



JALGPALLIÜÜRES

THROWBACK TO HISTORY



- **The Chronicle** writes that in Elva football has been played **since 1910-1920**
- **Tartu Olümpia ja Elva Raju** friendly sports meetings
- **1958-1964** building **Elva stadium**
- **Football** a loved game among the young and the vacationers
- **In November 1994** **Elva JK Football Club** is established
- **The new beginning of FC Elva** from **August 2000**



Green – nature, forrest, Elva

Red – fight, passion

White – purity, honesty

Light-blue – lakes in Elva, timeless

VISION

Best organisation for serving and helping people inside the Club and around us



MISSION

**For a better, sportier and
healthier Elva and region**



ORGANISATION

SOCIAL GOALS

- To fill **leisure time with sports** and through that raise a worthy member of society
- Popularization of **Elva as a sports town** and creating a sporty reputation.
- To **organize youth and adult events**, alleviating employment problems in Elva and recruit/develop specialists in this area.
- To cultivate and shape **discipline and order**
- Offering youth players a possibility to **make a career in sports**.
- Develop the **necessary infrastructure for football** (and all other sports) and maintaining it and introduce the developed system.
- Continuously **rising the level of the sports club and event organizing** and taking it to the same level as Europe.
- Creating Club as a **sporty advertisement channel** to the enterprises in the region.
- Popularization of **the region to a vacation and sports area** but as well as a worthy place for living
- **Recognition and Charity**, giving back and helping others



ORGANISATION STRUCTURE



CLUB OFFICE

Kirde 2A, Elva



CLUB WORKERS/VOLUNTEERS (26)



Structure	Job	Name	Work relationship / education
Board	President	Margus Ivask	-
Board	Chairman of Board	Are Altraja	-
Board/CEO	CEO	Marek Naaris	Contract from 1.04.2005.a. / UT Sports /UEFA CFM 2016
Finances	Financial adviser	Kristo Sepp	Volunteer / EBS 2005-10 ja UTT magister 2015-
Finances	Accountant	Tiiu Vaher	Volunteer
Marketing	Community leader	Rain Suits	Contract 8.01.2018.a. /
Adult/Youth	Sporting Director	Stefan Ristic	Contract from 18.01.2020/UEFA PRO
Youth	Youth U5-U11 methodology	Andrus Meinart	Contract 1.01.2016.a. / UT Sports / UEFA B
Marketing	Designer	Kerlin Lehtla	Project based
Adults /Youth	Supplier	Tarmo Kullas	Partnership with www.globalsoccerstore.com
Home games	Head of Security	Alik Säde	Volunteer
Fans	Coordinator	Annika Jukk	Volunteer
Marketing	Press	Marie Pau	Volunteer
Events	Assistant	Laura Pau	Volunteer
Events	Assistant	Inga Madisoo	Volunteer

CLUB WORKERS/VOLUNTEERS (26)



Structure	Job	Name	Work relationship / education
Marketing	First team press	Merili Aasma, Marie Pau	Volunteers
Adults	Physical therapist	Mihkel Kuresoo	Volunteer / Tartu Health Care College diplom
Adults / Home games	Physical therapist	Ardo Värä	Contract 14.02.19 /Tartu Health Care College diplom
Adults/ Home games	Physical therapist	Kati Juurik	Volunteer / Tartu Heath Care College diplom
Youth	Head of Referees	Alik Säde	Volunteer/EJL C licence
Projects / Fans	Head of Home game events	Rain Suits	Contract
Events / Marketing	IT manager ja FCE TV	Marek Madisoo	Partnership
Events / Marketing	FCE TV video montaaz	Taavi Jakobson, Kris Vares	Volunteers
Events /Home games	Ticket sales	Rena Toming ja Karin Sikk	Volunteers
Events / Home games	Photo team	Cristel Jakobson, Marleen Mälk and Liina Ivask	Volunteers

CLUB COACHES (23)



