

2019





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 and sportier 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

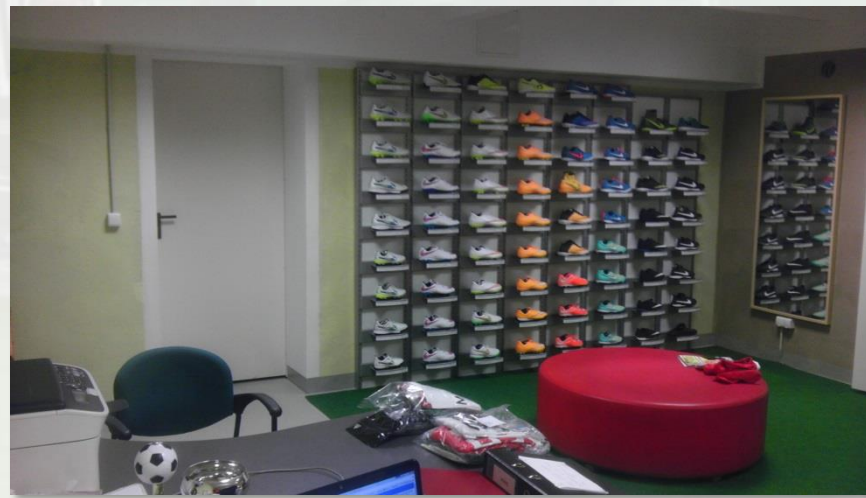
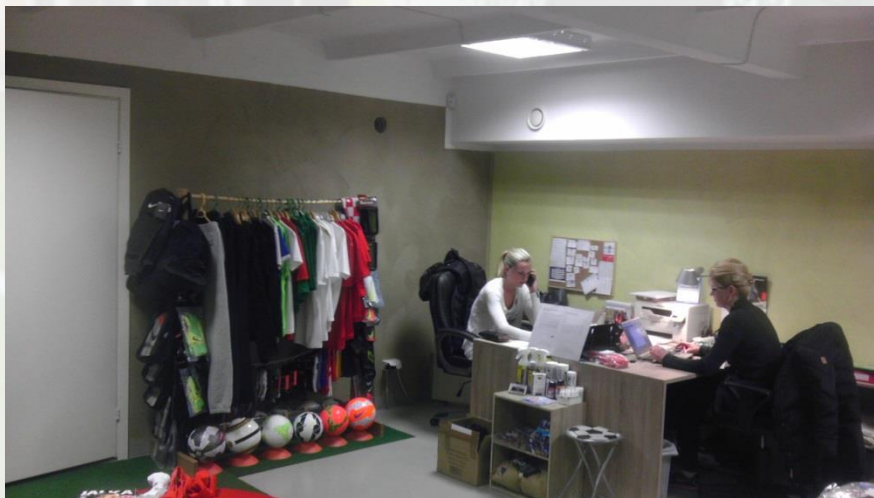


ORGANISATION STRUCTURE



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. /
Youth	Youth U5-U11 methodology	Andrus Meinart	Contract 1.01.2016.a. / UT Sports / UEFA B
Youth	Coordinator of Youth U5-U19	Laur Nurme	Contract 1.01.2016.a. / UT
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	Karl Kruus, Sascya Assak, 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
Youth	Head of Referees	Alik Säde	Volunteer/EJL C licence
Adults / Events	Dance team	Alina Samoilova	Volunteer
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 (16)

