

James Macdonald



Proposers: Dr Lee Willett and Rosie Caley

As the Chief Operating Officer of a 6-school, £18 million turnover, Multi Academy Trust, I have the experience and skills necessary to play the role of a critical friend to give support and challenge to the club's management to help the club run efficiently and sustainably. I thrive on the challenges that change and delivering results brings.

My core mission is to ensure the governance of the Dons Trust is effective in both supporting employees and holding them to account for performance. I am not standing to "run the club" - I am standing as a Trustee - to safeguard the club's assets – including our wonderful stadium, to support all our teams to reach their potential and our intangible assets, such as our reputation. I want to ensure our assets are used well and that the club is run sustainably. As a member of the Dons Trust Board, I would look to support all sensible ideas which emerged without cutting across the responsibilities of the club's management. We can learn from other clubs, and I am totally committed to sharing ideas and experiences to help us achieve success. I also value 'looking back' and establishing what could have been done better – and how we will ensure that mistakes are not about a blame-game but part of a learning curve that we will address and learn from.

My key principles are:

We remain fan owned. This is not negotiable. But this is not saying we are "fan run". I see the role of the DTB to ask the right questions of employees to ensure we achieve our agreed collective aims.

We celebrate success as a club and work to learn, not blame, from mistakes. This is our club. It does not belong to any one individual.

I totally recognise the value of volunteers who help make us sustainable. The hybrid model we have established is something we should continue to promote, and the club will always be stronger through working this way.

I would like to get past and present volunteers together, listen to their feedback and explore the option of a paid manager of volunteers, so that we become brilliant at looking after them, once more. It is so important we continually remind volunteers of their impact and are better at thanking them.

To support ways of raising finance - and to be innovative in this and to consider using all available options

We develop more effective ways of feedback with members through both use of meetings and informal discussions so that the Trust supports the club in moving forward in a way that is collegiate, transparent and democratic.

We are a responsible employer and ensure that our staff have the opportunity to deliver in their roles. Where it is necessary, I believe we should invest up-front to ensure we have sufficient capacity to support the effective and smooth running of the club. It is a key belief of mine that we should ensure we have structures and processes that offer our employees the freedom to thrive and grow.

To explore the potential option of mentoring in key areas of the club. We have a fanbase dripping with talent and passion. It would be a great use of our own resources to use our fans to create a brilliant learning environment across the club.

We look at all options to build our own training complex to benefit of the teams that represent AFC Wimbledon.

We do more to support the club's asset management strategy as we seek to maximise our revenues at Plough Lane through ensuring we are the destination of choice in southwest London for all events – weddings, funerals, and conferences.

The work of our Academy continues to evolve so that we meet our aim of being 'first choice' for all children in Southwest London

We discuss and agree whether 2 years is enough time to be on the board and make a difference. I believe that a longer term of office would help ensure that projects are completed, would provide experience and stability and ensure more accountability. In my view, the ideal length of term should be four years (with any member of the board able to serve for a maximum of two terms).

The experiences and skills that I have developed mean that I have an enormous amount to offer the Dons Trust Board. I have experience working in finance with KPMG before coming a Chief Operating Officer. I am used to being held accountable, both to the Trustees of the Multi Academy Trust and to the Department for Education. I understand the importance of making sure you can justify how every pound of income is spent and the need to ensure we always get best-value on expenditure. Thank you for reading. James

Daniel Allwright



Proposers: Conor Sheridan and Daniel Revel

My name is Daniel Allwright, I'm 44 and am a global marketing strategist. I have strong commercial background and am considered a thought leader in my field.

I'm a Wimbledon fan of over thirty years.

I've been there through thick and thin.

I didn't miss a home game for 20 years and the club has been the biggest thing in my life.

You will find me and my son at the back of the south stand starting chants at most home games (I'm so the one shouting 'put it in the mixer!').

I was part of WISA when we fought Gatwick and Dublin. I donated to WISA when we used to have our meetings in the Phoenix, bought shares when we needed to buy KM from Khosla, my name is in all the various donation boards around the ground.

I've never had any sort of profile within the club, but now feel compelled to step and try and do what I can to help the club through a critical period in its existence.

The problem is that we have become victims of our own success.

The jewel in the crown of all that we worked and dreamed of is NPL.

But to get here we saddled the fans and club with a massive debt - both actual and psychological. But new investors seem sparse.

Our success has been beyond all of our wildest dreams - so much so soon.

But we face some stark realities, we've made some bad decisions and these cost us our place in L1, our financial situation is extremely challenging and there are serious divisions in the fanbase as to whether we remain fan owned or sell a stake in the club and possibly even sell the club.

If we end up in non league, then in time we might not be able to afford to keep NPL.

In terms of our ambitions, we face some daunting challenges too.

The average championship club loses ~~£125~~ £15-£20 million a year.

These are all facts that we cannot ignore.

We also need to work hard to heal the divides in the fanbase - our greatest successes have come from our unity, but of late, we've seen horrific divides and consequences.

These are all daunting and unpalatable but they are facts, just a few of a number of harsh realities we need to confront.

So as I see it, the challenges before us are stark. Stay as we are and see all that we've built fester and die slowly.

Or do we evolve and adapt our model to adapt to our successes.

But it doesn't matter what I think.

We lost sight of this, but we are fans. A unique set of fans that built something exceptional. We've become divided and we need to re-unite and decide what we are to do. We need to be presented with a clear overview of our circumstances and then vote on what the future of the club is to be.