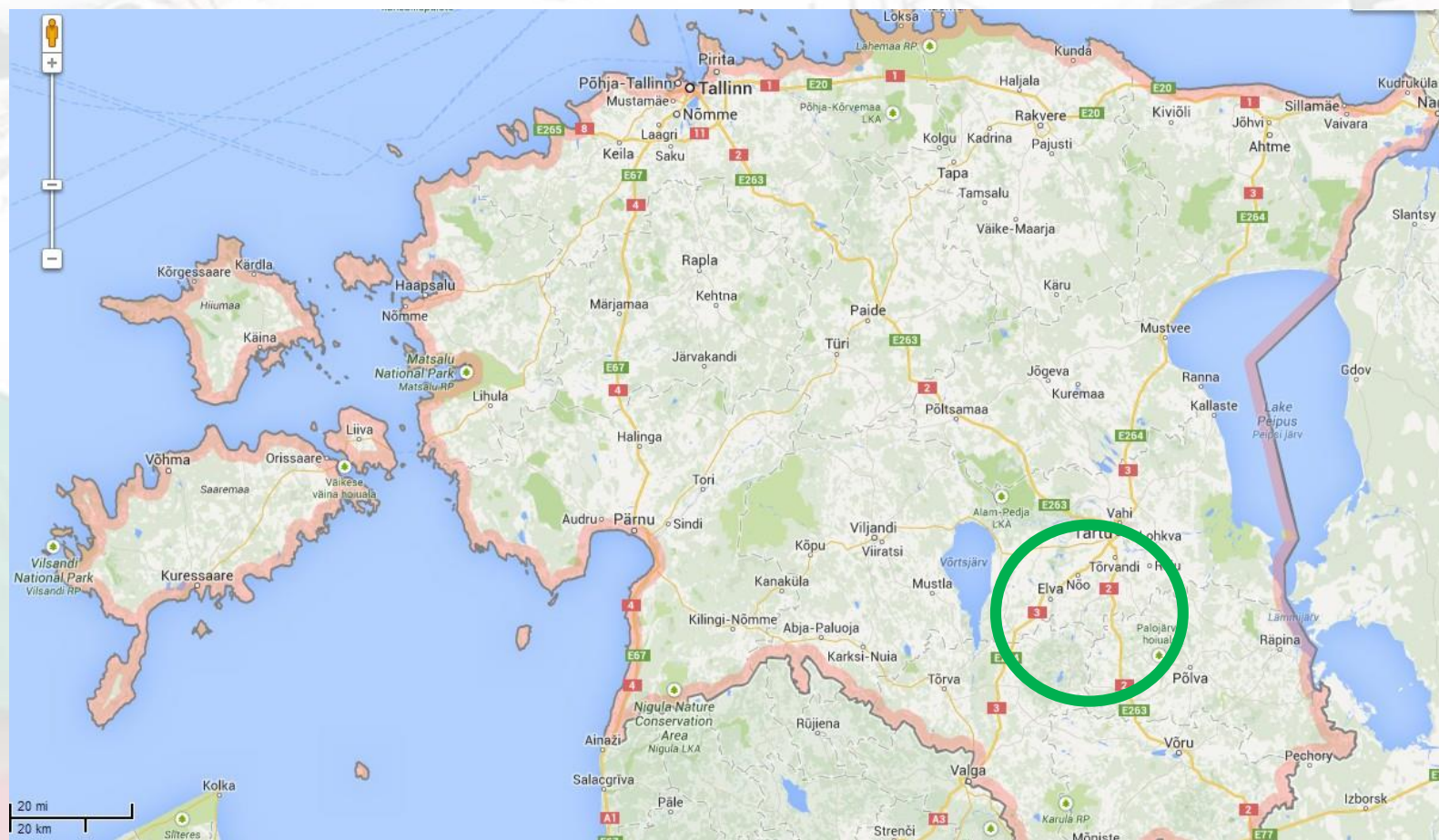
Team	Name	Level
First team head coach	Veiko Haan	Contract/UEFA A
First team assistant coach	Andris Altsaar, Ardo Värä, Kati Juurik	Contract/UEFA B
Second team head coach	Jürgen Kuresoo	Volunteer/UEFA B
Second team assistant coaches	Tarvo Laurson, Kris Vares	Volunteers / EFA Crassroots Football
Adults Grassroots team	Vaido Koddala	Volunteer/EFA Grassroots Football
Ladies first team head coach	Deniss Samoilov	Contract/UEFA B
Ladies first team assistant coach	Kauri Käos	Volunteer/EFA C
U17 head coach	Jürgen Kuresoo	Contract/UEFA B
U17 assistant coaches	Tarvo Laurson, Kris Vares	Volunteers/ EFA Crassroots Football
U15 head coach	Stefan Ristic, Marek Naaris, Anti Ivaste	Volunteer/UEFA PRO
U15 girls coach	Deniss Samoilov, Katarina Elisabeth Käpa	Contract/UEFA B
U14 head coach	Veiko Haan. Kauri Käos	Contract/UEFA A
U13-U12 head coach	Marek Naaris, Raido Perve, Ottokar Tamme	Volunteer/ UEFA B
U12 girls head coach	Marie Pau	Contract/ EFA C
U11 head coach	Andrus Meinart, Vaido Koddala	Contract/UEFA B
U10 head coach	Marie Pau	Contract/UEFA B
U10 girls head coach	Marie Pau, Laura Pau, Lisett Pavelson	Contract/EFA C in process
U9 head coach	Kauri Käos, Ottokar Tamme	Contract/EFA C
U8 head coach	Jürgen Kuresoo, Andrus Meinart, Rain Suits	Contract/UEFA A and EFA C in process
U7-U6 head coach	Vaido Koddala	Contract/ EFA Grassroots Football
U11-U14 technical coach	Markus Loka	Contract/EFA C in process
Goalkeepers coach	Arvo Kääk	Contract/EFA goalkeeper course First team goalkeeper