18 teams in Championship of Estonia



Team	Name	Level
First team head coach	Veiko Haan	Contract/UEFA A
First team assistant coach	Ardo Värä	Contract/UEFA B
Second team head coach	Marek Naaris	Volunteer/UEFA B
Second team assistant coaches	Jürgen Kuresoo, Kris Vares	Volunteer/UEFA B and EFA Grassroots Football
Adults Grassroots team	Vaido Koddala	Volunteer/EFA Grassroots Football
Ladies first team head coach	Deniss Samoilov	Contract/UEFA B
U17 head coach	Jürgen Kuresoo	Contract/UEFA B
U17 assistant coaches	Marek Naaris, Kris Vares	Volunteers/ Volunteer/UEFA B and EFA Grassroots Football
U16 Grassroots coach	Alik Säde	Volunteer/EFA Grassroots Football in process
U15 girls coach	Deniss Samoilov	Contract/UEFA B
U14 head coach	Laur Nurme	Contract/UEFA A
U14 assistant coach	Romet Pastak	Contract/EFA Grassroots Football in process
U13 head coach	Veiko Haan	Contract/ UEFA A
U12 head coach	Marek Naaris	Volunteer/UEFA B
U11 head coach (2 teams)	Andrus Meinart	Contract/UEFA B
U11 girls head coach	Marie Pau	Contract/EFA C in process
U10 head coach (2 teams)	Kauri Käos	Contract/EFA C
U9 head coach (3)	Laur Nurme, Rain Suits	Contract/UEFA A and EFA C in process
U11-U14 technical coach	Markus Lakk	Contract/EFA C in process
Goalkeepers coach	Arvo Käkk	Contract/EFA goalkeeper course First team goalkeeper



