

## The '12th Man' Fund Overview

Most football clubs in the lower divisions of the Football Pyramid will start a season with reduced revenues both on and off the pitch and in many cases their supporters are asked to help bridge that gap.

The Chelmsford City Supporters' Club wants our Football Club to be able to compete at the highest level its budget will allow. The '12th Man' Fund looks to raise enough financial backing to give ourselves a good chance of achieving this aim, and this is where YOU can help. Our scheme encourages all those who can to donate a minimum of £10 per month via a monthly standing order. All the money we raise via this scheme is ring-fenced in a separate Supporters' Club bank account and then paid over to the Football Club during the season on a monthly basis. **As of March 2015 the agreed monthly amount is £450.**

If we can get the equivalent of 50 people involved at £10.00 per month, for 12 months, this will raise £6,000, possibly the difference between a play-off place and promotion.

A monthly standing order mandate is available from a Supporters' Club Committee Member at home matchdays at our new HQ, or from Mark Fleming or Dave Power on an away trip coach or in the matchday programme under the 'Supporters' Club' section. Alternatively, if you wish to make a one-off contribution towards this scheme, then please make your cheque made payable to 'Chelmsford City Supporters' Club' and your contribution will be added to the ring-fenced money. Please send your cheque FAO: Simon Stancevic, The 12th Man Fund', Chelmsford City Supporters' Club, Melbourne Stadium, Salerno Way, Chelmsford, Essex CM1 2EH.

Our bank details are as follows:

Bank: Co-operative Bank  
Branch: Chelmsford  
Sort Code: 08-92-99  
A/c No: 65278550  
A/c Name: Chelmsford City Supporters Club

NB: Your reference should be 'Chelmsford City FC 12th Man'

A very BIG Thank You  
Chelmsford City Supporters' Club Committee

# The '12th Man' Initiative ('The Fund')

## Background

I believe the '12th Man Fund' is one of the most exciting initiatives to be ever undertaken by Chelmsford City Supporters' Club. You could see this as being a revival of the very successful Football Club 'pool' run by the Supporters' Club in the 50's and 60's. The '12th Man' Fund has the potential to further galvanise the relationship between Chelmsford City Football Club, its supporters near and far, and the wider community, which we represent.

The City players and the management team often talk about the supporters as being the '12th Man' of the team – the backing that we give them and the atmosphere we generate is worth an extra player. A key aim of this Fund is to provide further recognition of this contribution. In order to do this, the Football Club have agreed to let us have a home and away number 12 shirt at each season end, thereby acknowledging that the supporters of Chelmsford City are the team's '12th Man', and we, the Chelmsford City Supporters' Club, intend to use this as our symbol.

This fund has one simple aim - to raise income that will improve the quality and depth of the first team squad. At the start of each season we will probably all have a player or two in mind who we would like to see signed as a result of this initiative. So let's make it happen!

One of the important features is that the Fund is completely ring-fenced and is specific for the sole intended purpose. The stipulation of the Fund is that it is to be used in addition to the standard wage and transfer budget available to the Management Team and not to substitute or replace it. It could pay for a transfer fee for a new signing, or funding of a loan player's wages. The Fund is not intended to be a one-season wonder, and the aim is to see it grow season by season. The Fund will provide all supporters the chance to directly affect the quality of the team and in turn, improve our prospects for promotion. Most fans can put themselves in the 'hot-seat' and debate, which players are required to see their side win a Championship. Thankfully, we have a Management Team in charges who are demonstrating that they know what is required and we can help them achieve what is a mutual goal.

Just think of the impact we could have - a better squad means better performances and better results. Directly, that naturally brings in bigger attendances and so improves the Football Club's revenue. If we all pull together to support this, we could not only improve the performances on the pitch, but also help give the Football Club a more stable financial footing to secure its future. Not a bad return for a few pounds a month! The Fund will be administered by the '12th Man' Fund Committee of the

Chelmsford City Supporters' Club. It will, though, be an inclusive effort for everyone, and we hope that every Chelmsford City supporter will get behind us. You don't need to be a member of the Supporters' Club, as full membership is granted to you once you join the scheme. You don't even need to be a regular supporter; you just need to want to see Chelmsford City to succeed.

You can make one-off single donations to the Fund online via our PayPal account to make an online donation. Or you may prefer to set up a standing order or make a deposit into the account through your bank by direct transfer (this avoids any donations being reduced by PayPal commission charges). Details of our bank can be found [here](#).

**Tom Vickers, Chairman of the Chelmsford City Supporters' Club**

For and behalf of the

Chelmsford City Supporters' Club Committee

## **Questions and Answers**

### **So what is the 12th Man Initiative ('The Fund')?**

The '12th Man' Initiative is a Fund set up by Chelmsford City Supporters' Club, in co-operation with Chelmsford City Football Club, to help pay for new players. It is a supporters' initiative to enable supporters to make a direct contribution to improving the quality of the team we all watch on the pitch by donating regular affordable amounts to the Fund. The Fund can then be used at the Management Team's discretion to strengthen the squad. This might mean paying all or part of a loan player's wages, funding a loan signing, or paying the transfer fee (or part of it) for a player the Football Club couldn't otherwise afford. However the money is used, you can be assured your contribution is going directly to improving the team!