COMMUNITY

COMMUNITY



PHYSICAL COMMUNITY

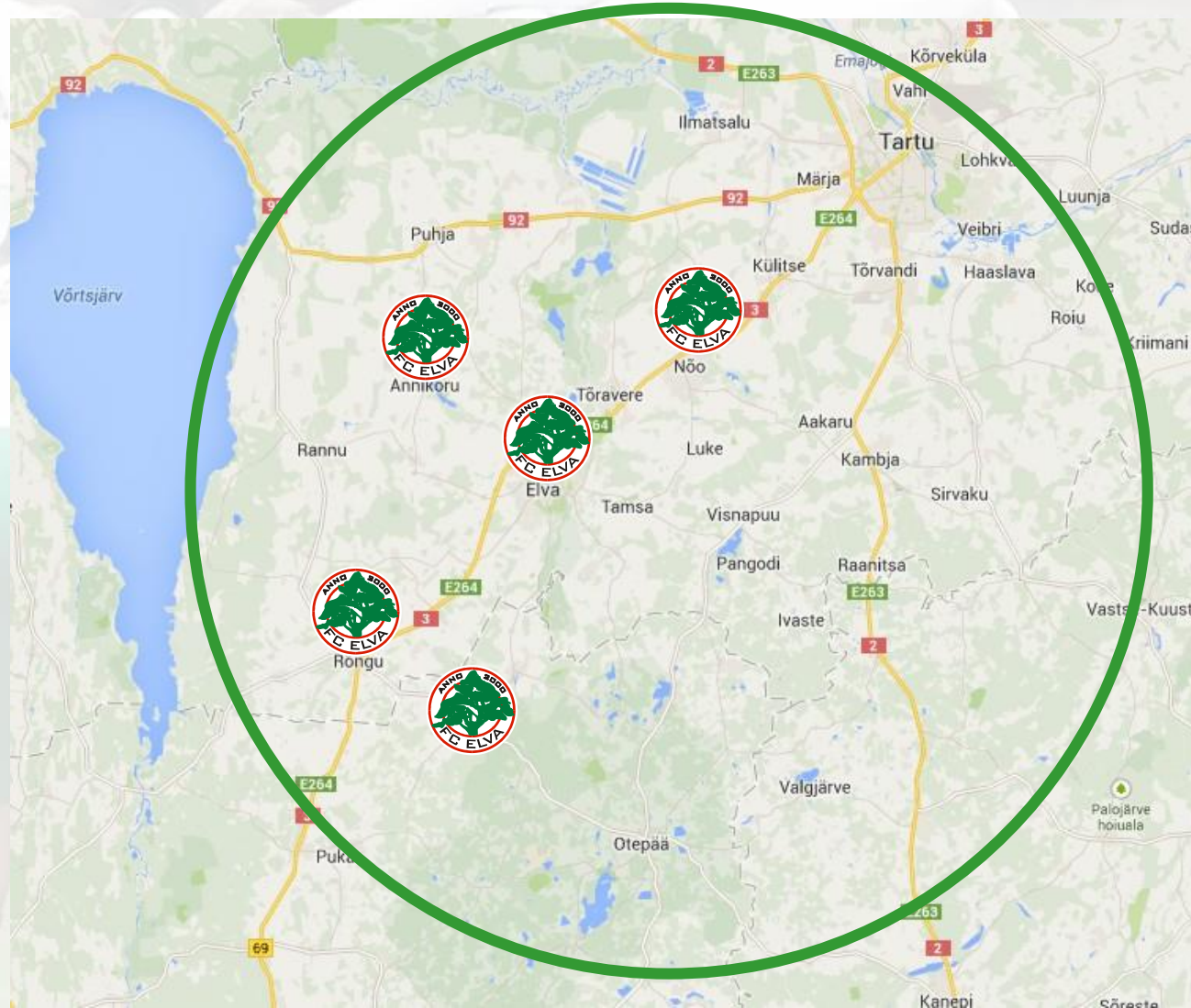


PHYSICAL COMMUNITY

5 Parishes

18 952 population
in total

525 members
in the club



PLAYERS IN COMMUNITY

Area	Population 2019	Population 2020	Participats 2019	Participants 2020	% 2020
Elva	14616	14636	458	456	3,2 %
Elva + other clubs	14616	14636	568	670	4,6 %
Nõo	4345	4316	77	69	1,6 %
TOTAL	18 961	18 952	645	739	3,9 %



INSIDE COMMUNITY – 2150



Number	Stakeholders
3	Board members
23	Workers/volunteers
23	Coaches
500	Players
1000	Parents
450	Fans
25 to 30	Other Volunteers
113	Sponsors/Partners/City



EVENTS

ELVA OPEN CHAMPIONSHIP

11 teams (men)

12 teams (ladies)

Four stages: I Artificial grass, II Minipitch, III Beach and IV Indoor

Goal „Play with your friends and have fun“

More: <http://turniir.ee/elvamv2018> <http://turniir.ee/elvamv2019>



ELVA ELITE CUP

14 teams, 8 nations

2018 winner – 1. FC Köln

2019 winner – Moscow CSKA

Goal „Bring Elite Youth level football to Elva and build contacts“

More: <http://turniir.ee/elvaelitecup>



SPORTLAND CLUBLEAGUE

27 teams

230 players

5 parishes

3 agegroups (2007-2008, 2009-2010, 2011-2012)

Goal „To notice development and scouting for U-teams“

More: <http://turniir.ee/fcelvaklubiliiga18/teams>



NIKE GIRLS FOOTBALL DAY

117 girls was the best result in 2014

Goal „Scout new girls to football and have some fun“

Video 2016 <https://www.youtube.com/watch?v=ypGQk0-hzZs>



TALENT IDENTIFICATION DAY

Together with Baltic Football School inviting youngsters to participate in their projects

Goal „Scout talented players and help them lead the way“

More: <http://balticfootballschool.eu/en/playersdevelopment>



TOURNAMENTS WITH CLUB

Once a year we make a longer trip abroad to participate on tournaments
Goal „Build relationship between club members and support each other“



