



# THE KILLIE TRUST

## PURPOSE, MISSION AND OBJECTIVES

1

### PURPOSE

The Killie Trust's purpose is to represent its members and support Kilmarnock Football Club by protecting, developing, and supporting, now and in the future.

2

### STRATEGIC PLAN

The Killie Trust has developed a Strategic Plan to support the delivery of the purpose, mission, and objectives in conjunction with members.

3

### MISSION

To help develop, maintain, and protect Kilmarnock Football Club as outstanding, viable, sustainable, and forward-looking by being the democratic, representative voice of the club's supporters, with an ever-strengthening bond between club, fans and communities.

4

### VALUES

The core values of the Killie Trust are:

1. Supporter led and supporter focused
2. Inclusive and community focused
3. Supportive and passionate
4. Ambitious
5. Transparent and democratic
6. Innovative and forward looking

5

### STRATEGIC OBJECTIVES

1. To strengthen the bonds between the club and the Trust to best represent the interests of members, fans, and the community in the running of the club
2. Democratically represent the interests and needs of all Killie Trust members and the wider fan base, while promoting the principle of supporter representation on the board of any company owning or controlling the club and to be the vehicle for democratic elections to the board
3. Through honest, positive, and respectful dialogue with Kilmarnock Football Club owners and staff, support the aims and objectives of the club and Killie Community while ensuring the interests of members, supports and the community are fully considered
4. Safeguard, enhance and amplify the influence of Trust members and supporters in the operation and running of the club by operating democratically, fairly, sustainably, transparently, professionally and with financial responsibility
5. As a positive partner, promote the potential of Kilmarnock Football Club to attract the very best people
6. Work effectively and openly with other Football Trusts and national organisations to support the development of the game and effective fan-led organisations through contributing, engaging and learning

## THE KILLIE TRUST - PURPOSE, MISSION AND OBJECTIVES