Some of us might not like it, but that's democracy and it's the fairest way to do things. It's what AFC Wimbledon came from. A vote.

Richard Shepherd



Proposers: Jane Lonsdale and Leigh Rumbelow

About me

I have always been a Wimbledon fan and I have always helped my club in the best way I could. From inflating balloons at the Dons Trust (DT) launch in 2002 as a 9-year-old, to being ballboy in the Ryman Premier, through to volunteering at Junior Dons (JD) Christmas parties I have always been involved.

I work as a finance business partner for a charity whose income is reliant on fundraising, donations, memberships, catering, and retail sales. My professional role is to apply strategic

judgement and make sustainable business decisions by using financial and non-financial information. I present balanced conclusions with supporting evidence such as KPI analysis.

I may be in my early 30's, but AFC Wimbledon was founded by 4 people of a similar ages. I am prepared to put similar levels of energy and ambition to continue what they started - ensuring the DT and AFC Wimbledon is the most successful fan owned community club in England.

I am pro fan ownership. We fought for our club 20 years ago and we should never forgive or forget what happened. I believe that the issues that the club have seen recently have not been down to a fan-ownership model, rather how well the club has been run.

For more information about me, use this link below.

<https://linktr.ee/RShepherdDTB>

What will I bring to the board

I believe I can serve the club by being on the DTB. I can bring a fresh perspective, providing representation for younger members, whilst having reached a stage in my professional career where I can provide strategic expertise and a vision.

I am tenacious and sceptical. I am a big believer that there is always room for improvement. I will ask questions to understand how and why the board makes the decisions it does. I will challenge the way things are done if there is a better way and I will ask the following question when decisions are being made:

“What would the fans think of this decision”?

‘Think Fan First’ is essential to getting the supporters and members back onside with the DTB. We all have the club’s best interests at heart.

Think Fan First

Both the Club and the Trust need to put fans at the heart of every decision. This can be achieved via:

- **An ambitious vision**
 - AFC Wimbledon has a history of reaching ambitious targets.
 - We should have the BEST volunteers, the BEST community club, the BEST fan owned team, the BEST fan engagement and be the BEST team that we can be
 - Clear achievable objectives must be created in line with the strategy to turn the vision into reality.
 - Critical Success Factors (CSFs) and Key Performance Indicators (KPIs) must be used to track the progress.

- **Communication**
 - I want to improve the communication, but not a generic “I will improve communications” promise seen in the past.

- Communicate proactively through surveys and engagement such as listening to members and fan feedback.
 - Ensure that there is a process for communication sign-off so that information is given in a timely manner.
 - I want to introduce regular reporting to the DT members by including high level KPIs with commentary on a regular basis. This will ensure transparency, accountability and engagement.
- **Culture**
 - Everyone involved at the club should feel valued and proud to work for AFC Wimbledon.
 - The DTB need to live and breathe the culture so that it becomes part of who AFC Wimbledon are. The tone of the culture should come from the top.
 - Improve fan and volunteer engagement and track its success through KPIs
 - Keep what makes AFC Wimbledon unique and make it better. The fact that we're fan-owned and have excellent volunteer and community work should not be forgotten
- **Shadow Board**
 - Introduce a shadow board that will provide the DTB with more capacity to work on the strategic management of the club. The shadow board of 6-8 volunteers will meet and report to the DTB.
 - The shadow board will be picked to represent the diversity of AFC Wimbledon supporters
 - They will work on the less strategic areas of the DT such as community and membership engagement
 - It will provide an opportunity for young people to gain invaluable experience in their career and a pipeline of future DTB candidates.

Conclusion

Regardless of whether my ideas are implemented or not, I will still add value to the board through my strategic business knowledge, fresh perspective and tenacious attitude to getting things done. I want what everyone who supports this club wants. I will aim to do everything I can to bring success to AFC Wimbledon.

You can contact me via any of my social media sites via the link below:

<https://linktr.ee/rshepherddtb>

Mark Lewis



Proposers: Paul Jeater and Ross Maclagan

Football to me is about community. The supporters, the people who invest time and money into our club, should be the ones who own it and make decisions regarding what is best for it.

The Dons Trust needs to visibly demonstrate the benefits of a fans-owned club, so that existing and new fans understand and buy into this. It is important we utilise our fans' creativity and energy to help build our football club into something we can all be proud of, on and off the pitch.

Speaking frankly, I do not feel we, as fans, understand what the current business model of AFC Wimbledon is and what the Dons Trust is responsible for. As a result, many feel frustrated about whether the Dons Trust Board (DTB) is a worthwhile group, able to deliver what supporters want for their club's future.

Sadly, it's clear to me there is a disconnect between us, the fans & those who run our club, which has grown since the move to Plough Lane. As one of those frustrated fans, I am standing for election to act as a conduit between disaffected fans and club officials and become a power for good.

I intend to bring my passion, energy and expertise to help the DTB be a force for good, and something every Wimbledon football fan wants to be a part of.

If elected, these would be my priorities:

- As part of the Culture & Mission group, to set out and publish, in plain English, the purpose, values and aims of the Dons Trust.
- Engage with our new CEO to contribute my professional sales experience to assist our current sponsorship activity and therefore increase club revenue.
- To arrange regular meetings between all volunteer group leaders and appropriate club officials to outline and improve existing match-day processes and maximise revenue for the club.