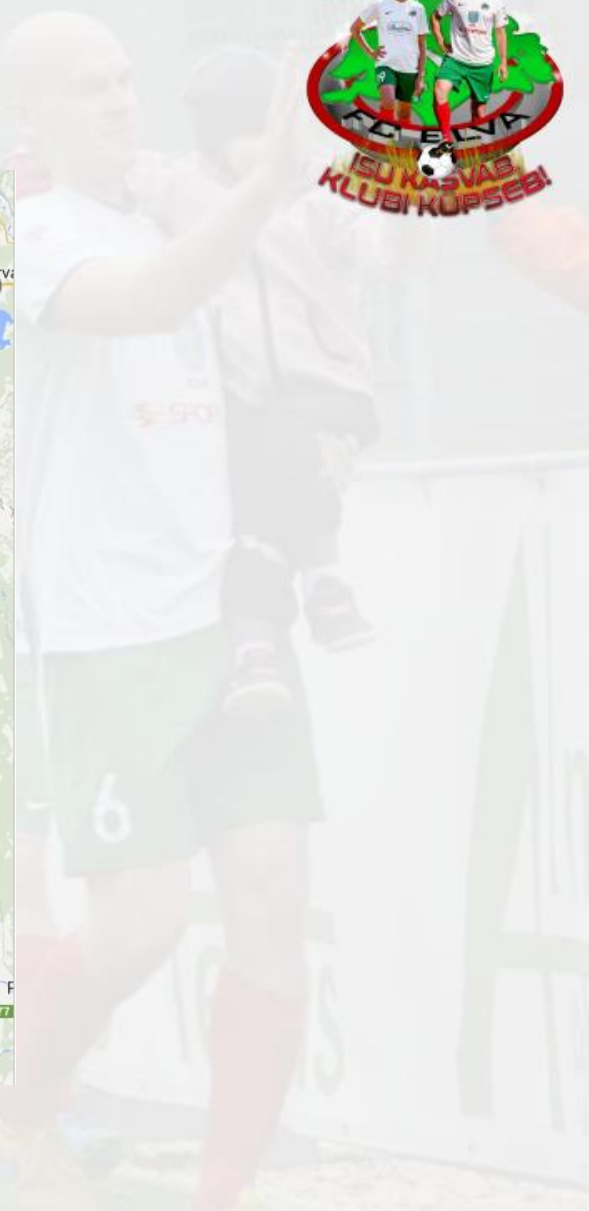
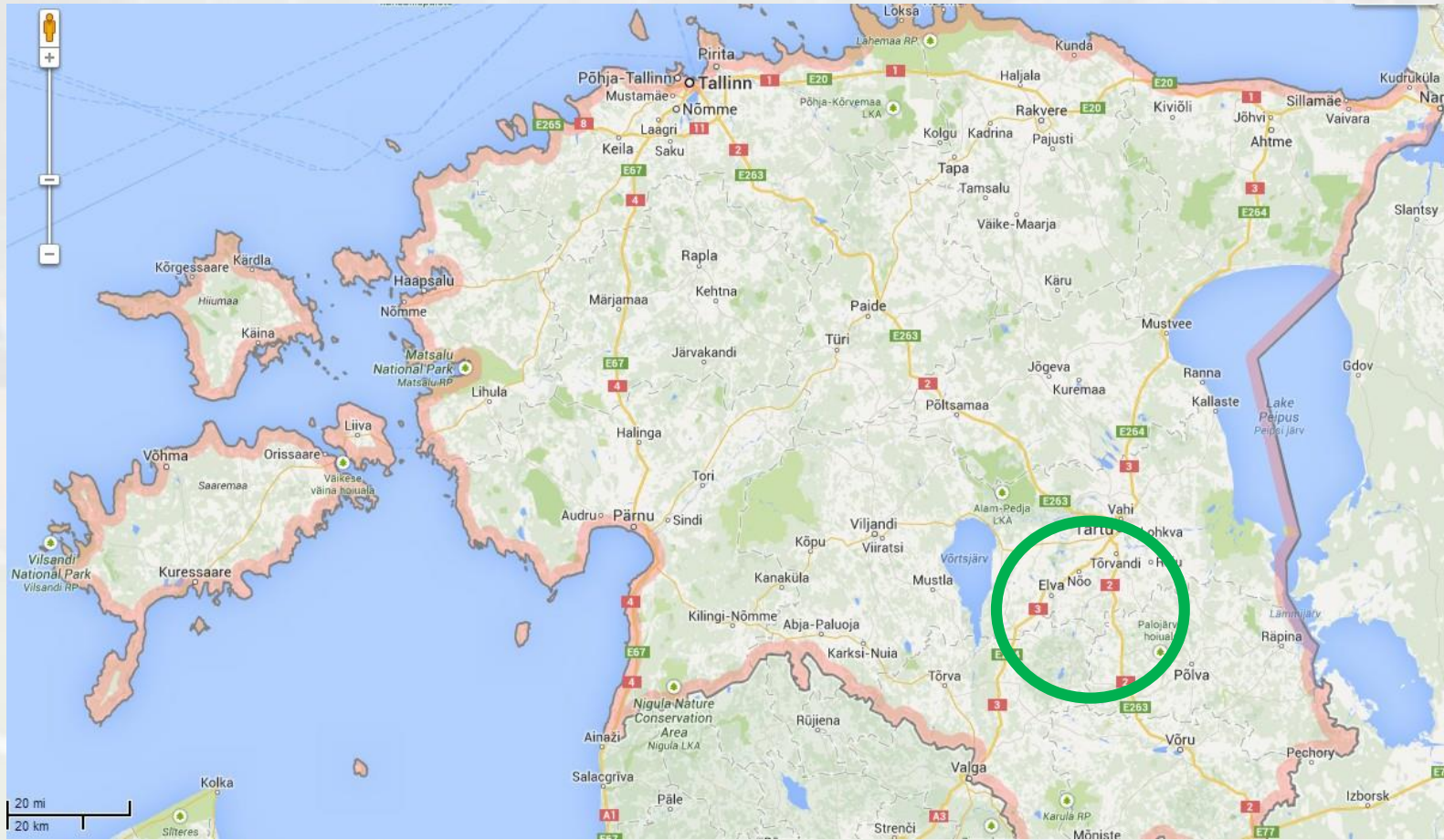
COMMUNITY



