

Dennis Lowndes



Proposers: Dominic Teuma and Alex Pugh

What Wimbledon AFC means to me:-

I've been a lifelong supporter of Wimbledon Football Club since the plough lane days. I have lived in Merton all my life and have undertaken many voluntary roles at Wimbledon FC over the years.

With the New Stadium and our return to our spiritual home I believe AFC Wimbledon is on the threshold of a new and exciting era. Contributing to the continued success and expansion of a Fans Owned club will fill me with intense pride. Football and charity work is my very essence, I am currently a Director of the Ladies Section and seeing the ladies teams grow, supporting the foundation and its community work and developing an international presence for the club will be my driving force...

My Commitment to Wimbledon FC & AFC Wimbledon (past & present)

What I stand for

- Progressing AFC Wimbledon as a Fans Owned Football Club rooted in the community.
- Making sure all AFC Wimbledon fans voices are heard
- Making sure our future young generations have their voice heard
- I will work hard to protect and promote our Club as a Fans Owned Organisation.
- Be an old and experienced Head who will not buckle under pressure and hold firm on my beliefs

My vision and ambitions for AFC Wimbledon

- To push forward and grow the Fan Ownership model and to be a leading light for other clubs in the UK and beyond.

- A total passion for AFC Wimbledon to succeed on and off the field of play.
- To create an overseas supporters network
- To encourage local Business to embrace our community ethos and to invest and sponsor our football and non-football activities such as DLAG and all the good activities of the Foundation.
- To continue my work across all the Ladies Teams with the ambition that the First team will play at the highest level of the English game.

What you might want to know about me

I am currently retired and am devoted to AFC Wimbledon. I am a founder member of the Dons Trust and a Shareholder and have served as Chairman, Vice Chairman and Fund Raising Secretary on the Wimbledon FC Supporters Committee, as well as a general Committee Member for many years.

Over the years, I have held many volunteering roles for AFC Wimbledon including pitch maintenance, stretcher duties and Ladies 1st Team Manager. I am currently a Director of the Ladies Section & Life Vice President of the Ladies & Girls section, which has grown from one team to 16 teams since the section was formed in 2004. We have over 250 players from the age of 9 up to Ladies with a lot of success. This season has seen more girls' than ever progress through the ranks to the 1st Team and the talent coming through looks even better for our future.

My Background

A Governor of a Merton High School, Chairman of a Merton Tennis Club, Manager, Secretary & Chairman of A Few Football Clubs. I have served on School Parent-Teacher Association's and raised lots of money over the years for schools, sports clubs & charities (includes cooking thousands of meals for the homeless in London). I have been a qualified Football Referee since 1972.

What I would like to bring to the Dons Trust table

I would be there for the fans to talk to about anything to do with the development of the club and how we can improve the match day experience.

We have a great club that needs to grow its fan's base fast in the next few years, so we need our younger supporters to get the message out to their mates, so they join our club on & off the pitch.

My ambition is for the **Ladies & Girls** sections to be fully integrated into the club. Our aim should be to get our Ladies 1st team into the Women's Premier League, to have Elite Girls football teams, a Girls Academy as well as Grassroots Community Football Teams.

I would actively promote for AFC Wimbledon's **training facilities to be available**, to everyone at the club (Men's Section, Ladies Section, Boys & Girls Academy, Disability Teams, The Foundation, Elite Girls, Plus Community teams).

As a Fans owned Club, I believe we can harness the ideas and enterprise of our fans. The success of the Plough Lane Bond illustrated this in the most powerful way.

We have a great opportunity now we are moving back to Plough Lane. We are a fans owned family club and we want our club to grow. I believe our Fans owned model shines brightly.

Phil Moody



Proposers: Barry Faust and Robin Bellamy

Wimbledon Football Club and AFC Wimbledon has always been close to me and my family. I was born in the area, but as our family moved to Hampshire when I was very young I didn't have the opportunity to attend games regularly until I was older, but when I started the feeling I got watching our team play was magnificent and I still get that feeling today.

My Uncle John was a founding member of the Dons trust. He was very vocal and lobbied the FA on the clubs behalf at the time regarding the move from London. His membership was transferred to me when he sadly passed away in 2002, not long after the first few games for the new AFC Wimbledon, which he was incredibly proud of.

I still live on the south coast but attend as many games as I can. The excitement that builds up when I know I am going to watch my club is something very special to me and a feeling I love, which really shows my passion for the club.

