

James Macdonald

Dons Trust Board Manifesto

I am incredibly proud of the work of the Dons Trust Board over the last two years as we have grown into an oversight and governance board that supports and challenges the club to develop and deliver.

Looking back at my 2022 manifesto, I have led on, and contributed to, a number of my objectives being met or partially developed:

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.

Raising finance. I support the vote to 50.01% Dons Trust ownership as I believe this will allow us to raise the equity that we need both to reduce debt and to successfully pursue the infrastructure objectives of developing our stadium and a bespoke training ground. I will advocate for a revaluation of our share price to ensure any new investment is at the maximum value we can achieve as well as explore the option of selling off our current available c6% stake to current season ticket holders.

The work of our Academy continues to produce talent. I am the AFCW PLC Board Safeguarding Champion and helped the Academy through its safeguarding audit, thus guaranteeing its EFL funding to develop local talent for our team.

There is more recognition of the value of volunteers who help make us sustainable. As Chair of the Membership and Engagement Theme Group, I championed the need for volunteers to receive a food and a drink voucher to thank them for their invaluable work, a scheme introduced in August 2023.

We also have three outstanding charities associated with the club, and the Dons Trust provides oversight to ensure we continue to develop and support their work across our communities.

More effective and regular engagement with members. Over the last two years, we have produced monthly newsletters, been more visible on matchdays and used surveys to gauge the views of members. I will now support the board in looking for a more effective two-way communication between the board and members than the current Proboards software provides.

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Ensuring that our staff have the opportunity to deliver in their roles. As a Board Member, I have been involved in the recruitment of our Managing Director, Head of HR and Designated Safeguarding Officer and supported the new recruits to develop our operational capacity. It has been a great privilege to be the Chair of the HR, Safeguarding and Risk Committee of the AFCW PLC board.

I want to continue to explore the potential option of mentoring in key areas of the club. We have a fanbase brimming 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 have done more to support the club's asset management strategy as we seek to maximise our revenues at Plough Lane. The last two years have seen a significant rise in revenues from our stadium, but we need to ensure future hospitality and catering contracts are assessed so that we maximise our revenue from non-matchday activities.

Throughout my time on the Dons Trust board, I have worked in a manner that is collegiate, transparent and democratic. As the Chief Operating Officer of a 6-school, £24 million turnover Multi Academy Trust, I have the experience and skills necessary to play the role of a critical friend, to give support and to challenge the club's management. This enables the club to run efficiently and sustainably. I thrive on the challenges that change and delivering results bring.

My core mission remains 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 protect our intangible assets, such as our reputation. As a member of the Dons Trust Board, I will continue to support all sensible ideas which emerge without cutting across the responsibilities of the club's management.

The experiences and skills that I have developed mean that I have an enormous amount to continue to contribute to the Dons Trust board. I have experience working in finance with KPMG before becoming a Chief Operating Officer. I understand the importance of making sure you can justify how every

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pound of income is spent and the need to ensure we always get best value on expenditure.

COYD.

Thank you for reading. James