



12 July 2016

Ms Fatma Samba Diouf Samoura
Secretary-General
FIFA
PO Box 8044
ZURICH Switzerland

Dear Ms Samoura

We write as the co-founders of #NewFIFANow to welcome you to your new role as Secretary-General of FIFA, and to wish you all the best. You have an important and exciting job. Football is loved by so many people and is an important component in the health, wellbeing and social inclusion of children and adults around the world.

#NewFIFANow is an advocacy group that was brought together in late 2014 to campaign for genuine and independent reform at FIFA. We also work closely with Members of the British and European Parliaments, as well as organisations such as the International Trade Union Confederation and Transparency International. For your convenience, we have attached a copy of our Charter and Guiding Principles for Reform. (Further information is available at www.newfifanow.org).

Our principal objective is to see greater transparency, accountability and democracy within FIFA, its six confederations and the 211 member associations. This is no less than football's stakeholders deserve.

Our view is that, notwithstanding recent changes and your own significant experience and credentials, FIFA has a long, long way to go to become the organisation it needs to be to be fit for purpose in the 21st century and to have the trust and confidence of football's stakeholders, including the 'forgotten stakeholders' of players and fans.

We recognise that there is much to do and you will have many priorities. Nonetheless, when you have an opportunity, we would be happy to meet with you at your convenience.

This can be arranged by contacting the office of Damian Collins MP at +44 20 7219 7072, or email ask@newfifanow.org.

Once again, best wishes in the role.

Yours sincerely

Damian Collins, MP
United Kingdom
Co-Founders, #NewFIFANow

Jaimie Fuller
Switzerland

Bonita Mersiades
Australia