Until recently my working career has evolved around football, especially within community projects, football development, disability programmes as well as education. The skills I have acquired within these roles include; interaction with children, young people and adults and understanding what needs they have. This has mainly been how the clubs and myself can support them.

Other elements include; budget management, staff scheduling, leading on presentations as well as being involved in management meetings. I have also taken the lead on post 16 education, delivering

a Btec in sports. This required me to teach many aspects of sport for example business management and planning sporting events.

I am also a qualified coach working at project level across the country as well as internationally. This work has taken me around the UK and across the globe to countries including Spain, Italy, Japan, India, Thailand and Colombia.

Recently I moved into a different role as a fundraising officer within a disability charity. Fundraising has been an integral part of my previous roles and I thoroughly enjoy raising vital funds to help people who benefit greatly from the support of the charity. I also work with businesses to secure donations and funding, again to help support the work of the charity which enables them to enhance the service they can provide. The knowledge and understanding I have within fundraising would enable me to help contribute greatly to the aims and objectives of the club I love and I want to be part of.

I'm relishing the opportunity to put my name forward and to run for election as a Dons Trust board member. I am humbled by the amazing work put in by the current and previous board members and I believe I can enhance that.

This is a team that has come so far already, who could have imagined we would be where we are after such a short period of time and now we are returning to Plough Lane, I believe I have the knowledge and experience to help take this club even further.

So why should you vote for me?

Firstly I am really keen to get all fans involved, I know there are individuals out there who have great ideas on how the club can achieve success in a variation of avenues, including the match day experience and communication.

As much as we all can't wait to get back to Plough Lane, I feel there is a real chance and need to engage further with the younger group of fans. Making them part of our history going forward, so like us more mature fans they grow up with memories to savour and they await each match day with the same excitement as I do. One idea I would like to put forward is setting up a youth board, which allows those fans to have their say and feel part of it too.

I feel my skills as a communicator across all age ranges would be a great asset. I am never afraid to give my view, but I also ensure I listen to all other points before making an informed decision.

Through my roles with various football clubs I have gained good knowledge of business in football, allowing me to fully understand the issues on the table. I am an organised individual which means I can complete the required jobs which have been set for me within the timeframe expected.

People have trust in me because when I say I will do something, I make sure it is done.

Being elected and being able to keep my families affliction with the club going which began with my Uncle John would be a great honour.

Hannah Kitcher



Proposers: Mark Lewis and Jill Stratton

Meetings attended in 2019 and 2020 (to 16/09/2020): 21 out of 23

It's been a huge honour and a privilege to serve as a member of the Dons Trust Board for the last two years at what has been a pivotal time in the Club's history. We are going back to Plough Lane as a fan-owned club!

And I believe I have contributed to some of our successes on your behalf. I am proud to have been a voice against diluting fan-ownership and to see how far we have managed to come since that very dark time last year.

I'm a more recent addition to the Wimbledon family, but I truly embody the spirit of the Club and I will not let the Club, that so many people have worked so hard for, and that is now so important to me, fall victim to the whims of owners who have little to no regard for what a football club can mean to an entire community.

I might not have been through previous trauma with the Club but I see it and hear it through others. And I could feel it in the back bar at Kingsmeadow on 9 December 2019. I listen to, and learn from members, old and new. This is essential if we're to attract more fans to our brand new stadium, and look to the future.

With another term on the Board my primary focus will be to continue to strengthen the Dons Trust through better communications and membership engagement. Getting comms right is not just a principal, it requires effort and thought. I commit to continue putting this in. My day job is in communications and am proud to be able to bring this expertise to the Board.

I have already put a huge amount into this, which I do not plan to stop. In particular I've set up the members-only forum, Proboards, and have helped ensure members receive more regular emails to alert them to important news. This includes when we publish board meeting minutes - fundamental to ensuring that the Dons Trust members hold the Board to account.

More recently I have put much into making sure that, despite the pandemic, members still have the opportunity to have their questions answered and stay up-to-date on Club matters. And so I have led on setting up regular online meetings for members (as well as the Meet the Manager event for all fans).

The meetings allowed us to cover formal business and vote on resolutions in our first ever virtual SGM, as well as providing a space to get to know the Board a bit better, on a more informal basis, through introducing monthly Meet the Board events. All these have meant more members - especially those who are more remote/international - can take part and this is especially important to me. All members must have an equal opportunity to be informed, and have a voice on Dons Trust matters. Decisions should not just be up to the Board. We are elected to represent you and so it is our duty to understand what you want.

So should you choose to re-elect me, I will continue to maximise the potential for technology, and offline methods, for the much needed strategy review. This is a crucial project, and one that will decide what we want the next chapter of our story to look like. This means it has to be member-led, and by as many as possible.