COMMUNITY



PHYSICAL COMMUNITY

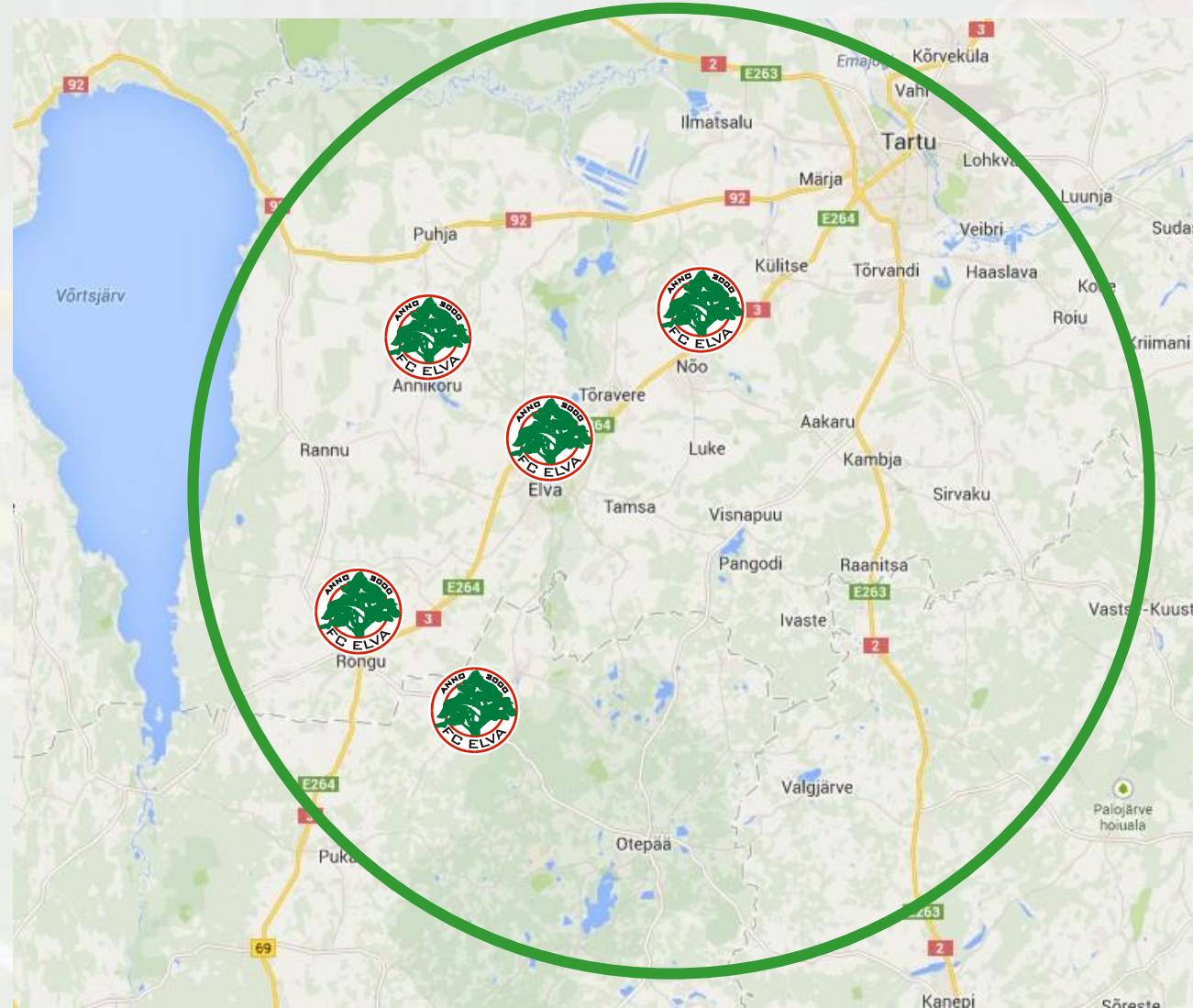


PHYSICAL COMMUNITY

5 Parishes

18 773 population
in total

567 members
in the club



PLAYERS IN COMMUNITY



Area	Population 2019	Participants 2019	% 2019
Elva	14616	458	3,13 %
Elva + other clubs	14616	568	3,88 %
Nõo	4345	77	1,77 %
TOTAL	18 961	645	3,40 %