- To speak with existing and former volunteers to understand why some fans have stopped volunteering and how the club could tap into fans' expertise for the common good.
- Compile and circulate a regular email newsletter to all members, to update them on DT activity.
- Put in place a written plan to identify which roles currently done on a part-time or volunteer basis should become full time paid club positions e.g. media, marketing, community engagement, volunteer liaison – and how to do this.
- Introduce annual reviews for DTB members to assess their progress and hold them accountable to their manifesto pledges.
- To recruit new minute takers so that DTB meeting minutes are published within 10 days of each meeting taking place.

The Dons Trust Board needs to be transparent and accountable in their actions. Fans need to be confident the DTB maintains clear oversight on the club's activities and holds club officials to account for their actions. This is vital to help ensure Plough Lane is operated and utilised far better and more efficiently than it has been to date, which will play a crucial role in our future success.

I honestly believe that being – and remaining – a fans-owned club is a unique selling point we should all be proud of and use to our advantage.

I firmly believe the more embedded in our community we become the more secure our future is – as a DLAG volunteer during lockdown I saw the goodwill that this community investment generates.

Professionally, I sell exhibitions internationally, a career choice that relies on me being able to communicate clearly, concisely. Such communication, done with professional courtesy to all, whilst consistently delivering specific financial and operational sales targets are qualities I consider will bring great benefits to any future DTB role.

As a long-term fan, I wrote for the *Dons Outlook* fanzine as a teenager, before joining the WISA committee in our fight against Milton Keynes. I helped to found the *Yellow & Blue* fans' programme and was part of the team selling the first AFC Wimbledon merchandise at Kingsmeadow. Nowadays, I head up our team of match day programme volunteer sellers as well as being part of the weekly "Same Old Wombles" fans' podcast.

As a boy born and bred in Wimbledon, I want the DTB to work with our local communities to create new revenue streams from our stadium leading to long-lasting financial security.

The modern Wimbledon area is rather more affluent than when I was first taken to Plough Lane in December 1977, which our football club should take advantage of. AFC Wimbledon as a club is different and unique in how it came about, how it is run and what it means to have a football club at the heart of its community.

Anyone with questions for me please email: markgraylewis1@gmail.com or find me at home games where I sell programmes around the ground.

Vote Tall Mark!

Joshua Perrin



Proposers: Matthew Vandeppeer and Jack Lane-Brownsword

I've been a fan since the rebirth of the club back in 2002 and although I was only young (5/6), I still have some fantastic memories of this club; going from sitting at Kingsmeadow and my Grandad hitting the dugouts with his walking stick whenever the ref made a bad decision to beating West Ham in the FA Cup, and every high and low in between.

Young or old, we all love this club, we all have our own memories, and we all have our different reasons or ways of supporting the club – whether it is from afar travelling to every game home and away. We also all have our different expectations on what 'good' should look like. Is it winning trophies? Is it being the driving force for good in our local community? Or is it having a team full of academy graduates that we can be proud of?

Plough Lane – we have such a fantastic stadium that we should be proud of. That we have seen us recently relegated, and haven't been playing the most entertaining football, yet can still attract so many people is a great achievement, but we still have more to do. We are still not making the most of what we own.

My day job is as a Business Performance Reporting Analyst. This involves analysing and interrogating data, building reports and dashboards but also looking at a business process from start to finish and identifying where there are lags, and also evaluating what people actually need and find useful from a dashboard or report. I believe these skills could be put to good use if I were to be elected to the board. This is not only from a process evaluation point of view but also communicating with members.

I know that pretty much every manifesto written since day zero says they will increase communications with members, but I believe there are much more effective ways of keeping members informed than is happening currently and would like to explore these if elected.

I am probably not your 'typical' Dons Trust member. If I'm being brutally honest with you, I joined, as did a lot of my mates, to get priority for playoff semi-final tickets in 2016. But I have been a member ever since, and recently started to take more notice of what the Dons Trust means for the club, as I think many more people have done. When things aren't going

quite right on the pitch, it's only natural to start looking off it, and behind the scenes at what might be happening.

I attended the latest SGM, where discussions were had around the governance and structure of the boards going forward. This is hugely important, because as far as I can tell, we are operating under a structure that wasn't designed for a club of the size we have become. And again, as far as I can tell, the Dons Trust Board in most recent years hasn't been able to give as much time and energy to Dons Trust matters, including engaging with its members, because it has had to pay too much attention to issues around operations.

I believe I would be best suited to join the 'Membership Service and Engagement' theme group as that is where I would be able to utilise my skills to the greatest effect and hopefully enable the Trust to strengthen and grow by helping it to gain valuable insight into our membership and make better, data-driven decisions.

The Dons Trust, and what it represents captures the hearts and minds of an international crowd. I would like to say it's diverse, but from attending the SGM I would suggest otherwise. I was interested in one of the resolutions that was passed at that SGM around diversity data. The resolution that was passed is a very important one and will give us more information on our members, but my worry is that there is a lack of skillset within the board, and potentially the football club itself, for data analysis. We have the data, but we wouldn't know what to do with it or draw any meaningful conclusions from it. I believe I would bring more experience onto the board in this area, and would hopefully be able to help drive the club into the direction it should be going in.