### **How will it work?**

Your contributions will be paid over to the Football Club at each calendar month. Usually one-twelfth of the total amount pledged in any one year e.g. if £60k is pledged, £5k would be handed over each month. The Supporters' Club Committee have no involvement as and when the Management Team identifies a player they believe will improve the quality of the squad. The responsibility of how the funds provided by the Fund is left to the discretion of the Football Club Chairman and other Football Club main board members. The Fund will not pay money to agents, lawyers or any 'third parties' involved in any deal. NB: Rest assured the amount payable each month will never exceed the amount available in the Fund itself.

### **Who runs this Fund?**

The Fund will be managed by the '12th Man' Fund Committee of the Chelmsford City Supporters' Club.

### **So do I get a say in which players are signed?**

No, the purpose of the scheme is to improve the squad, not provide a "fans' veto" over players. It is the Management Team's job to decide, which players should be signed and it is not the intention of the Fund to undermine this. The scheme would be unworkable if everyone had a say in new signings - we'd never agree and end up signing no-one! Take MyFootballClub at Ebbsfleet United as a prime example!

## **Will it work?**

Can this Fund make a difference? Just ask the fans of Wrexham, Oxford United, Kidderminster Harriers, Airdrie, Doncaster Rovers.....

## **How do I know my money won't be wasted?**

Fans or businesses wanting to put money into their local football club have sometimes held back for fear that their money may 'disappear into a black hole' - e.g. being used to pay off old debts or, at some clubs, disappearing into 'advisers' fees'. For those fans who would rather their money went directly into improving the playing squad, the Fund provides this guarantee - all money donated is explicitly ring-fenced for improving the team, not for paying off the taxman or club owners!

## **Why shouldn't I just give money to the Club?**

We are keen for you to do just that, help in any way you can - please do! We appreciate too that many fans already invest heavily in season tickets and match day tickets. The Fund is not intended to put people off participating in other Supporters Club's fundraising ventures, nor is it intended to compete with the Football Club's many sponsorship schemes. Instead the Fund is designed for those 'supporters' who would not normally donate money to the Football Club but who would welcome the opportunity to help improve the team.

## **So what do I get out of it?**

Well, obviously, we hope the main thing we'll all get out of it will be better players, a better team, better performances and better results! But for those of you for whom that's not enough (!). Any 'supporter' contributing to the Fund will:

- Automatically becomes a full member of the Supporters' Club.
- Be given a '12th Man' lapel badge.
- Other seasonal initiatives are sometimes available.

## **Can local businesses get involved?**

Unfortunately not. We have no wish to have any detrimental impact on the Football Club's own fundraising ventures, schemes, sponsorships or advertising opportunities designed with the needs of local small businesses in mind.

## **Memorandum of Understanding Chelmsford City Supporters' Club and Chelmsford City Football Club – in relation to the '12th Man' Initiative 'Fund'**

This document sets out the structure of the Fund to be administered by the Chelmsford City Supporters' Club. (hereinafter referred to as "SC") for the purposes of improving, enhancing and/or increasing the playing staff of Chelmsford City Football Club (hereinafter referred to as "FC") through the fund that is to be known as the "12 Man' Initiative" (hereinafter referred to as "the Fund"). The SC including other supporters' groups (hereinafter referred to as "the Supporters") are also backers of, and participants in, the Fund and are signatories to this agreement.

It is therefore understood that:

- The purpose of the Fund is to increase the playing staff of the FC, whether temporarily or permanently, in time of need. Any monies donated by the Fund to the FC are to be used solely to bring in new players or loan players, by paying part or all of either an essential transfer fee (in the case of a newly contracted player) or player wages (in the case only of a short term or emergency loan signing). The scheme will not apply to long-term or season-long loans. These monies are to be considered additional to, not a supplement of, the FC's normal budget for playing staff or new signings, unless agreed otherwise by both parties.
- Fund contributions will be paid over to the FC at each calendar month. Usually one-twelfth of the total amount pledged in any one year e.g. if £60k is pledged, £5k would be handed over each month, this will also include any account interest gained.
- The amount payable each month will never exceed the amount available in the Fund itself at any one time.
- A '12th Man' Fund Committee will administer the Fund. This Fund Committee will consist of: three SC Committee representatives.
- For convenience of administration, the three members of the '12th Man' Committee shall agree a chairperson.
- Any meeting to discuss the use of the Fund must be arranged with at least seven days notice unless the Fund Committee members unanimously agree a shorter period. A decision to commit available funds other than already specified will require the unanimous agreement of the whole of the SC Committee, whether in person or remotely.
- A member of the Fund Committee will be responsible for day-to-day administration of the Fund, although it is anticipated that effective day-to-

day running of the Fund will be carried out by one of the serving committee of the SC Committee.

- No payments will be made to third parties involved in a transfer or loan deal - e.g. to players' agents, solicitors, advisers etc.
- Any payments made shall be fully in accordance with the appropriate regulations laid down by the Football League and the Football Association, the Football Conference and any other applicable governing organisations. It shall be the responsibility of the FC to ensure the conditions of such compliance are met in full.
- No individual or group of donors to the Fund shall have the right to veto or otherwise influence any decision made by the Fund Committee. The intention of the Fund is to make available to the FC funds for improving the playing staff that may not otherwise have been forthcoming - not to provide a fans' "veto" on the manager's decisions.
- The FC will provide a receipt to the '12th Man' Fund in respect of each payment made.
- No member of the Fund Committee may disclose any additional details which may be mentioned in confidence to any other party, whether connected to the FC, SC or any other party.