Finally, despite a desire to be transparent, there are some discussions it is not possible for members to see. However it is important that voters know what I stand for in Board meetings and so by voting for me I want you to know that you are voting for a commitment to ensuring:

- We remain fan-owned
- The Club operates sustainably - within our means - and that we are doing everything we can to maximise the potential of Plough Lane.
- Greater transparency from the Board and the Club (one easy-win would be fewer redactions in meeting minutes).
- All members feel they have a voice and are listened to and that I represent these in all decisions made by the Board
- Where it is possible to consult with members, we should. When issues are a matter of principle, they should not be dictated by the Board, this is for the members to decide on.
- Inclusion. We must always strive to be as inclusive as possible, tolerate no forms of abuse and engage with the wider community.
- We are a responsible employer.
- We maintain and build our volunteer capacity and community ethos.
- We play a wider role in supporting the wider Football family.
- We admit to, and learn from our mistakes, and always strive to be better.

Ask me anything:

hannah.kitcher@thedonstrust.org

Twitter: @hankitcher

Niall Couper



Proposers: Lou Carton-Kelly and Kevin Rye

My vision for the Dons Trust

I want the club we all love to be the best.

But who am I?

I am a founder member of the Dons Trust and served on the Board in 2004.

I first started going to Plough Lane in 1982 and was a mascot with my brother against Hull City in January 1983. That was the last game we lost in our charge for the Fourth Division title.

I was the editor of Yellow and Blue back in 2001. It was the alternative matchday programme in the fateful last season at Selhurst. Yellow and Blue outsold the official version three to one and would become AFC Wimbledon's first official programme.

I helped set up the Dons Draw, writing the original proposal for the Dons Trust Board and researching all the legal requirements.

I also wrote two books on the club: *The spirit of Wimbledon* and *This Is Our Time*. The latter was nominated for Sportswriters' book of the year.

In more recent times I was proud to help promote the Plough Lane Bond. I coordinated the national press promotion and the content on the official website, which included getting support from former players, politicians, celebs and high-profile sports journalists.

In short, I am passionate about AFC Wimbledon and have a track record of delivering.

In my professional life, I was a sports journalist for the Independent for five years and am currently the Head of Media, PR and Supporter Communications for Amnesty International UK. In 2019 the team I head at Amnesty was named in-house PR team of the year, beating the likes of M&S and Barclaycard.

So what has encouraged me to stand?

The events at the end of last year when the Dons Trust Board nearly sold large chunks of the club off to external investors – like many fans – scared me.

It is a route to ruin.

I remember the pain caused when the club I love was ripped away and moved to a town in Buckinghamshire by unscrupulous owners. They had the power to ignore the wishes of supporters and had scant regard for the community.

Owners cannot be allowed to run roughshod over their supporters.

The ownership model in most football clubs is broken. We are not mere consumers. There is an alternative and we are it.

The view that fan ownership limits our ambition is simply rubbish.

AFC Wimbledon have had six promotions. We have returned to the Football League. We have moved back to our spiritual home of Plough Lane. No one believed that was possible in 2002.

In recent times the success of the Dons Local Action Group and the Plough Lane Bond have given a further indication of how much a fan-owned club embedded in a local community can achieve.

I believe we can galvanise that energy even further. We have only just begun to touch the surface of our true potential.

With a group of fellow supporters – Mark Lewis, Matthew Couper and Adam Procter – we set up the Yellow and Blue team and began to explore options.

Over the last few months, we have looked for best practice, we have looked for ideas, and we have looked for answers.

We spoke to Dons Trust Board members past and present, current and former players, local politicians, fan engagement specialists, journalists and leading figures in other clubs. We engaged with fellow supporters on forums, emails and calls. We even held six online debates on key issues. It has been eye-opening, engaging and educational.

From that, the Yellow and Blue team produced a comprehensive 11-point plan that we believe can transform the Dons Trust and the club.

The Dons Trust needs to be dynamic, active and use its resources – us the supporters – to the full.

The full plan can be seen here at www.donstrustmanifesto.com

In short:

- We want long term success
- We need to grow and reach new audiences
- We are in a competitive market
- We need a unique selling point
- We need to appeal to those new audiences
- But we can only do so if we are authentic
- It is no good talking the talk. We need to walk the walk
- And we need everyone to help. We need to do it together.

At the heart lies two things: an ever-lasting commitment to fan ownership and a passion to make the club the best community club in the UK.

