



**Kids
Initiative**

Football Benefitting Local Children



ABOUT THE KIDS INITIATIVE

An introduction to our work with local children and our community....

POOLE TOWN FC was founded back in 1890 so has been a part of the fabric of Poole for over 130 years. The club prides itself as being part of its community and holds the FA's Charter Standard Community Club designation, the highest award any football club can hold. Poole Town FC Wessex CIC is the official juniors and ladies' organisation offering football to youth, ladies and ability counts teams which sees more than 25 teams playing below the first team.

However, the club has been keen to extend its work within the community and with that in mind founded its Kids Initiative (KI) in 2018. The object of the scheme is to involve all local children in the fun of football, especially those facing physical, emotional or financial hardship. The KI now works with local authorities, schools and children's charities to provide free coaching, equipment and clothing for the kids most in need. In addition, the KI also provides a number of opportunities for children and their families to attend Poole Town matches for free as well as raising money for charities and worthy causes throughout the year at various social and fund-raising events.

News and events, past and future, are reported on our dedicated Kids & Community website, ptfckids.co.uk as well as through our bi-annual newsletter which is distributed on-line as well as by hard copy.

As the Kids Initiative has established itself it has benefited from the support and generosity of local firms who have agreed to sponsor it which in turn has enabled us to expand the scope of what we do. With this expansion the KI has, in 2023, become a Community Interest Company (CIC) which will assist in our plans to seek grants and further funding to allow our further growth.

If any individual or organisation would like to support us, please see the KI fundraising page where we have several ways of getting involved including the Arthur Robbins Donations Club and the BH Coastal Lottery. We would be delighted to hear from any company or individual who would like to get involved by donating to or sponsoring our efforts, either by one off donations to regular monthly payments. For more information, please contact me on the email address below.

Kind regards

Richard Gale

Director and Kids & Community Officer, Poole Town FC



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www.ptfckids.co.uk

email: richard.gale@pooletownfc.co.uk



Coaching

In conjunction with
Champion Skills Schools, Step into Sport and Poole Town Wessex



Champion
Skills School



STEP INTO SPORT
multisports coaching professionals

FREE SOCCER COACHING FOR LOCAL CHILDREN

During the summer of 2020, Poole Town FC agreed an exciting link up with Champion Sports Group, who having established in 2012, now provide football coaching to over 1,300 children & young adults, here and abroad, each week. The ties between the 2 organisations is strong with many of the directors and coaching staff having former or current playing links with the club.

Since the link up, the Kids Initiative has worked with our youth and community team organisation, Poole Town FC Wessex, and Champion, to expand the coaching availability to local children. During the summer of 2021, **the 3 organisations combined to offer over 1,000 free places in our 5-week Trident summer holiday program.**



ptfckids.co.uk/trident-summer-soccer-coaching-review

In 2023, The Kids Initiative linked with another coaching provider, Step into Sport, who continue to provide coaches to our free, hour long training sessions held on Monday evenings and Saturday mornings in Poole. Since the first sessions back in April 2021, hundreds of children, in years Reception to Year 8, have been able to take part in these fun, free sessions each week. Such has been their success, the KI are constantly expanding their free coaching provision with a focus on setting up new, girls only sessions. You can find out more at ptfckids.co.uk/coaching-sessions

PLAYER PATHWAY

Poole Town FC are committed to increasing the amount of home grown talent playing for the club so are delighted to be working with Champion who offer a higher education program with the Poole Town/Champion Academy. [pooletownfc.co.uk/ Poole-Town-Academy-Prospectus](http://pooletownfc.co.uk/Poole-Town-Academy-Prospectus)

During the short 20/21 season, 5 young Champion players played for Poole Town's first team. Since then 2 of them have become regular first team players. Champion, who run the club's U23 side, are also involved with the U18 Development teams, linking the step up from youth football to the adult game.



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CHARITY FUNDRAISING

Nominated Charity

Each year Poole Town nominate a chosen Charity of the Year which becomes the major benefactor of our fund-raising efforts. However, through our numerous social and match day events, we raise money for a number of other good causes throughout a season.

In 2018 we raised £1,781 towards the appeal for Julia, a local school girl suffering from Rett's syndrome, through a race night and Rich Brown's half marathon run.



Wave 105 Cash For Kids

2019 – Wave 105's Cash for Kids became our main charity for the year. The object of a 'Face' was to raise £100 in a year. In that, our second year, we raised £750, part of that coming from the raffle held during our Summer Ball. In our first year, 2018, we raised £146.



Julia's House

Golf Day, September 2019, raised £300 for local children's hospice, Julia's House, with a draw made for a 'Barrow of Bottles'.

Macmillan Cake Sale

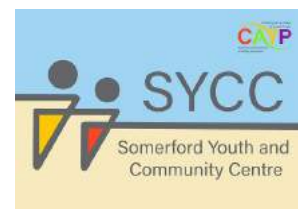
Impromptu cake bake sale and bucket collection at our FA cup game against Hungerford in September 2019 saw us collect £261 which was donated to cancer charity Macmillan.



