

## Chairman's Report:

Welcome to AFC Leopards Annual General Meeting for the year 2024.

On behalf of the entire AFC Leopards National Executive Committee, I want to extend a warm welcome to all our members here today for the Annual General Meeting. We're truly grateful for your time and dedication in attending this important event. Your continued support in the past and even today is what makes AFC Leopards such a strong and vibrant community.

Allow me to introduce myself. My name is Dr. Dan Shikanda, and I've had the privilege of serving as the Chairman of AFC Leopards since 2019. I'd also like to acknowledge some important guests with us today. We are honoured to **have representatives from the Sports Registrar's office**. Their presence underscores the vital role they play in ensuring the smooth running of sports organizations in our country. In our midst we also have representatives from our esteemed sponsors, **Betika and Azam TV**. Their continued support is crucial to the success of our Club, and we deeply appreciate their partnership. I also want to express our sincere gratitude to our esteemed patron, **Sir Alexander Muteshi** who is not here with us today, however he is following the proceedings virtually.

In addition to our guests, I would also like to acknowledge the members of the National Executive committee who have tirelessly dedicated their time to the club affairs throughout the year.

- a. We have Napali Oliver serving as our Treasurer,
- a. Gilbert Andugu, our Secretary General who joined us very early in the morning for the AGM, however he is not feeling well and has stepped out for medical attention.
- a. We are also grateful for Caroline Walusaga's and Diana Obayi contributions as Coopted Members.

Moving beyond the Executive committee, I would also like to express our sincere gratitude to the entire technical bench led by Head Coach Tomas Trucha and his assistant, Fred Ambani. Their dedication and expertise are instrumental in shaping the future of our players. And speaking of players, a round of applause for the esteemed players of this Club! Their hard work especially in the second leg, passion, and commitment on the field are what truly bring this club to life. We are incredibly proud of every one of them.

Finally, I want to recognize Franklin Imbenzi, the COC Ombudsman and his entire team. Their role in the club's governance is crucial to our club, and we appreciate their presence today.

**The 2023/2024 season was a year of both challenges and triumphs for our club. We fielded teams across all three categories: Men's Senior, Women's Teams (AFC Makolanders), and Youth Teams.**

### Men's Team:

- Our Men's Senior Team competed in the FKF league. They displayed a determined spirit throughout the season, overcoming a slow start of the season to secure a commendable **5th place finish with 51 points**. This is a testament to the hard work and dedication of the players, coaching staff, and everyone involved.

- We also participated in the FKF Mozart cup and managed 3rd position.

#### **Women's Team (Makolandars):**

- The Makolandars, our Women's Senior Team, represented us strongly and were promoted to NSL. Also, they participated in the Mozart cup and Sakaja cup.

#### **AFC Youth Team:**

- Our young stars, the AFC Youth Team, shone brightly in the county league and are now promoted to division Two. Their talent and commitment are a promising sign for the future of the club.

This past season wasn't just about on-field performance. We also focused on strengthening our connection with the community and fostering the future of the club.

#### **Celebrating Our Legacy: Ingwe at 60**

A major highlight was celebrating Ingwe at 60! This momentous occasion brought together the entire AFC Leopards family – passionate members, club legends and other external stakeholders. We even hosted a team from Spain, fostering international relationships and putting our club on the global map.

#### **Giving Back to the Community**

Beyond the celebrations, we were committed to giving back to the community we represent. We organized visits to children's homes, visited the late Founder of AFC Family - Mutokahs Family amongst other activities, demonstrating our commitment to social responsibility.

During the same period - collectively, we raised some funds as you may have seen, a detailed breakdown of these funds and their expenditures is available for your reference.

#### **Fans and Membership:**

It has been fantastic to see our membership and fan base grow over the years with the current year member registration being at around 5600. We want to thank all of you for your commitment and passion to our club. Additionally - the AFC fanbase has played a big role in reviving the fanaticism of Kenyan football. Your support at the Home and away matches has been phenomenal. It is wonderful to see a vibrant and colourful fanbase, painting the stadiums with blue and white, in great numbers in all stands and supporters singing their hearts out along with the beats of our Gaddaa and Isukuti in our stadiums.