It is a journey. It is not about me. It is about us.

It is achievable and together with drive and ambition we can do it.

I believe together we can turn the Yellow and Blue 11-Point Plan into reality and make AFC Wimbledon truly great and deliver success on and off the pitch.

Roger Hobkinson



Proposers: Graham Brown and Ross Fraser

Home Advantage – Supercharged!

Hello everyone, I would be honoured to serve you on The Dons Trust Board.

My Wimbledon credentials

My grandad and dad first took me to Plough Lane in the mid 1970's. So, I am a lifelong supporter, Dons Trust member since inception and live in Wimbledon, 10 minutes' walk from Plough Lane. I grew up in Sutton attending Greenshaw High School, then Leicester University and University College London and have worked in the property industry for twenty-five years.

As a member of the original stadium working group, I instigated and undertook the stadium search and development strategy between 2003-12. In July 2011, I presented our work and proposals to Merton Council. The rest is... history. Thank you for the achievements of many people over the last 18 years.

Between 2009-2019 I lived in Dublin, attending about 10+ games per season. Returning to Wimbledon last year, now I want to contribute to our exciting opportunity-filled future.

Returning home, we face two big issues

- First, I have a strong belief in fan ownership – it is who we are – whilst remaining fans owned, we must **adapt our clubs' structure** to achieve our ambitions. In returning home we have achieved a remarkable milestone. Despite this and the on and off field progress, nothing should paper over the cracks that our clubs' structure is creaking. It served us very well as a non-league start-up but now, as an established Football League Club with a new stadium, reform is needed.
- Second, we have huge opportunities to grasp as **our stadium evolves** to full permanent completion. This is crucial as we have debts and bonds to repay plus on and off-field ambitions. We really need to “sweat our stadium asset” to earn more money. An injection of professional expertise is required.

What next?

My focus if elected will be to:

1. Support a **rebooted club structure** that is appropriate, agile, better at decision making and communicating with our supporters.
 - A fresh executive empowered to do the strategic planning and delivery plus the ability to grab the quick wins.
2. Support, through advice and/or oversight to the club and Dons Trust, initiatives to make **more money** from our stadium.
 - I have previously set out to the club and Dons Trust, a development approach across our stadium footprint. With existing and new work, this will support a credible, compelling, and deliverable vision, strategy, and business plan for our “stadium district”.
3. Ensure our stadium district is a **great destination experience**.
 - Capturing the best of old football grounds with the contemporary stadium experience: Fun, noisy, boisterous, good quality food and drink options served quickly.
 - Ensure our heritage and stories are captured throughout.
 - Maximise our fanbase and stadium users within a 25-minute walk and ensure they feel engaged through various events, activities, social media, phone calls, letters, and meetings.
4. Ensure our club and stadium is a hub for the Foundation, incorporating the DLAG, at the heart of a **thriving** community that generates **benefits** for all.
 - Mentoring and outreach projects for local children, families, and senior citizens
 - Be a good neighbour and engage with local people and businesses
 - Support the evolution of the wider Plough Lane area
 - Pick up work I undertook in the mid 2000's to deliver a state-of-the-art training ground for our club - a “sports campus” for Merton.

Offering you a skill set that we need

I have 25 years' experience in advising on successful property, urban regeneration, development, economic development, tourism, museum, business planning and place branding projects in Britain, Ireland and around the world I have worked for leading global property advisory companies *Cushman & Wakefield, Jones Lang LaSalle and Colliers International*. I am now self-employed with

my *"The Destination Developers"* business and a retained consultant to Colliers International. I have a flexible work style to devote time to our club.

Adding value

Plough Lane is our football ground and a huge asset but there is much more to be done. With my professional expertise I will help guide the next phases of stadium and club development.

In summary, if elected:

- Support the AFC Wimbledon business in delivery and provide **oversight** on progress against key performance indicators
- Focus on compelling vision, strategy, and delivery not politics.

My manifesto will help us put down strong Merton roots. My aim is that our club and community flourishes into the future and benefits those who follow us as supporters of Wimbledon's Football Club.

Please do connect through my details below. If you would like a "socially distanced" meet in and around Wimbledon please get in touch.

Thank you for reading. I would love to get your vote.

Roger

Phone: 0735 661 107 | Email: roger@thedestination-developers.com | Social Media: Facebook: Roger Hobkinson | Twitter: @roghobC | Web: CommunityClubBuilding.com

Andy Silvester



Proposers: Joe Roberts and Nic Webb

Finally, we are back in Wimbledon. It's now time for us to ensure we become part of the fabric of Wimbledon, a successful, well-run business in the heart of the community.