INSIDE COMMUNITY - 2250



Number	Stakeholders
3	Board members
26	Workers/volunteers
16	Coaches
535	Players
1112	Parents
400	Fans
25 to 30	Other Volunteers
21	Dance team
112	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>



SPORTLAND CLUBLEAGUE

27 teams

230 players

5 parishes

3 agegroups (2004-2006, 2007-2008, 2009-2010)

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



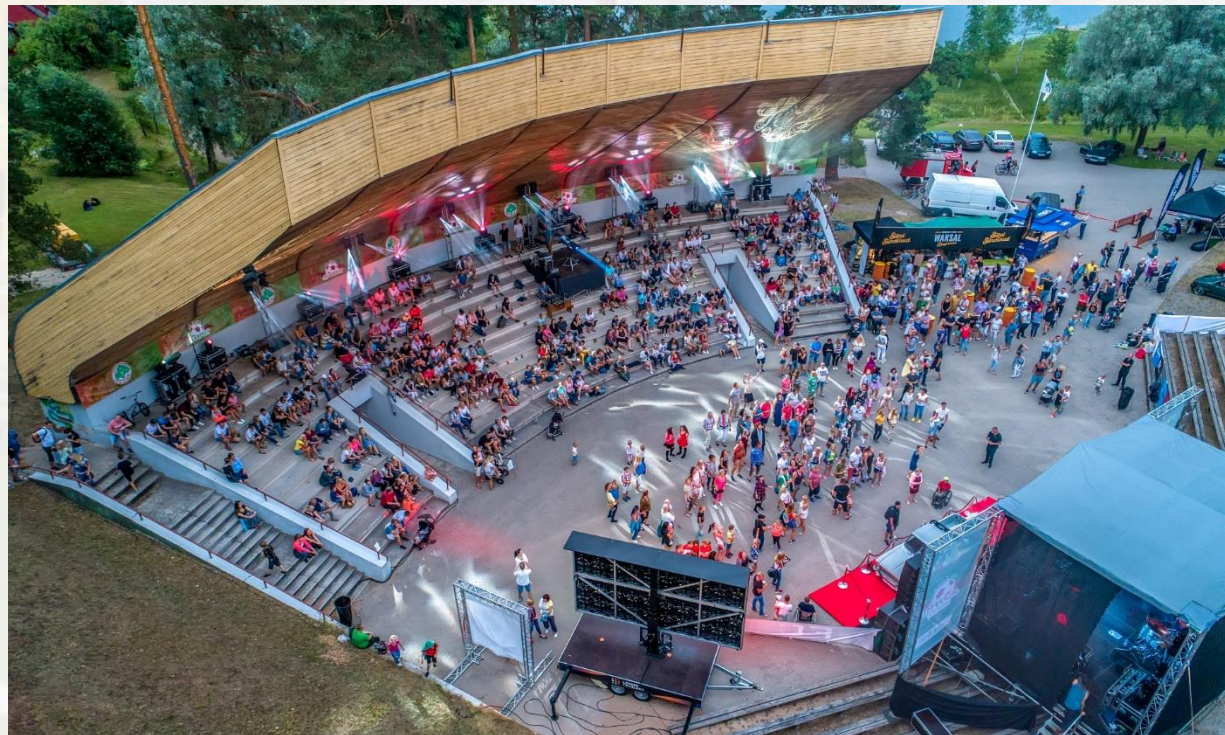
FC ELVA FOOTBALLFEST

Over 1700 participants total in all activities

2 days activities for our members and their families

Goal „Bring together all community and have some fun“

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



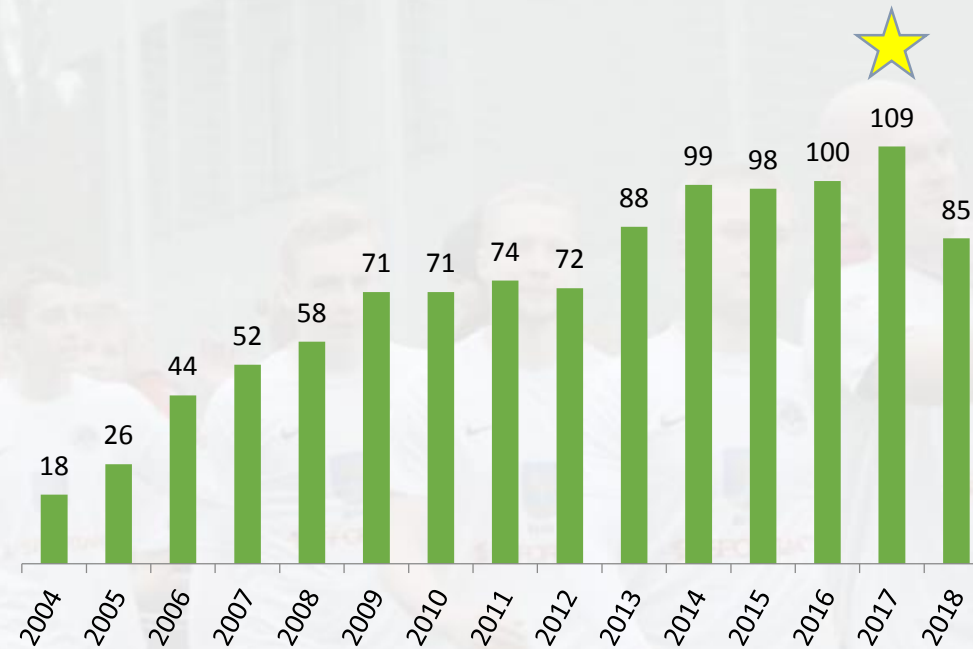
ELVA CUP

109 teams

1139 players

10 volunteers

Ca 3000 guests visiting website



More: <http://turniir.ee/elvacup2018?language=en>



FC ELVA INDOOR CUP

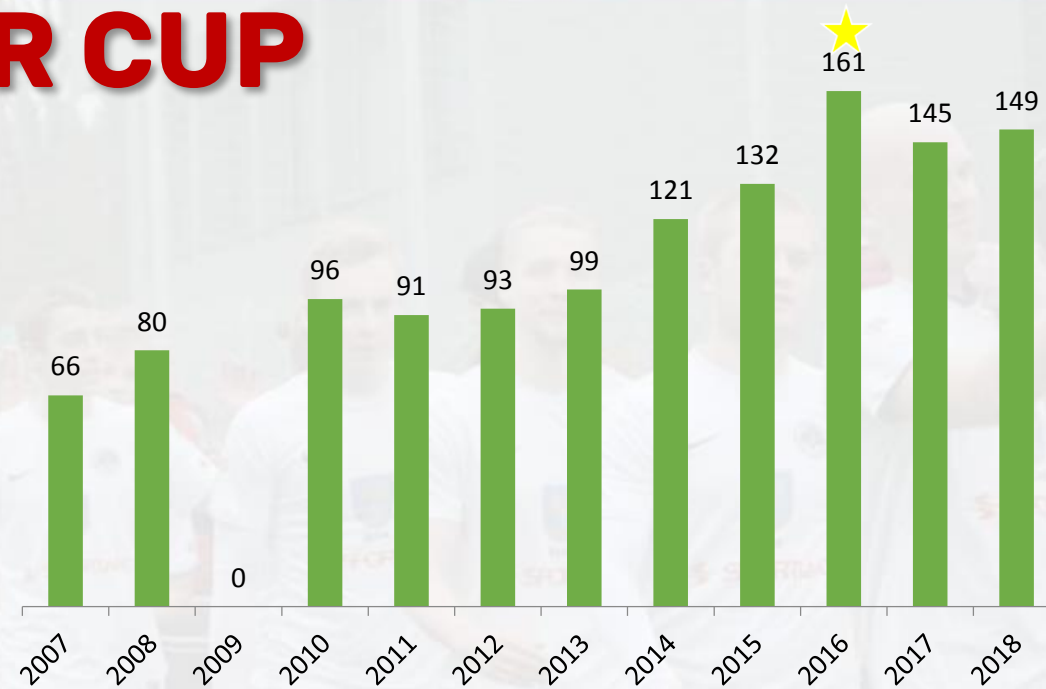
3 in three months

161 teams

1480 players

17 volunteers

1 130 057 FB reach
january 2018



More: <http://turniir.ee/fcelva-indoor-cup-2018-2019>





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 **550 000 €**)

Continuously improving (**stands for supporters in 2019**)





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 Vähi Liit