What I'd bring to the board (in a nutshell) is below:

- Fresh ideas and a more youthful voice
- Experience in data and performance analysis
- A commitment to exploring different ways of communicating with members to keep us informed.
- Work within the Membership Services and Engagement theme group to give useful insight about our membership and make data-driven decisions to help us strengthen and grow.

COYD!

Adam Procter



Proposers: Niall Couper and Melvyn Procter

I have been a Wimbledon fan since the 1980s and am a Season ticket holder with my Dad and Daughter.

I am standing again to be a member of the Dons Trust board, as I want us to be the best club we can be, both on and off the pitch. So, I would like to officially dedicate some of my time to this.

I work at the University of Southampton, and currently I lead a top ten games course. I work on digital education strategy for the university and am a fellow in creative research engagement for the research institute of Arts and Humanities, and previously led our department of Art & Media Technology.

I will bring my experience to the DT board to move AFC Wimbledon forward in two key areas.

Our Unique Selling Point (USP)

Our Education provision

A vote for me will be another voice on the DT board that will advocate for taking full advantage of our USP, that of a fan owned club.

This to me means a club about people and planet.

Why? Because this is the right thing to do.

I believe we can and should take advantage of this positioning to attract new fans, both locally and globally. I am confident we can attract new sponsors and partnerships by clearly

defining our position of being a sustainable, ethical, and environmentally focussed fan owned club.

This positioning will make us attractive to a global audience and global sponsorship.

94% of our members voted that we must be fan owned, but what is more important is to take advantage of this fact to progress on the pitch.

We can do this by increasing our income by striving to be different and showing what fan ownership really means.

Once we adopt this focus, we can build out a branding around our mission and take that to ethical and sustainable companies, partners, and organisations.

Our new shirt is made with Eco8 technology from Hummel meaning each shirt is manufactured from high-performing polyester produced from up to eight recycled plastic bottles.

Sports Interactive makers of Football Manager donate from every sale of their game to war child and have provided them to date with £1.5m to support children affected by conflict.

We can leverage more of these ties by making our positioning clear. I will bring my design thinking and leadership experience to help the board and club market our USP.

In Sept 2022 the education hub will start a new BTEC in eSports, I think our education offer, apprentice schemes and university year in employment schemes could be leveraged to attract younger and more diverse fans to AFC Wimbledon.

eSports is huge new market, in 2019 42,000+ people attended live eSports events in the UK and one event in the same year, the final of Fortnite, was watched by over 2 million people.

My background is not directly eSports; however, I will bring connections and experience from the world of gaming – the biggest entertainment industry on the planet that caters to over 4 Billion players – to the DT Board, club and stadium.

I will bring my experience of working with young adults in higher education for over 20 years to the DT board.

A vote for me will mean continued advocacy for young, diverse people and gaming at AFC Wimbledon to the board increasing our income.

In terms of related practical steps.

We must make joining the Dons Trust much more attractive worldwide, through our USP, but also, I would push forward a membership opt in with season ticket renewal, I believe this is in discussion and I would advocate that we must do this.

I would ask for a rebranding of the Dons Trust in consultation and partnership with our younger fans and more diverse fans to make the membership as attractive as possible.

It doesn't seem we utilise our whole fan base expertise, including our younger fans at all, so we need to look at how we improve our club volunteer offer and rewards programme.

I can directly bring a gaming and the environment event to Plough Lane centred around Daybreak a new board game made by the creator of Pandemic.

I will bring my enthusiasm, leadership, and experience to several other key areas specifically to help support better structures at the club, the paid roles at the club and where improvements should be made. I will use my experience of free and open-source software communities to ask the DT board and club to be as open and transparent as possible and improve all of its communication channels.

I will at every turn ask the club to dare to be different.

To support inclusion, I have also uploaded a recorded audio version of this text with captioning onto YouTube. <https://dctr.pro/dtm22>

Julian Ehrhardt



Proposers: Mick Adams and Pete Hotchkiss

Who I am

I'm Julian Ehrhardt (45), born and raised in Wimbledon. Since then, I have lived and worked in the UK, Japan, Australia, and have spent the last decade in the United States in New York. That means my application and participation would be remote when I am not in London. My family and guiding purpose are my two boys (that sleep in their AFC kit) and whose teams I coach, and a wonderful (and patient) Australian wife.

My Dons 'creds'

I went to my first Dons match aged eight, taken by my father to Plough Lane. I had the pleasure of returning the favour by taking him and my two boys to the first match back at Plough Lane that allowed fans. I've experienced the ups and downs of being a lifelong Dons

fan, and the pain of losing our club, which drives my absolute belief that unless our very survival is at stake, we should never be in a position where this can be done to us again. Despite my international travels I have made it to a fair few games and significant events, including 'that' Danny Kedwell penalty resulting in tears of joy. I have a season ticket, participated in Seedrs, both Plough Lane Bonds, and recently joined the trust with my two boys. I am "all in".

Relevant Professional Experience

My professional background is in the digital sector. I've also enjoyed broad experience in areas relevant to the running of our beloved club. I have hospitality experience, having owned bars and restaurants in Japan & US. Extensive sports marketing experience, working with the sponsors of the FIFA World Cup and UEFA Euros, helping to run activation programmes with Budwieser, adidas, Castrol, McDonald's. This involved working over 50 games, and six finals working directly with FIFA and UEFA representatives. This has given me a good first hand look at the commercial side of the sport. I've been President of a sports members club in Japan that introduced football to the country. Here I learnt a lot about what volunteering for committee roles involves... One: it's always for the cause, not for the prestige. Lesson two: aside from being elected, it's not a popularity contest and you need to remain consistent and transparent in your convictions because people will interpret things any way they like. However, my life's work has been in the digital space, where I owned a 300 person international digital design studio. Today I run a creative investment firm working with early stage startups, as well as helping multi-billion dollar concerns with their needs across brand and product. All relevant as our club goes on its journey to fulfil our potential as a club and commercial entity.