This season, with fans still banned from attending games, I've watched a number of our games on a laptop with friends in the Alexandra pub in Wimbledon. It's been remarkable the number of people who have toddled over to ask what game we're watching - and seemingly have no idea we exist.

The work of all of those to get us to this point cannot be understated.

To get a football ground built in Wimbledon, in a (for now!) mid-table position in League One, is an extraordinary achievement. Even when the outlook looks darkest, Dons fans spoke to Dons fans and built the Plough Lane Bond. When 2020 got weird, the Dons Local Action Group sprung into life - the perfect embodiment of what the club is about and why yellow and blue runs a little thicker through the blood of Wimbledon fans than other fans sometimes appreciate.

We now need to build on that - putting the framework in place to ensure the club is well-run and secure for generations to come.

That means becoming a more outward-facing organisation, engaging with our 'new' community in SW19 and nearby, and ensuring that all who come to the club as new or occasional fans become the season ticket holders, sponsors and evangelists of the future.

I spend my life scrutinising businesses as Deputy Editor of the business newspaper City A.M. The most successful companies are those that never become complacent, relentlessly focus on their competitive advantage and are never shy of new ideas.

We can only secure everything we have achieved so far by constantly striving to improve, on everything from our marketing communications to the matchday experience. By ensuring that we are as professional off the park as we (hope) we are on.

The report into the club's corporate governance from Imperial College's Business School told us, to a degree, what many of us knew. The club's governance structure "hasn't evolved" since semi-professional ranks. A lack of "key performance indicators that align with club's mid and long-term strategy." A clear undercurrent that we are at a vital point in our history, building on the work of those who have got us here.

It is not harsh to say that we need to adjust to our new role in the sporting world - and crucially it does not mean giving up on what makes us special: our competitive advantage.

We have an extraordinary story, an inspiring history, and an army of committed volunteers. We are blessed with a local catchment area that includes hundreds of thousands of families, with a new ground and a blank canvas upon which to build. The Dons Trust is a unique and special offering, and we shouldn't be shy of bringing people into the club and the Trust.

The question is now how we capitalise on that to ensure the club is no longer looking at playing budgets with trepidation.

On the board, I would focus on three things:

- Ensuring that our governance structure fits with the requirements of a million-pound turnover business, and that the board adequately monitors the performance of those in executive roles to ensure that clear KPIs are regularly met
- Dramatically increasing our visibility in the community as we return to Plough Lane, capitalising on the club's unique story to draw in those who believe football is all about £60 tickets and multi-millionaires
- Making the new matchday experience a winning proposition to new and lapsed fans, particularly amongst young families, and capitalising on the community spirit at the heart of our club and embodied so wonderfully by the Dons Local Action Group.

As a journalist, I will also push for our communications with fans, local and national media to improve. Across the world, our return to Plough Lane *should* be news.

My focus will be largely on evolution, not revolution. But the board must also be bold where it's necessary to capitalise on a vital period for the club, marking our return home to the community that we have been detached from for so long.

Trevor Williams



Proposers: Clare McDonagh and Anna McMillan

About me...

For those that don't know me, I have been a Wimbledon fan since my school days and was a regular at Plough Lane from the mid 1980's.

I started getting involved with The Dons Trust in the Selhurst era helping wherever and whenever I could be useful. I'm very pleased and proud to have taken part in the anti-Dublin / Milton Keynes protests. The foundations of fan action born during those days and earlier through WISA and The Dons Trust served us well then, and an energised engaged fanbase is vital to us now.

Along with Ivor, Marc and Kris I was in the four involved with the start of AFC Wimbledon. The day the ridiculous decision was announced that let Wimbledon FC relocate I met with Ivor and Marc at Ivor's office in Haydon's Road and the first steps were taken to start the club. I am immensely proud of the part I played in that - as we should all be proud of the phenomenal success we have achieved since.

I initially served the club as secretary overseeing our initial election to the Combined Counties Football League and continued that role until the Ryman League era fulfilling the various football secretary's duties. Since then I have helped out in the dressing room as a volunteer on matchdays doing a myriad of jobs too numerous to mention!

For my real job I work in admin and IT for a groundwork's company-it's all rather dull compared to my AFC Wimbledon volunteer role...

What I believe...

I believe fan ownership is paramount, the day we lose control of the club we risk everything we have achieved since 2002. I am not against outside investment, but the bottom line is we must retain control of our club.