We have seen growth in our branch registration and now across the globe with the recent branch opening in Toronto, Canada. We continuously receive numerous requests from across the globe to set up new supporters' branches.

We want to connect with supporters from all around the world, follow us on Facebook, Tik Tok , Instagram and Twitter for much fan and information on club matters.

#### **Financial Performance:**

## **Our Sponsors:**

Sponsorship is vital to any sporting organization, and it is vital that we keep good relationships with our current sponsors and there is a need to explore new revenue streams. This is very important if we want our club to move to the next level.

We have continued to have the support of our main shirt sponsor, Betika who are in the last year of their three-year sponsorship with the Club. Their support has been so incredible and helped the club stabilize in so many ways.

We also welcomed some new partnerships last year, Azam TV plus the league's main broadcasting partner KBC.

Additionally, gate collections coming from generous attendance of the AFC fans enable us to keep the operations of the club afloat.

Our financial reports will be presented here shortly for comments and Review.

## **Looking Forward**

As we turn our sights to the upcoming season kicking off in August, we're working closely with the Head Coach Tomas Trucha and his team to ensure a strong start.

## **Addressing Coach's Recommendations**

We are committed to fulfilling the requests outlined by the coaching staff. This includes strategically filling key positions through reinforcements and potentially releasing some players where necessary. These adjustments will strengthen the team and enhance our competitiveness. All announcements will be posted on social media platforms and the official website.

## **Early Preparation is Key**

Next season's success starts now- in a game of football, **80% of success is players you sign Lampard said.** By prioritizing early preparation and collaborating effectively, we are confident in building a team that can compete effectively in the upcoming season. On the contrary - we understand that failing to plan is planning to fail - failure to put our efforts together will imply less expectations in the coming seasons. This should not be the case as we are all looking forward to having a better start of the season unlike before.

## **Acknowledging Challenges**

As your Chairman, I share your desire to see AFC Leopards consistently playing entertaining football and clinching trophies. The trophy drought since 1998 is a harsh reality for many of us, especially with the Generation Z supporters who make a huge fanbase of AFC Leopards. When I joined the management of AFC Leopards, my desire and objective was to come in and turn things around. I have continuously worked towards that though amidst challenges, however my hopes and aspirations are still alive.

Let's be honest – winning a league requires more than just passion. It entails preparations, support, collaboration and conducive environment for each, and everyone involved in one way or another in the club's activities. One of the key challenges we face as a club is clinging to the status quo since way back which involves **strong member involvement in key decisions - making which more often opens rooms for strong internal politics.**

While member sovereignty is a core strength, it can sometimes lead to interference in critical matters, hindering progress.

Constructive criticism is vital, but it needs to be delivered in a way that empowers, not discourages. More often, negative media attention from our own members directed towards the coaching staff and players, even to the sponsors and potential partnerships creates an atmosphere of negativity that undermines performance and sustainability of the club.

### **United We Stand, Divided We Fall**

It's imperative that all stakeholders – the executive committee, members, and the playing unit – unite under a common purpose. We cannot expect different results by doing things the same way. Constant internal friction will not lead to trophies. We must prioritize supporting the playing unit, fostering a positive environment where we can all thrive.

As we embark on the upcoming season, let's shed the limitations of the past and approach things with a **fresh mindset**.

- Let's **unite as a club** under the singular purpose of seeing AFC Leopards achieve greatness. Every member, every official, and every player have a crucial role to play.
- **Respect for Roles:** Let's **respect each other's roles** and areas of expertise. Trust the executive committee to make informed decisions, the coaches to lead the playing unit, and the players to perform on the field. Let the Stewards do their work and secure our gates where we are losing a lot.
- **Embracing Change:** As the saying goes, "If you always do what you've always done, you'll always get what you've always gotten." Let's embrace **positive change**, constantly seeking ways to improve the club's operations on and off the field.
- **Constructive Criticism:** Effective critique is essential for growth. Let's offer criticism with **decorum and respect**, focusing on solutions rather than simply pointing out problems.

This unified approach will undoubtedly lay the foundation for **future success** for AFC Leopards.

**In closing**, I want to express my sincere gratitude once again to all our members for your unwavering support and dedication to this club.

As we look towards the future, I'm confident that by embracing a new mindset and working together as a united force, we can propel AFC Leopards to new heights.

**Thank you!**