Trust members should vote for me because...

I want to be open about my absolute respect for every member of the trust past and present, as well as every volunteer over the years. That service, a thankless and unrecognised task conducted on top of already busy lives, got us to where we are today. With deep respect to those who have served, I believe that it is crucial for us to now become a fully professional club in all aspects of our operation. That is the work I'd love to lend my perspective and commitment to.

Like any family, this club does best when we work together. A great deal of our current strife is due to the results on the pitch, which I do recognise are not completely unrelated to the Trust. However, we are a family club and a community club, and we need to do the work to come together again. When we're screaming and hugging it out after a last minute winner, no one cares about who is what or from where. It's about the club. Always has been.

We can achieve that through transparency in every area we can offer it, save for commercial matters that could be exploited by other clubs. We must also do the work to make AFC Wimbledon the 'my club' team for Merton and South London and pack our stadium enough to justify a new Movers stand in the years to come ;).

If I were successful in my nomination, I would gladly lend my commercial perspective, and brand marketing experience and network to the Dons Trust and the club. My mostly remote

participation would offer a valuable perspective not mired in the day to day. I believe we are at the beginning of our journey and that we have so much more of our potential to fulfil, and value to create. The thankless task to serve my club is one I am up for.

Thank you,

Julian Ehrhardt

You can engage me in Twitter at www.twitter.com/ezyjules

Mike Hastie



Proposers: Russell Earl and Grace McMillan

Who am I?

My first Wimbledon game was at Selhurst Park when I was 14. We lost to Arsenal, but I was hooked and bought my first season ticket the following season. Fast forward 28 years and I'm now a debenture holder who comes to games with my two daughters.

I have worked in the public sector for 19 years where I am in a senior role in Strategy. My work regularly involves leading working groups with a range of stakeholders to inform new strategies. My strengths include the ability to identify and solve problems and resolve disputes. This makes me well placed to serve the club at this crucial time.

To be, or not to be fan owned, that is THE Question

I'll be upfront about my stance on our ownership model. We must look at increasing outside investment above what has already been approved. This means seriously considering all the various options, including the possibility of selling a majority of the club to outside investors.

We've had an incredible journey. But the past six seasons have shown that it requires money to climb the pyramid and aspire to the achievements of Wimbledon FC. We've come so far so why stop now?!

Fan ownership has a ceiling in today's game sadly, and a League 2 yo-yo club is the best we can currently hope for. Our fans have given more financially than could ever be imagined but there are huge debts to service, and we've done our bit now.

Peterborough Chairman Darragh MacAnthony's positive comments about us on the 72+ podcast proves there would be interest from potential investors that appreciate our story. Our future will look brighter with better outside investment.

Why the need for change?

We're the worst performing team in the Football League over the last 5 years. This is a direct result of the finances and structure of our club.

We struggle to fill critical positions whilst depending on our incredible part-time volunteers to cover key roles and responsibilities. There's only so much that you can put on these people before something breaks.

The stadium remains unfinished meaning we aren't utilising its potential. Under fan ownership the semi-permanent stands won't get redeveloped in our lifetimes... and certainly not before we reach the Championship at the end of the five-year plan!

Investment in the West Stand is needed to maximise its potential. It was stated at the SGM that the third floor requires £750k-£1.2m to complete. Where's that money going to come from under our current model... the fans again? Outside investment would enable us to finish the ground and be competitive again.

Relegation last year cost us £900k but we were told that we would still have a competitive budget. This turned out to be another false promise. Selling players like Jack Rudoni should be for additional player budget, not just to service the debts.

And we're still over £10m in debt. The PL Bonds are being classed as 'friendly debt', but it's still debt and £3.25m of that needs repaying in 2025. We haven't yet seen a credible plan for how we'll do this.

We need substantial investment to continue our journey and be competitive. The fans have already personally invested millions into the club. But to see a return on that investment in terms of success on the pitch, we now need to look externally.

All Fans deserve a voice

We need open and frank conversations on what direction to take to resolve our issues. This needs to be done with the entire fanbase, not just DT members.

There are many non-DT season ticket holders, away game followers, shareholders and debenture holders who have put just as much into our club. They love Wimbledon but don't want to be involved in the DT for a variety of reasons. Does that make their opinion on our future any less valid?

There's an increasing divide amongst us, and we need to involve all Wimbledon fans so that we can unite again.

My priority commitments

A vote for me, is a vote for my three key pledges:

1. Look at the ownership model by setting up a dedicated working group, and instigating a referendum that will be open to all Wimbledon fans to vote in.
2. Enable a wider representation of the fanbase within the club, including incentivising ST holders to become DT members. It's not right that they should have to pay £25 on top of their ST costs to have a vote, and we need to finally address this.
3. Review the club structure and push for experienced professionals within the club. We are a multimillion-pound club, with a multimillion-pound ground. We cannot continue to manage our club and its debts with a non-league set up. We need to evolve and become more professional.

