

Memo

To: FFG Executive Chair
From: General Secretary
Date: January 20th, 2023
Re: Distribution of funds

The success of the National Men's Seniors in the recent World Cup has created a windfall opportunity. WE need to agree priorities for funding.

In previous years, the National Men's Seniors have been the most significant cost to the FFG. Costs related to training camps, accommodation, player travel and expenses have been disproportionate

If the pattern of previous years continues plans for both Regional Centres of Excellence/Academies and the development of Women's Football will be held up.

There is a storm brewing, and the Executive Committee are divided on this. The next meeting is at the end of the month.

I remind all directors and their teams that no one is to speak to the media but me on this matter. Please direct media questions to my office.

Thanks,

Mr Adan Kassis

Memo

To: FFG Executive Chair
From: General Secretary
Date: January 7, 2023
Re: Head of Youth

Although the press briefing says otherwise, Mr Mojiz Benali was removed from his post at the insistence of the President. I include the instruction from his email to our office dated 2/1/2022

Mr Kassis we have discussed this matter at length, and I have reached the decision to replace Mr Banali as Head of Youth with someone who is more appreciative of our aspirations to build regional centres rather than follow the European Academy model. I expect you to put this process in place today.

Dr Tanan Mansouri

The removal of the Head of Youth to be replaced by a head of Elite was against the advice of the Technical Director who felt Mojiz Benali had made a fair case for Academies based in our professional clubs and in partnership with PSG. In the meantime I have borrowed a job description from our colleagues in CAF to get someone in place quickly.

In confidence, once again our President has been influenced by his 'wise men' - the former players and officials who he chooses to surround himself with. This has left a void. I think we need to initiate a genuine debate based on evidence before we rush into a decision around Academies or Regional Centres.

I remind all directors and their teams that no one is to speak to the media but me on this matter. Please direct media questions to my office.

Mr Adan Kassis

Memo

To: FFG Executive Chair and Directors of the FFG Executive
From: General Secretary
Date: January 9, 2023
Re: Academies versus Regional Centres

We need to give full discussion to the issue of Academies versus Regional Centres in Gratifacio

I have asked Head Coach, Bilal Al-Harradi to work with Technical Director, Edison de Santos, and our Teams Co-Ordinator, Mauricio Da Silva and Head of Coaching Hadir Al-Ghumari, to research the following areas for us -

- Evidence from other comparable nations - who does what?
- Private interests - who are the private providers of Academy Football operating in Gratifacio? How do we ensure that decisions are beyond influence?
- Links with European clubs - which European Clubs work or would work with Gratifacio?
- Talent ID - what do we look for? where do we look?
- Financial accountability - how do we ensure our investment is safe?
- Insufficient numbers of qualified coaches - how do get up to speed with staff?
- Volunteer coaches - how do we get a common mental model of coaching?
- Facilities are either borrowed or are not linked to football - how do get the quality of pitches up?

Bilal has advised me that Edison will lead on this and give report to the FFG Executive Chair and a few of the Directors of the FFG Executive ahead of our next Congress which is at the end of next month.

I remind all directors and their teams that no one is to speak to the media but me on this matter. Please direct media questions to my office.

Mr Adan Kassis

Memo

To: FFG Technical Director
From: General Secretary
Date: February 16, 2023
Re: FIFA Ecosystem Report

FIFA pointed out that we have no competition strategy in place because of the dispute over the governance of the regional leagues. This is a temporary situation though the President is embarrassed by it. we know what that leads to! Red Flag!

FIFA also pointed out that local age-related youth competitions are too infrequent and for women and girls are non-existent. Again this is a temporary situation but embarrassing for the President. Red Flag!

As communicated in the team meeting earlier, the red flag warning is also up for a lack of not only coaches but Coach Education programs.

It seems to be happening in other federations as well as that not only are new coaches not signing up but current coaches are leaving their posts. Given the spotlight on our grassroots and player development pathways, this needs to take priority in your department.

Perhaps what the Venezuelan FA is doing could be of use here. Last year they overhauled their entire coaching strategy and started from scratch with a registry and now finally formalized Coach Education programs.

Let me know what your thoughts are. Maybe we could discuss this tomorrow over lunch?

Mr Adan Kassis

Memo

To: FFG Executive Chair
From: General Secretary
Date: February 16, 2023
Re: Funding for the Rural Leagues

Mr Chair

Sabah el Noor

Fixxit - a loans company - have offered to fund the Rural Leagues for all of outside of the capital. This could be a very significant source of support, but I have been unable to do full due diligence.

Can I ask if you know of them? it has been said that one of our Directors of the FFG Executive sits on their Board. I would appreciate your thoughts on this matter.

Respectfully

Mr Adan Kassis

Memo

To: FFG Technical Director
From: General Secretary
Date: February 16, 2023
Re: FIFA and the Talent Development Scheme

FIFA pointed out that we have not yet submitted a bid for FIFA Talent Development Scheme support. We need this money!
We need to submit

- **A strategic plan for Development of Youth** - at the moment, after Bilal left we don't have one! When he was sacked he took a lot of the planning for the TDS with him.
- Evidence of **support from the President** - this debate around Academies or Centres of Excellence needs sorting
- A **viable Technical Department** with at least three full-time staff - we need to get the new Head of Youth in post

if we do this we get

An annual contribution of USD 50,000 shall be granted, in principle, to every MA that participates in the TDS operational lifecycle and that complies with the criteria and requirements outlined in the enclosed TDS regulations.

I think we may be able to get more money from these too - FIFA Talent Coach Programme or Academies or Talent projects

- *In addition to the annual contribution, MAs participating in the TDS operational lifecycle may submit an application for funding under one or more of the annual bespoke FIFA talent programmes below and/or to support specific projects related to their strategic long-term development plan:*
- *FIFA Talent Coach Programme, which provides for the engagement of a FIFA-trained talent coach on a 12-month basis during the TDS operational lifecycle.*

- *FIFA Academies Programme, which allocates funding on an annual basis to be used exclusively for the establishment and operation of academies. This programme will be available as of 2024.*
- *Specific talent development projects that support the implementation of an MA's strategic long-term development plan.*

I know you as Technical Director are stretched but you will have to take this task on. I think the money which comes in the first phase of the TDS was already committed by the Head of Youth. Unless we have a viable strategic plan linked to Key Objectives any additional funds will be withheld. We need to get onto this as a priority

Let me know when we can meet.

Mr Adan Kassis

Memo

To: FFG Executive Chair, Directors of the FFG Executive and Technical Department staff
From: General Secretary
Date: February 17, 2023
Re: Absence for health reasons

Dear friends

I have been advised that my health requires an immediate period of leave.

In my absence please direct queries to either -

The Business Directorate
The Performance Directorate
The Technical Directorate

Inshallah I will be back

Mr Adan Kassis