Video 2015 <https://www.youtube.com/watch?v=yENxJwTzQ9Q&t=43s>

Video 2016 https://www.youtube.com/watch?time_continue=10&v=GOjqFfgIBwc



FC ELVA FOOTBALLFEST

Over 1700 participants total in all activities

2 days activities for our members and their families

Goal „Bring togheter all community and have some fun“



Video 2018 <https://www.facebook.com/watch/?v=2157733647589148>

Video 2019 <https://www.youtube.com/watch?v=siebrd40e9Q>



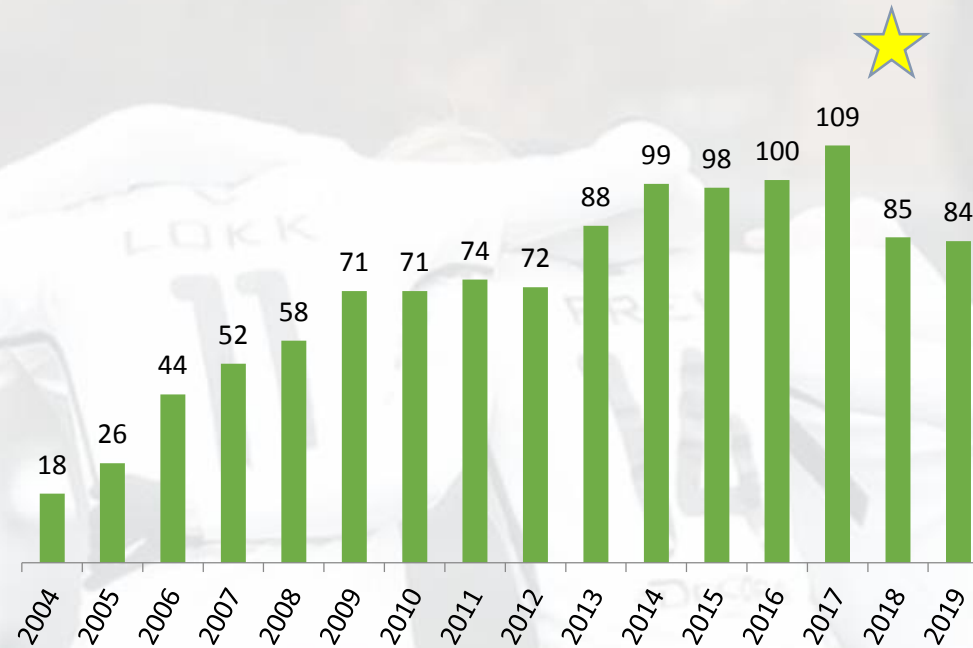
ELVA CUP

109 teams

1139 players

10 volunteers

Ca 3000 guests visiting website



More: <http://turniir.ee/elvacup2019>



FC ELVA INDOOR CUP

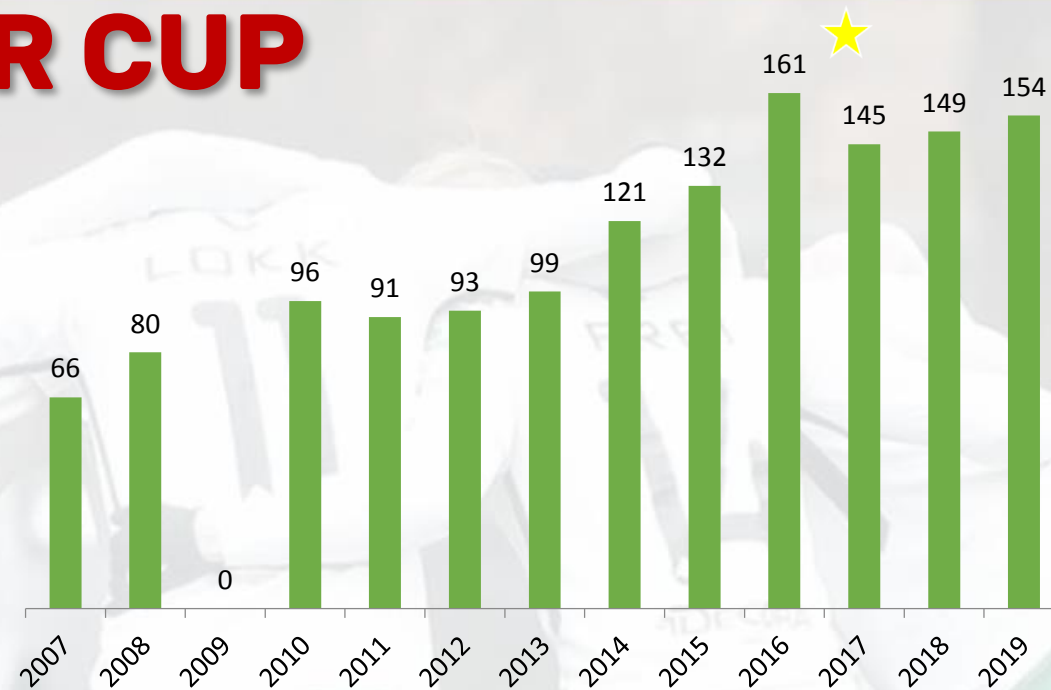
3 in three months

161 teams

1480 players

17 volunteers

1 130 057 FB reach
january 2018



More: <http://turniir.ee/indoorcup2019>



INFRASTRUCTURE

SPORTLAND ARBIMÄE MINIPITCH 2017

Opened in 1.09.2017 (changing surface/new artificial
grass around **18 000 €**)



NIKE ARENA ELVA 2017

Opened 22.06.2017 (Club artificial stadium invested until today around **570 000 €**)

Continuously improving (**stands for supporters in 2019 and Coaches restroom 2020**)