Colin Shergold



Proposers: Brian White and Jos Bernard

I would like to begin by saying a little about last year's campaign. In terms of the content, I stand by everything that I said last year. However, I accept that I got the 'tone' wrong in some instances and I regret that. Those that followed the campaign closely will know that there was a very small group of fans that made a concerted attack against me and in a couple of cases told untruths about me to try and discredit my campaign. I took the attitude that the best form of defence was attack but I accept that at times I attacked too hard. I am genuinely sorry if in doing so I offended anyone as it certainly wasn't intended.

On reflection last year part of my problems stemmed from the fact that I was out of work and spending far too much time on social media. This year I am back at work so will have less time for social media and in fact I will try and stay off it as much as possible. However, I will keep an eye on it and comment if I feel it is appropriate.

The main reason that I was unpopular with some fans was that I was the first DTB candidate to openly admit that I am not 'evangelical' about fan ownership. What motivated me to stand for election last year was that a group of fans proposed that we enshrined fan ownership in our constitution. I thought that proposal was utter madness as it would remove our 'get out of jail card' if we ever got into financial problems in the future. Surely, if Covid has taught us anything it is that in life and in business you never know what is around the corner? There is a rumour that one candidate this year is going to propose enshrinement again which I find hard to believe. We are now only one relegation away from a return to non-league. Surely, if the worst was ever to happen and we did get relegated to the Conference it is only the fan owned fundamentalists that would not even consider listening to offers from potential new owners?

My views on fan ownership have not changed at all since last year. I still don't think that the time is right immediately to proactively look for new owners but undoubtedly that would change if we ever got relegated back to non-league. I reiterate that I would only ever consider selling majority ownership if the DT kept ownership of Plough Lane. A member of the DTB said recently that no one would purchase a football club without the ground included. Chelsea, Man City and Newcastle Utd don't own their own grounds but have attracted new owners.

In terms of what I believe I could bring to the DTB, I am 57 and I have been a salesman since I was 18. I am very good at building rapport with clients/potential new clients as well as closing deals. I am prepared to offer one day of my working week to support the Commercial Department. We have a telemarketing person and I suggest that I allocate one day per week where they can make appointments for me with local companies. In particular, there is a large Asian community near Plough Lane so I believe we should target that community for their weddings and funerals (wakes). If it is needed, I am happy to base myself at Plough Lane at least one day per week or possibly more depending on the need and my availability. I spend much of my time working 'remotely' or from home so that isn't difficult for me.

I also propose to be the main person on the DTB responsible for resolving complaints about the club from the fans. In my career I have had a lot of experience in dealing with conflict resolution and again it is something that I am very good at.

There has been a lot of talk in recent times about the cost of DT membership. I propose that Debenture holders and ST holders from next season can purchase DT membership for £5. Stadium card holders would still be charged £25 but for those fans who have none of the afore-mentioned the cost would increase to £50. Personally, I don't see how it can be right that a fan who never attends a game should pay the same price as a fan that is a debenture and/or ST holder.

The biggest negative I have heard about PL is the lack of parking. This is particularly an issue for the disabled (such as myself) and the elderly. I would lobby the council to make the parking in Waterside Way nearest PL into disabled bays on matchdays as happens at many grounds.

Chris Philips



Proposers: Ed Scott and Laurence Lowne

I'm Chris Philips, former Dons Trust Board member until 2005. I have been hands-on involved with the club since inception and am a founding member of the Dons Trust. My main role has been stadium PA voice, from the very first home game to this day, having quit the same paid role at Selhurst Park for Wimbledon FC in protest at the move. My background is radio. Fifteen years at Kiss FM and subsequently at Jazz FM since 2008. I have also been giving time as a volunteer driver for Dons Local Action Group. I grew up in Earlsfield.

If elected to the Dons Trust Board I believe my skill set is best served within matters of comms, events, presentation, social media policy and supporter engagement.

Now that we are back home, this is not the end of the process but the beginning. Sustaining, protecting and building our supporter ownership model and the democratic base is my imperative, supporting ideas on how to be fully inclusive of all stakeholders to build a culture of aspiration as one club. I want AFC Wimbledon to be the first-choice club in South London.

Match days are the most important events in our individual calendars, not just fixture fulfilments. I am passionate about improving fully functioning sound and video at the stadium, joined-up to inform, entertain and communicate the Club ethos. I want to prioritize giving a platform to our curators, historians, contributors, and connections in our fan base to give us content that celebrates our legacy and builds excitement about the future. This requires full buy-in at the Club in technical terms and providing for our people.

I want to pick up from some of the excellent work already done by departing board members, seeding and cultivating innovative ways to encourage and engage greater match attendance and fanbase. In particular, enticing extended families of seasoned football supporters from other clubs in London who feel they are priced out of Premier League and Championship matches.

I believe we need to review, promote and support greater use of facilities at the stadium to maximize opportunities outside of match days and football to generate revenue through a busy and more diverse itinerary of events.

I am an advocate for a robust level of scrutiny, review, and discussion with the Club on operations on behalf of all members and supporters to avoid mistakes of the past and unnecessary wastage and am prepared to speak up for this and accountability.

I intend to work to improve all lines of reporting as agreed by the Dons Trust Board to ensure responsibilities and action points are completed in a timely way that ensures we as a Club maximize on opportunities and improvements.