Pandemic Assistance

During large parts of 2020 & 2021 the Kids Initiative was unable to offer any of its footballing benefits to local children due to the nationwide lockdown and the many restrictions on socialising that followed.

In an attempt to help the local community, the KI raised funds to be able to donate £500 to the Poole Food bank in May 2020 following a £600 donation to the Somerford Youth and Community Centre's Food Pantry the month before.



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THE BOOT ROOM

Sports Kit For Kids



Donation bins pop up in schools across Dorset

THE BOOT ROOM was launched at the end of 2019 and its inception came through our involvement with local schools whereby we became aware of a recurring issue – many children being unable to take part in school sports because they do not have the necessary footwear.

THE BOOT ROOM seeks to address this. The scheme is basically a shoe exchange whereby the club, working with schools and children's charities, collects donations of pre-loved boots and trainers and re-distributes them back to children who do not have any.

Since its launch, the scheme has collected, cleaned and refurbished hundreds of football boots and trainers which have been distributed to local schools. In addition, we have had other footwear donated such as wellington boots and regular kids shoes which we have also found good homes for.

The following page gives details of some of the donations we have made over the past few years.



Close to 100 pairs of boots and trainers ready for sorting and cleaning in 2020. Thanks to Poole Town FC Wessex, Castle Court School and Bryanston School for those donations.



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THE BOOT ROOM

Page 2



All Kitted Out

April 2021

Students at Carter Community School are ready to take to the pitch after receiving 25 pairs of new and re-conditioned football boots, new shin pads and gloves from Poole Town FC.

The kit, personally delivered by Richard Gale, the club's Kids and Community Officer, will be made available to all students.

The donations were part of the Kids Initiative Boot Room programme and designed to help give access to the fun of playing football to local children facing emotional, physical or financial hardship.



Sam Davidson, Principal of Carter Community School, said

"We are very grateful for this very generous donation. We place great importance on physical activity and with this kind donation more students will have the kit to play football."

Richard Gale said *"I'm delighted that we have been able to help ensure that the children of Carter School have what they need to participate in playing football"*

The Boot Room Donates to BCHA

April 2021

Primarily as a result of the Boot Room appeal, our Kids Initiative was able to make a donation of a different kind to Bournemouth Churches Housing Association (BCHA).

Richard Gale, Kids and Community officer explains 'Since the start of the Boot Room we have had donations of not only football boots but also sports clothing, wellington boots, school shoes and new clothing.

Through our connections within BCP Council we identified that the clothing would be gratefully received by BCHA who help vulnerable families and young people in the local area.



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THE BOOT ROOM

Page 3



The Boot Room - Not Just Football Boots

February 2022

The Kids Initiative made another donation from their Boot Room late last year – but this time it was wellies rather than football boots which were handed over.

An unusual beneficiary of the Boot Room

Pictured are 4 young leaders from the Canford Health and Oakdale Scout Troop wearing the much-needed wellies.

In addition to football boots being donated to the Boot Room, the Kids Initiative has received large quantities of trainers, wellies and lost property clothing which has been distributed to local charities.



Boots for Bayside

January 2023

As part of helping Bayside School set up 2 new school teams,

(see main article in SCHOOLS PROGRAM)

the Boot Room contributed 14 pairs of re-conditioned boots for children who didn't possess any.



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Schools Program

Following on from the interest in **THE BOOT ROOM**, and with increased grants and sponsorship being received, we have looked at further ways of increasing children's participation in both academia and sport whilst at school. Although started in 2022, the Schools Program will start delivering results through 2023 and beyond.

The first part of the Program is **TEAM CREATION**. Through this the Kids Initiative will help local schools equip themselves with free kit, equipment and coaching to establish new school teams. Complete kits, shin pads, goalie gloves, goals, footballs, corner flags and assistant referee flags can all be provided as part of the package. Our coaching partners, Step into Sport, can also supply provide coaching sessions for these new teams, free of charge.

The **SCHOOL AWARD TICKET** is the second part of this program. Books of these quality, embossed tickets are distributed to participating schools in the Poole area. The schools are at liberty to award a ticket to a child to reward them for anything ranging from good attendance, achievement or behaviour.

The ticket allows the child and their family free entry into a Poole Town FC home league match. The reaction so far has been extremely positive and we feel this is going to be a great incentive for schools to be able to use.



The 2 new teams proudly display their new kits together with Bayside Principal Matt Vernon (right), teacher and FA qualified coach, Emma Moorcock (centre) and Club director and Kids Initiative principal, Richard Gale (left).



Roger Morris (left) and Phil Rogers display one of the team shirts donated



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FREE FAMILY TICKET VOUCHERS

MATCH DAY FAMILY TICKETS

Our Free Ticket Vouchers form part of our efforts to involve the wider community of Dorset with the club.

The vouchers are emailed to dozens of schools in Poole, Bournemouth and east Dorset who are invited to send them on to all their children and their families.

The vouchers are issued for at least 1 league game each season and enables 2 adults and 2 children, under 16, free entry to the selected matches.



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