



Kununurra Demons Football Club

Kununurra WA 6743

ABN 18 1806 677 27

Subject: Financial Hardship Request for Kununurra Demons Football Club for the 2023 year – Confidential and Sensitive Information

Dear Nick and Meridith,

I hope this letter finds you well. I'm writing on behalf of the Kununurra Demons Football Club (KDFC) in request of financial hardship in 2023. This hardship request is towards an outstanding debt with Shire of Wyndham – East Kimberley for 2023 oval and lighting hire.

We are seeking last year's debt to be reduced at 50% or waived due to hardship. Due to limited information in 2022 and positive sponsorship we've identified, we are happy to make a payment plan for that year. The club has improved our processes and is confident of ensuring future SWEK invoices will be met. We have plans to make our first payment for the 2024 months of March, April and May (just waiting for an invoice).

We see ourselves as a pivotal part of the Kununurra community and KDFC has provided local footy since 1976. We have always strived to maintain a high standard of footy, while fostering a supportive environment for of all ages to enjoy the game we love playing and watching. Our commitment to excellence on the field has been matched by our dedication to community engagement off the field.

However, last year we found ourselves in a challenging situation due to the unexpected loss of our primary sponsorship. This was caused by a new committee who lacked capacity in this area. This had left us in a precarious financial position, jeopardizing our ability to continue to operate. We have

struggled to meet the demands of SWEK's expectations to place us on a payment plan. However, in the last few months the committee have made efforts to fundraise, sell merch and collect gate fee's to demonstrate effort but ultimately get us in a better financial position. Please see below brief information on our sponsorships and fundraising efforts to demonstrate financial hardship in 2023.

2022 Sponsorship	2023 Sponsorship	2024 Sponsorship *to be confirmed
OVAHS \$5000	Wunan Foundation \$1500	Wunan Foundation \$1500
El Questro \$5000	Waringarri Media \$1000	KGT \$2000 (NEW)
Wunan Foundation \$1500	VA's Fasion – In-kind Fishing Shirts	Key Assets (NEW) \$1500*
Waringarri Corp \$2500	Pats Baber - Vouchers	Gelganyem \$5000*
East Kimberley Cattle Company \$5000	Tenderspot – Free Meat tray for all home games	Grab a Bargain Variety Store \$TBC or in-Kind with burger (NEW)
Plus other but unsure of the amounts – Wild Mango, Diner, KNX 4X4	OVAHS/TISS - In-kind Training Singlets and Shorts	OVAHS rejected our sponsorship letter due not being able to sponsor one single club.
Unsure of player fee contribution	Received \$960 from Women and \$750 from the Men for player fees	Received so far, \$500 from Men's and Womens player fees
High number of merch purchased in this year – Hats, Polos and Fishing shirts	\$1500 of Merch sales	So far received \$700 on Merch
		Gate Fees (7 home games) budgeted for \$3000 and receive so far \$1800

In addition, we are exploring additional fundraising efforts to lighten our financial burden. These include:

- Canteen type set up at the upcoming events:
 - o Basketball Comp June long weekend. Budgeted for \$1000 profit.
 - o NAIDOC Community Day \$750 profit

- Set up a Containers for Change registration for the club – Budgeted \$300 profit pa
- Selling raffles tickets and a meet tray at home games – budgeted to raise \$1000 pa

We also applied for the following grants:

- Telstra Funding \$5500 - towards covering Men's Player Fee's. The outcome of our application will happen in June 2024.
- WA Country Footy \$10,000 grant – We have brought new training and game day items for the club. The club explored with WA country footy if we could use the last remaining funding towards lighting and oval hire, but they rejected that request.

In light of these circumstances, we humbly request the assistance of the SWEK in navigating our financial hardship for 2023. Your support could make a meaningful difference in helping us bridge the gap created by the loss of sponsorship and ensure the continued success and sustainability of KDFC. I'm hoping you can also see our request is genuine and realistic.

We would welcome the opportunity to discuss this matter further and explore potential avenues of support. Please do not hesitate to contact us at your earliest convenience to arrange a meeting or discuss any questions you may have.

Thank you for your attention to this matter and for your ongoing commitment to the prosperity of our community. We look forward to the possibility of working together to secure a brighter future for KDFC.

Warm regards,

Kristy Brittain - 2023 Club President