We should always be financially prudent. The pain of losing Wimbledon FC still lives with us all, we should never take a chance with the future of AFC Wimbledon.

The club should strive to be at the heart of its community. The work by Xavier and the Dons Local Action Group show the real difference a club can make. Plough Lane gives us massive scope to continue working with all sectors of our community via the AFC Wimbledon foundation and the amazing work they do.

My belief is The Dons Trust should not micro-manage the football club on a day to day basis, we have good people in place to run the club. I believe the job of The Dons Trust Board is to ensure the club is run in accordance with the stated aims of the trust. The Dons Trust should continue to consult fans on the direction of the club and be the moral heart and centre of the club.

What I will bring...

I come into this with an open mind. As detailed above there are some issues that I believe are paramount if you don't agree they are important I'm probably not the candidate for you!

Beyond wanting the best for the Trust and the Club I come into this with an open mind.

Having worked for AFC Wimbledon before I have an insight into what it's like and the difficulties the club face.

Over the years I have been in every dressing room, worked with every manager and spoken to numerous football people up and down the country on our travels. I have a good understanding of football, the reality of how it works, our place in it and the challenges we face. I have no doubt that this knowledge would be a positive thing on The Dons Trust Board.

If elected I will be available, I will listen and I will be your representative on the board.

Charlie Talbot



Proposers: Marc Jones and Roger Caley

Our club has achieved so much since 2002, thanks to the hard work of many people: board members, players, employees and volunteers. But it has largely done so because every time they have been asked, our fans have stepped up and gone above and beyond to ensure this extraordinary collective endeavour continues to defy the odds, confound the nay-sayers and prove that nothing is impossible when we all work together.

I went once to Plough Lane and have been a season-ticket holder since the early 90s. I wrote the initial WISA press response to the announcement of the MK move in August 2001 and subsequently was the deputy editor of Yellow and Blue for the last season of Wimbledon FC and the first season of AFC Wimbledon. I became the club's first in-house media professional for two more seasons.

Subsequently I advised the club from time to time on media and comms issues before setting up and running the Bring The Dons Home campaign to lobby all relevant authorities at each stage of the stadium approval process. I then worked on projects around the club's branding and marketing in preparation for the return home, as well as the communication for the Back In Two Ticks process for the Dons Trust Board.

Dismayed by the proposals brought forward by the Dons Trust Board to sell off a controlling interest in the club late last year, I set up and ran the Plough Lane Bond (in conjunction with Xavier Wiggins, Damian Woodward and Graeme Price), focusing not only on operational aspects but also the marketing and PR side of the campaign which raised more than £5million to ensure we returned home as fan-owned club.

I am the managing director of a production company which specialises in theatrical and corporate events, as well as a related consultancy business which advises companies on their branding,

marketing and experiential offerings. At the time of writing I am planning, scripting and producing a digital event to mark our return to Plough Lane.

If elected, I will continue to provide operational support to the club as I have done for much of the last 18 years. But at the same time I will strive diligently for the length of my term to push for the changes we need in structure and governance.

We must ensure that the operational board and working groups of the football club are adequately resourced. We must ensure that the club maximises the potential of its return home through its media, marketing and commercial endeavours. We must ensure that the amazing community work of the Foundation and DLAG can grow and flourish. We must ensure that the work of our Academy in bringing players through and in our first team coaching set-up is matched by the quality of everything our club does off the pitch.

Most importantly we must ensure that before my two year term is up, we have a club and Trust set-up that is robust, secure and future proof, in which fan ownership has been cemented as the cornerstone of our very ethos. We can and should be professional, well-run and yet answerable to our owners: our fans. We need a fully resourced and accountable operational board as well as a Trust board able to provide clear governance on behalf of its members.

Wimbledon fans' great strength has so often been to come together well in moments of crisis, as happened again earlier this year. But we need to ensure there are no more crises. We need to have sound governance, ongoing resource and long-term plans in place for the challenges we face in refinancing, in ensuring commercial growth and in deepening the club's reach & connections across increasingly divergent media and digital opportunities in the changing landscape of football.

And we need to ensure that we do not ever again find such a disconnect between club, Trust and fans as occurred in late 2019. I do not believe the Bond was a success purely as a financial fix. The jeopardy we all faced and the communal solution we all found reminded us what is so special about our club. That spirit led directly to the incredible work of DLAG and it is that spirit that showed us the way to Plough Lane.

It has been a pleasure and a privilege to work with the team management and current players as well as so many ex-players who all came to the fore to make the Bond a success. We need to cement and celebrate that bond between all of us: the fans, the players and club & Trust officials. The talents and efforts of our incredible fanbase can propel us still further, so long as we all work together. We are Wimbledon.