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



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





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

The screenshot shows the website's navigation bar with the logo 'globalsoccerstore.com' and the tagline 'Improve your life!'. The search bar contains 'WHAT ARE YOU LOOKING FOR?'. The currency is set to '€ KR \$' and the language to 'ENG'. There are links for 'REGISTER' and 'LOG IN'. The main navigation menu includes 'FOOTBALL BOOTS', 'CLOTHING', 'EQUIPMENT', 'ACCESSORIES', 'FITNESS', 'CASUAL WEAR', 'SALE', 'TEAMS', and 'BLOG'. A 'SHOPPING CART' icon is also present.

The 'TEAMS' page is displayed, showing a breadcrumb 'HOME / TEAMS'. The 'SHOP BY' sidebar on the left has sections for 'GENDER' (Mens: 47, Womens: 2, Kids: 37, Universal: 26) and 'TYPE' (Clothes: 1, Shirts: 42). The main content area shows four items:

- EESTI KOONDISE MEESTE SÄRK 2018/2019 - 893964EJL-463**: Price: €53.00 (54€), IN STOCK
- EESTI KOONDISE LASTE SÄRK 2018/2019 - 894053EJL-463**: Price: €48.00, IN STOCK
- ESTONIAN NATIONAL TEAM KID'S SHORTS - EK-725986-010**: Price: €17.95 (24€), PREORDER
- ESTONIAN FOOTBALL ASSOCIATION RAGNAR KLAVAN FANS JERSEY FOR KID'S - 8809095690255**: Price: €15.00, IN STOCK

Page navigation shows '1 2 3 4 5'.

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/>

The screenshot shows the Turnify website interface for the Tammeka Junior Cup. At the top, there are navigation links for different countries (Estonia, UK, Russia, Denmark) and buttons for 'Sign Up' and 'Login'. The main header features a large image of football players in blue jerseys celebrating, with the 'TAMMEKA JUNIOR CUP TARTU - ESTONIA' logo overlaid on the left. Below the header is a navigation menu with 'Home', 'Info', 'Teams', 'Fixtures/Results', and 'Registration'. The main content area is divided into two sections: 'NEXT GAMES:' and 'Partners'. The 'NEXT GAMES:' section shows a match scheduled for 31/03/2019 at 10:00 between JK Tammeka valge and FC Helios Võru, with the status 'Not Started'. The 'Partners' section features the 'TAMMEKA CUP 2019' logo.

Navigation: [Sign Up](#) [Login](#) TRNIIR [f](#)

Home Info Teams Fixtures/Results Registration

NEXT GAMES: All Games

Date	Time	Location	Status
31/03/2019	10:00	Sepa jalgpallikeskus	Not Started

Partners

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

7190 € 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

2 years in a row live broadcasting:

<https://www.facebook.com/fcelva/videos/1010334432494722/>



2019