Kevin Rye



Proposers: Nicole Hammond and Martin Drake

Why I want to stand and what I want to do

As owners, as a club and as fans, we have ambition by the bucketload, but that ambition has always benefited from calm, thoughtful leadership. The recent appointments of both Mick

Buckley as AFC Wimbledon Chair, and Danny Macklin as Managing Director are an important continuation of that. The Dons Trust helped drive those decisions, and these appointments will enable that leadership to help the club to grow and develop at the right pace, and with the right focus.

I want to continue that growth and development when it comes to day-to-day Fan Engagement and the relationship between the club as a trust-owned entity, and the fans - whoever they are. Growth & huge changes over the past few years make it critical to incorporate new fans and members, whilst ensuring that existing ones don't get left behind. This will benefit all of us.

If elected, working through the Member Services and Engagement Group and alongside colleagues, I aim to build on our existing engagement and culture by working with the club to create a wider range of engagement with fans of all types - members, season-ticket holders, casual fans.

1. First of all this includes more regular open forums at Plough Lane where club executives, Dons Trust Chair and others can hear from fans of all types, providing their views and insights to them, having regular dialogue about the issues.
2. I also would like to establish a 'fans parliament', drawn from people across the fanbase and those in the stadium on a matchday to act as a wider sounding board. Both of these forms of engagement are common at other fan-owned clubs, particularly Exeter City, but also others including Lincoln City, and Doncaster Rovers, Brighton & Shrewsbury Town.

The clear evidence from my own work in this field (see 'About Me' below) is that whilst they can't affect much on the pitch, they reduce needless tension off it, creating a valuable, two-way conversation between all.

About me

I've been a Wimbledon fan since the 1970s. Like all fans of that generation, I revelled in Wimbledon's rise, but equally felt our tragic and totally avoidable fall.

The reality is that we were mere passengers before 2002, with almost no control over events. I'm proud that this is no longer the case. I'm not arguing that fan ownership merely contributes to our success. It is the very reason for it. It is in our DNA.

A former committee member of WISA (as Publicity Assistant), I worked on publicity, marketing & media during our season-long anti-franchising campaign in 2001/2002. I was involved in some of our most eye-catching work, including leading on the 2002 WISA/ICM opinion poll: <https://www.newshopper.co.uk/news/6376116.survey-shows-support-for-plough-lane-return/>

I now work in football, specialising in Fan Engagement and strategic communications. Since 2004:

- I worked for Supporters Direct (now part of The FSA) & helped establish SD Europe (now part of FSE) from 2004-2015, finishing as Head of Policy & PR, working with fans, clubs, leagues, governing bodies and governments across the UK and Europe.
- I established Think Fan Engagement (TFE), creating the industry leading Fan Engagement Index: <https://www.bbc.co.uk/sport/football/60510631>, Fan Engagement Pod and Fan Engagement Network.
- Through TFE I advise clubs, fan organisations & brands. I am currently overseeing a major investment from industry-leading audience insights company Bulbshare in a trial of their app with Doncaster Rovers FC.
- I also teach on the undergraduate programme for Football Business and Media at UCFB, Wembley
- I have a PG Diploma in Public Relations specialising in Fan Engagement, and am a fellow of the RSA.

My work to date with AFC Wimbledon & The Dons Trust

Since 2004 I have frequently worked on projects with The Dons Trust and AFC Wimbledon leadership, volunteers & staff, including continuing to support the roll-out and ongoing work of our new voluntary Supporter Liaison Officer (SLO) team of Tim Hillier, Paul Raymond and Anuk Teasdale; supporting the early work of DTB's Graham Stacey to roll out regular surveying of fans; working with fellow fans on the campaign that protected the fan-ownership of Wimbledon and launched the Plough Lane Bond; supporting Charlie Talbot with his work on branding & identity; various other communications and branding projects, including creating the media/PR strategy for our first match in Buckinghamshire in 2012.

If elected, I am certain that my wider knowledge and experience of football clubs and the wider game and my wide-range of contacts will be of benefit to the Trust - and by extension the club - wherever they need it.

Graeme Price



Proposers: Charlie Talbot and Marc Jones

Why I wish to join the Dons Trust board

To borrow from Mastermind, I've started, and I'd like to have the chance to finish. Having been co-opted on to the board we've started the transition to the PLC being the operational oversight and the DTb setting the cultural and strategic direction as well as overseeing the PLC on your behalf. There has been the creation of theme groups to assist the DTb with its oversight role. I currently sit on two groups, the oversight and culture and mission. These are areas I believe I can genuinely contribute to. There remains so much to be done to keep our unique club moving forward.

1. Prior to being co-opted on to the board I have helped in the background with several fund-raising initiatives. These include the creation of the We Are Wimbledon Fund, which is still the biggest regular fan contribution to the overall budget, (in conjunction with Xavier Wiggins, Marc Jones, Damian Woodward, and Matt Lowndes) and the set up and running of the Plough Lane Bond (with Charlie Talbot, Damian Woodward and Xavier Wiggins). I also sit on the Finance Committee which reports into the PLC board whose remit is to look at refinancing and fund raising initiatives.