Xavier Wiggins



Proposers: Lee Willett and James Macdonald

*Walking down the Haydon's Road
To see the Womble Aces
Oh, the Lads, you should have seen us coming
Everywhere was yellow and blue, and everyone was running
All the lads and lasses, smiles upon their faces
Walking down the Haydon's Road
To see the Womble Aces.*

WE'RE BACK.

We are Wimbledon. That means something. Wimbledon means something. In the current world it means even more than before. We have spirit. We have energy. We have courage. We have nous. We don't follow rules. We break them and make them. We are beautifully different.

To "do a Wimbledon" used to only refer to our players battling the odds. We have now taken this far beyond the pitch. To do a Wimbledon these days could mean any number of things. The biggest bond raise in English football. The whole club being powered by a wonderful army of volunteers. Fan Ownership. The Academy. Dons Local Action. The Foundation. A shiny new ground when they said it was impossible. And so much more.

I am standing for election because I have pride in who we are and what we have achieved coursing through my veins. I want to help take us even further, much further, as an outstanding fan owned

club doing great things in the heart of our community. I want our fans and our community to share that pride and that passion and I want the rest of football to look at Wimbledon as the blueprint for fan owned clubs. I want us to take our responsibility even more seriously and be vocal on the subjects that matter.

As Co-Founder of WISA, The Plough Lane Bond, The Dons Local Action Group, even the Hoof the Ball Up Fanzine and as Organiser of countless anti Dublin and M* demos, I help brilliant people to achieve great things. I campaign. I strip away the “b*llsh*t” and I try to do as little politics as possible.

I will listen. I will learn. I will act. My job is to push YOUR agenda, not mine.

If elected and, assuming that you agree these should be priorities, in addition to driving Dons Local Action, I would offer a minimum of 15 hours of my time each week to help with the following.

- Keeping the Foundation and Dons Local Action front and centre of all that we are and do
- Reinforcing with every “touch point” that we are fan owned and immensely proud of what that means
- Driving further progress in communication, engagement and transparency
- Remembering to respect and appreciate all volunteers
- Ensuring that we support all diversity and inclusion initiatives
- Supporting all moves to improve the governance of the Dons Trust, membership numbers and the overall structure of the football club
- Working on the matchday experience
- Helping to attract, engage and retain volunteers
- Committing a portion of my time weekly to answering supporter questions and hearing your ideas
- Reporting on my activity as a DTB member on a monthly basis
- Remaining flexible and available enough to help tackle anything the world throws at us

Most of all, supporting Wimbledon should be fun and fulfilling. I aim to organise my life and my time in such a way that I can play an important part in driving that.

Other bits and bobs about me. I am married with two teenagers. I live in Hampton. I own and run a property distribution business (Yawn!) and a snazzy start up called Office Checkers in the remote working space (Yay!). I co-manage two U16 football teams locally though am not quite sure how my complete lack of tactical or any other relevant playing knowledge has led to such a role. I have a dog, two cats, an improving darts average, a booming terrace voice, eclectic music taste, bundles of energy and I would be honoured to serve you on the Dons Trust Board.

Thank you.

Motto: Never forget to say thank you.

Freddy Flaxman



Proposers: Emily Flaxman and Brian Flaxman

I know that I am an unlikely candidate for The Dons Trust: I'm an American. I live in California. I haven't been to Plough Lane. I haven't met many of you, for whom I know the club is deeply important and personal.

But through a winding, haphazard journey, I've become a supporter of the club – and what is clear is that the story of AFC Wimbledon transcends the thousands of miles between us.

AFC Wimbledon is an underdog story.

Any sports fan, anywhere in the world can sympathize with the pain of a beloved team being ripped away from a community that has supported them through best and worst of times, of loving a club but not being loved back. But what is so special about the AFC Wimbledon story is that it doesn't end there. Wimbledon fought back and rebuilt from scratch, showing what's possible when a community comes together. As someone who loves sports, I couldn't help but be inspired.

AFC Wimbledon also finds itself at an inflection point.

The club has been promoted with ease through the lower leagues, but naturally, this will become more competitive. A new stadium will be finished and opened, creating new responsibilities to run the facility and potentially develop the surrounding real estate. New types of media will create opportunities to develop the next generation of fans, but only if used properly.

My entire career has been focused on these very circumstances, helping sports and media businesses grow into the next chapter of their history while remaining steadfastly true the core of what made them great.

