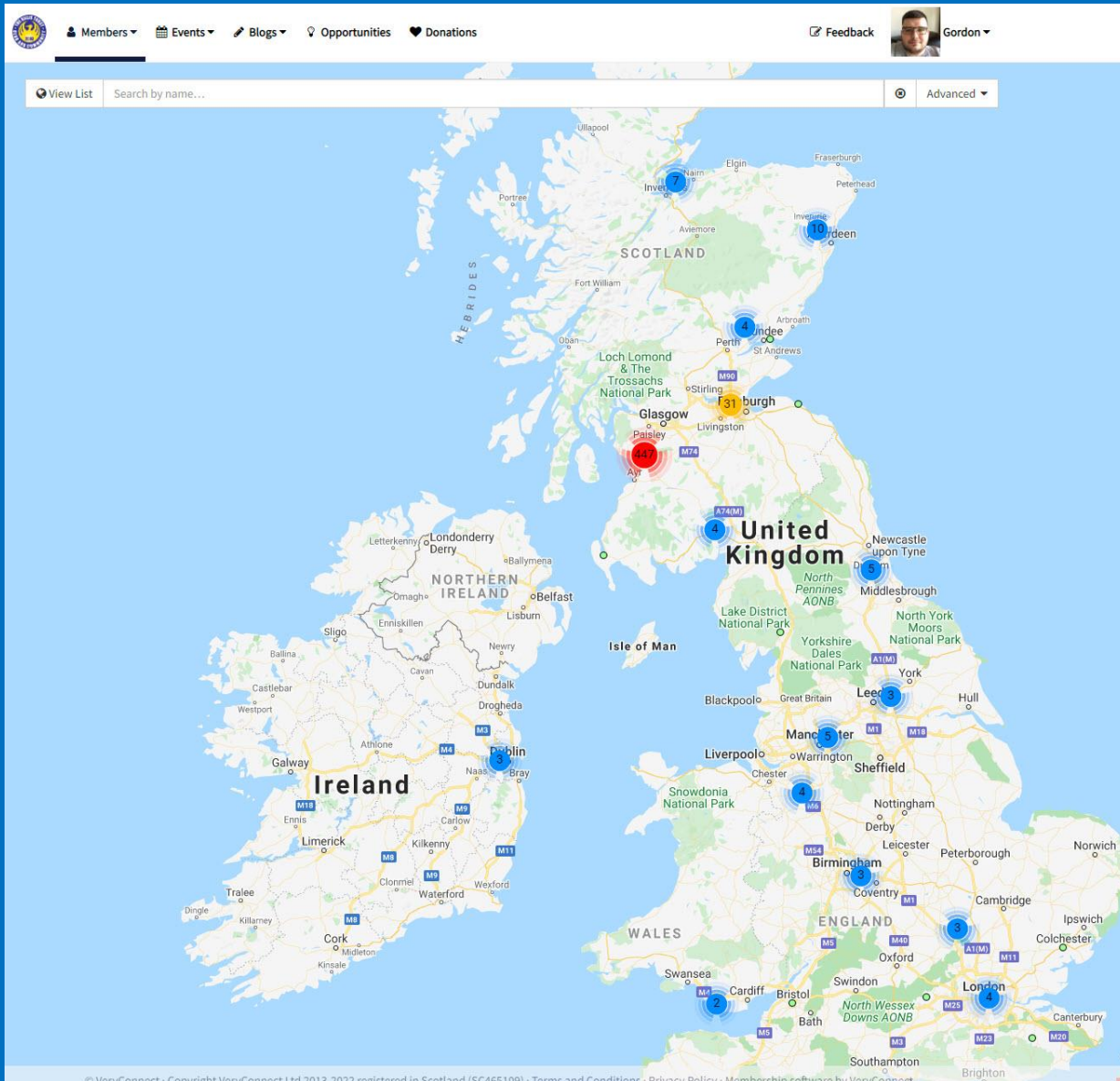
#TogetherWeAreStronger #WeAreKillie Edit

## Very Connect Benefits:

- We can run Donation campaigns for specific projects or goals such as the fantastic fan led of paying for the fine incurred by the Football Club for Covid breaches, without a “go fund me” or “just giving” service taking a percentage of the donations. This is done using the built in integrations in Very Connect to Stripe.

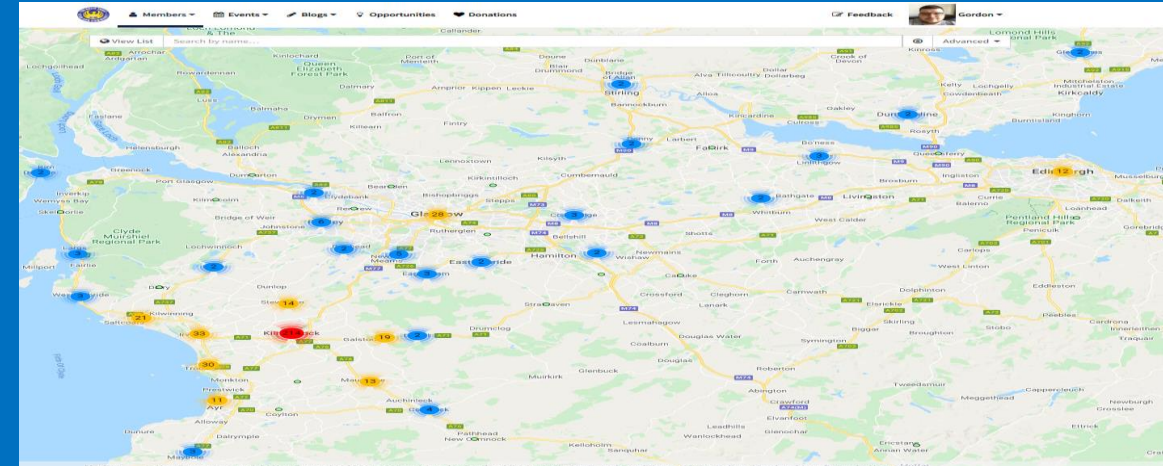


# Very Connect



## Very Connect Benefits:

- We can see where our members are based at a glance, allowing us to ask for member volunteers on a more targeted basis (e.g. assistance with close season stadium maintenance where locality is a crucial factor)



# Very Connect

Members Events Blogs Opportunities Donations Feedback Gordon

# EVENTS

Event name Location Events for me All Events Show Past Events Show Cancelled Events

**AGM** Free

Annual General Meeting

Monday, 24 January 2022 19:30

Online

You have booked a ticket

No more events to show

## Very Connect Benefits:

- We can run and manage Trust events from Very Connect, integrated with Stripe to allow us to manage tickets and payments all in one place



# The Killie Trust: Strategic Review and Forward Planning



- Almost 20 years of the Killie Trust
- Natural time for review of strategy: Pandemic and post-pandemic, evolving role of fan involvement and Trusts, the Crouch Review in England, post-relegation
- Opportunity to map out the Trust's strategic objectives and plans for the next era

## Activity so far:

- Trust Board design session: Mission, objectives and aims
- Draft report session: Trust Board review of emerging themes and recommendations

## Next Steps:

- Trust member engagement sessions: Make sure you're signed up. Will be opportunities in coming weeks. Final report to Board.
- New draft strategy and objectives for completion.