PROJECTS

ESTONIA AGAINST CANCER 2019

Together with EFA we want people to notice the national campaign

„Terve Eestiga vähi vastu“

All A-national team home games and FC Elva home games in August will be raising money for cancer fund



More about this campaign: <https://cancer.ee/>



Eesti Vähiliit

HEALTH AND SAFETY PROFILE 2020-2024



Together with Elva Community stakeholders we are preparing and implementing Health and Safety Profile for our Region



ELVA VALD



SPORT TOURIMS NFCS 2018-2020

12 000 € from National Foundation of Civil Society (NFCS)
to improve Club Economy (<https://www.kysk.ee/about-us>)

Goal „Actionplan togheter with Elva Government and Hotels/Motels”



ERASMUS+ 2019-2020

RYFDB will have impact on the youth football development within Baltic States as well as sharing examples of best practice experience both locally and internationally



ERASMUS+ 2020-2022

REACT: Beginning of Regional Coach Training Project



REGIONAL COACH TRAINING (REACT) PROJECT
INAUGURAL MEETING
31.01.2020



Co-funded by the
Erasmus+ Programme
of the European Union

HOME GROWN STAKEHOLDERS

GLOBAL SOCCERSTORE 2014

FC Elva E-Store doubled in size and we needed
to make it a separate Company

The Aim is to help Clubs and Associations with full services
from branding to delivery

More: www.globalsoccerstore.com



WHAT ARE YOU LOOKING FOR?

CURRENCY £ KR \$ ENG REGISTER LOG IN

FOOTBALL BOOTS CLOTHING EQUIPMENT ACCESSORIES FITNESS CASUAL WEAR SALE TEAMS BLOG SHOPPING CART

HOME / TEAMS

TEAMS

SHOP BY

GENDER

☐ Mens (47)

☐ Womens (2)

☐ Kids (37)

☐ Universal (26)


TYPE

☐ Clothes (1)

TYPE

☐ Shirts (42)

ORDER BY: Collection VIEW: 24 48 96




IN STOCK

EESTI KOONDISE MEESTE SÄRK
2018/2019 - 893964EJL-463

Price: €53.00 54€

Size: SMALL, MEDIUM, LARGE




IN STOCK

EESTI KOONDISE LASTE SÄRK
2018/2019 - 894053EJL-463

Price: €48.00

Size: XSMALL, SMALL, MEDIUM, LARGE




PREORDER

ESTONIAN NATIONAL TEAM KID'S
SHORTS - EK-725986-010

Price: €17.95 24€

Size: XS, S, M, L, XL



IN STOCK

ESTONIAN FOOTBALL ASSOCIATION
RAGNAR KLAVAN FANS JERSEY FOR
KID'S - 8809095690255

Price: €15.00

Size: XS, S, M, L, XL

TRNIIR 2015




We created a platform for organizing tournaments



Other services in the market where not so flexible and complex

Today we have 5 different sports to manage and have around 30 partners using it every day

More: <http://turnify.eu/>



[Sign Up](#)[Login](#)



[Home](#)[Info](#)[Teams](#)[Fixtures/Results](#)[Registration](#)


NEXT GAMES:


All Games

Partners


31/03/2019 10:00

Sepa jalgpallikeskus

 JK Tammeka valge

 FC Helios Võru

Not Started



FCE TV 2017

We created a small Company for broadcasting service
Today we are doing live coverages from all of our big events and games

More: <https://www.youtube.com/user/FCElva11>



FCE TV

RECOGNITION

CHARITY 2018-2019

7720 € with our community for Estonian Cancer Society

128 € for Elva Disabled People Community (+ tickets to Footballfest)

Old footballs to Tartu County Dog Shelters



MOTIVATING EMPLOYEES

**Togheter we are doing different team events out of the Club.
Like hiking, paintball, bowling, dinner etc.**

**Motivation trip for 2 coaches every year, visiting clubs
in England, Germany, Italy or Spain**



THE CAR GIVEAWAY

2018 we started new project together with ABC Motors to give at the end of the season a **car for good!**

In every game we drew 2 persons to final lottery and then we made once again final draw at the end of the season



AWARD CEREMONY

Most loved event in our community

**We give credit to our people who have done big improvements
and made our club a better place**

3 years in a row live broadcasting:



VIDEO SUMMARY 2019

Every year since 2015 we have produced videos from past years.

Video 2019: <https://www.youtube.com/watch?v=GFx5aghSrD0>





JALGPALLIÜHURES