I did this first as a consultant at McKinsey & Co. where my primary work was in helping the major American sports leagues find their next areas of growth, including projects to improve team financials and build out a league-wide China strategy.

I then joined Bloomberg LP, leading strategy for Bloomberg's digital properties during a period of intense scrutiny on making them more profitable. As part of my work, we redesigned Bloomberg.com and acquired, then relaunched, Businessweek in print and online.

After graduating from Harvard Business School, I joined The Weather Channel, a ubiquitous media company known as an "American institution". We built upon what had made the brand great in order to meet the challenges of a new media world. I served as Chief Operating Officer, where I led Digital, Radio, Technology, and Business Development. Our company succeeded in our mission, and for my work, I was appointed to the 2015 Forbes 30 Under 30: Media list.

Most recently, I served as Chief Digital Officer of Creative Artists Agency, the global talent agency representing the world's biggest stars in Sports, Film, Television, and Music seeking to diversify into become the owner of media businesses as well. I ran CAA's portfolio of non-agency businesses, including a \$150M+ ticketing company. I also led the company into new lines of business, including the acquisition of a European football agency.

It was during this time at CAA that I had the good fortune to cross paths with AFC Wimbledon. We explored investing in a British football club, which ultimately didn't make sense. But in this exploration, I came across AFC Wimbledon, originally as a team that has all the raw criteria to become an economic success. I loved the team's story, so I started watching matches. But soon, that innocent spectating became full-on fandom, as I cheered on the team in the FA Cup, in matches to avoid relegation, and in competition against Milton-Keynes. Now, I'm a fully converted Womble.

AFC Wimbledon is an underdog story. And I'd be honored to help continue the fight.

Luke Mackenzie



Proposers: Stephen Adams and David Lewis-Crosby

Meetings attended in 2019 and 2020 (to 16/09/2020): 21 out of 23

About me

Hi, I'm Luke and for the last 2 years I have had the privilege and (mostly) pleasure of being a Dons Trust Board member. During that time, there has been some big changes. We have transitioned from Erik Samuelson retiring to Joe Palmer becoming CEO. The stadium has gone from a being a bit of land to being able to host games. Covid-19 has massively affected the world and our football club. I have taken incredible pride in the actions of our fans, whether it has been the Dons Trust Bond or Dons Local Action Group.

A vote for me is a vote for fan ownership.

I passionately believe in fan ownership and believe in the power of our fanbase. We are the heart and soul of the club. I am also willing to speak out in support of our ownership model. Last year I was unwilling to budge in the face of pressure to accept outside investment that would reduce the voting rights of the Trust to below 75%. I was not willing to accept that it was the only way to address the

financing issues and I was delighted with how the fanbase responded and the energy that came from the bond issue.

I have been the DT lead with regards to membership consultations. Over the past 2 years, the trust and club have consulted on a wide range of issues including the match day experience. Such surveys have now been added into the fan engagement calendar and will be happening on an ongoing basis helping to shape the direction of the trust and the club.

I trust the membership and always have done. We made this club, we climbed the leagues, we built Plough Lane. I will continue to push for the membership to have a voice. I will continue to push for fan engagement, putting out more surveys and acting on that feedback. The next few years will be crucial for the direction of the Trust and club. Any strategy must be built up from the ground up, from the membership and fan base at large. The board need to ask you what you want, and the board need listen to how you answer.

Finishing Plough Lane

I am one of three Dons Trust Board members on the stadium committee (alongside Mark Davies and Ed Leek) and a director of The Wider Interests of Football Ltd who own the land and Plough Lane stadium (alongside Joe Palmer and Mark Davies). The stadium project has been all consuming and whilst I am delighted that the team are playing there now, that feeling is nothing compared with how I will feel when we are all allowed back into the stadium. What is obvious to all however is that Plough Lane isn't finished yet. There is still a lot to do to make it ready for our fans and having been involved for the last 2 years, I have a good understanding of the challenges we still face and what work still needs to be done going in to 2021.

The future

As we are on the verge of going home, I could not be prouder of the journey we have been on. But make no mistake, Plough Lane is only the start. The next step is the need to become more professional in how we operate, the need to utilise the stadium as best we can and the need to provide a more competitive football team for league 1 and higher. These are challenges that I am willing to take on. I will work for you to achieve what you want.

Thank you for the trust you put in me 2 years ago when I got elected. I feel that I have helped to progress the trust and the club but realise there is an awful lot of work still to be done.

Take care of yourselves and your families. I look forward to seeing you all at Plough Lane, hopefully, sooner rather than later.

Luke