We're at a critical point in our journey. We need to ensure that every decision we make drives us towards being a financially sustainable business as this is the best defence of all within the current structure in guaranteeing continuing, non-negotiable fan ownership. We need to focus on

- Creating a framework to repay PLB as it falls due.
- Increasing our match day revenues by improving the match day experience
- Growing our PL 365 commercial activities

- Enhancing the playing budget when possible

My vision for the Dons Trust Board

I believe that we are one indivisible club, from the first team to the academy, from the women to the foundation and DLAG, rooted in and serving our community. I am passionately against the removal of fan ownership unless there is a democratic mandate for this to happen. I'm acutely aware of the need to continue to professionalise the day to day running of the club. This cannot be at the expense of our wonderful and often underappreciated volunteers. They are an integral part of what makes us special and one of our greatest strengths. We need them, as our business model is a hybrid one, both now and into the foreseeable future. As the onus on the day to day running of the club and the oversight of this moves to the PLC. It is vital that the DTb can communicate its wider role of driving the culture and strategy of the club along with oversight. The theme groups that we've created should be used as the basis for a monthly update to the owners. The DTb should be representatives of the members but seek to consult with fans on all essential matters of fundamental principle. The DTb should be given further tools to improve their governance and oversight abilities. This is one of the reasons that I'm strongly in favour of us seeking B Corp status, as this provides a framework to judge how we are operating on a day-to-day basis in areas such as procurement but also how we are matching up to our ideals.

About Me

I'm married to Maliya and live in Shoreditch. For the day job I'm the Executive Chair of Jarrovian Group, a Wealth Management business, as well as a trustee of a charity and the chair of a not for profits organisation. I have over thirty years' experience of finance and fund raising within both sport and business. My day job serves to give me a sound understanding of how football works off the pitch. Outside of work I have a love of reggae, ska and all things Paul Weller, along with good wine, good food and good friends which tend to go hand in hand.

My Dad always told me that God gave us a clue as we all have two ears and just one mouth, so we should seek to use them in that ratio. I will seek to listen first as there is a great deal of collective knowledge within our fan base.

Thank you for taking the time to read this. If elected I would seek to do everything in my powers to make your vote count.

Motto: Be kind. Work hard. Make a difference

Matt Lowndes



Proposers: Roger Caley and Daniel Norris

I'm Matt Lowndes and I've been a Wimbledon fan since 1984. I am a debenture and season ticket holder in the South Stand with the noisy lot, a shareholder, Seedrs investor and bond holder.

I have volunteered since 2002 - assistant kitman with my dad, pitch team, We Are Wimbledon Fund, and I set up and coached the match day academy at Kingsmeadow from the very first season.

I have a strongly held view that AFC Wimbledon should be fan owned but not fan run.

The Dons Trust board have done many wonderful things over the past twenty years and everyone who has had the gumption to stand and deliver for our club deserves the utmost praise and thanks. Some of the recent vitriol that has come their way is unacceptable and there are better ways to convey feedback and opinion. Like standing for the DTb which is why I'm writing this manifesto. Time to put up or shut up.

What we have achieved so far is nothing short of remarkable, and I do not believe that our fan ownership structure is a limiting force in achieving our ambitions of being a Championship club. It's my belief that our club is not being run in an optimal manner. We need stronger leadership, better organisational structure, vastly improved communications, and we need to embrace our incredible fan base and volunteers in a more structured and kind manner.

It might be seen as controversial, but I truly believe that a successful men's first team will drive the success of the entire club. It's what puts bums on seats at Plough Lane, it provides us with the profile of being a Football League club and it will generate the most revenue in transfer fees.

As well as being a Don I am also a Surrey County Cricket member. What they've achieved over the same timeframe tells me that a members' club can be winners on the pitch, have the very best facilities, and display commercial excellence. Anyone who has been to the Oval will have seen how impressive the facilities are - it is a money making beast. Surrey's leadership has maximised its revenue streams. We must do likewise.

I have worked in financial services for twenty years during which time I created my own business, grew it with a fantastic group of people, won numerous awards, created jobs, made profit and helped thousands of people own their own home. I'm now back doing my first love - people and technology - as Innovation Director for an AIM listed business. Every day I meet people, problem solve, collaborate and get stuff done. It's what I do and I want to help our club. Now is the right time.

We need to engage more widely with our fanbase. I have mates who are season ticket holders but not DT members, they say they feel sidelined from the fan ownership perspective. I've asked why they don't join and they say 'what's the point?'

We have a wonderful stadium and it needs to be operating at full capacity seven days a week. We need this to be our Oval - the more profit we make, the more funds there are for the men's first team budget helping us get back to consistent success on the pitch.

I want us to grow the trust ownership model, to engage with our members, season ticket holders, fans and the wider community, and to continue to develop the very best home-grown hungry talent. I want us to have a first-class match day experience, conferencing facilities, training centre (for all of our teams), and financial performance that allows us to grow sustainably and exceeds other clubs of our size.

I believe a 'One Club' ethos can be a massive cash generator and not a drain, as some seem to think. The work of DLAG has shown our community the very best of what Wimbledon fans can achieve and I have no doubt that it has brought many new supporters through the door.

If I am successful I would like my time on the DTb to be remembered for the club becoming operationally exceptional and commercially savvy. I welcome the proposed structural reforms, but we must listen, learn, adapt and implement far quicker in future.

We have an amazing story which is incredibly attractive to potential investors. As the minority investments from Nick and Ananth and the bond have shown, investment does not mean selling out - we must leverage our brand at every opportunity.

'Fan owned' has achieved six promotions, (one relegation), two stadiums, an FA Cup win over a Premier League club and numerous awards. That's not bad in just twenty years of being 'not in the wider interests of football'. We should keep that firmly in focus.