



# PHILIPPINE FOOTBALL FEDERATION

03 August 2010

**MR. RICHARD N. MONTAYRE**  
President  
Cebu Football Association

## *AFC Vision Philippines – Project Cebu*

Dear Mr. Montayre:

Enough is enough. The Philippine Football Federation (PFF) has been very lenient and accommodating to the needs of Cebu Football Association (CFA) to survive as a pilot project in the Asian Football Confederation (AFC) Vision Philippines program. You have been advised countless times that anything that has to do with AFC must be coursed through the PFF so we can review the documents and support and follow the Vision Program.

Apparently as I understand, you are not clear with my English language. You will note in one of your letters you pinpoint on items that have already been discussed and agreed not only with the group that went with me to AFC in Kuala Lumpur, but also in Cebu when I attended one of the meetings there. You very well know that the direction of the Vision Cebu / Philippines is geared more towards Football Development, and this has also been stressed by AFC in letters they sent, but you still choose to insist otherwise. If you have coursed all these through the proper channels, this could have been avoided.

Further, may I remind you again that the AFC Vision Asia programme is not a financial assistance program. As such, there is no financial subsidy from AFC in this regard. On the other hand, Vision Asia is a program which focuses on five phases of development namely, Administration, Club & Competitions, Coaches Education, Referees Development and Grassroots & Youth Development.

During the PFF Congress held at the Discovery Suites Hotel in 2008, you may remember that the AFC President has pledged Php 10M token to PFF. Of which 50% was already released in 2008 with a promise for the balance to be released in the second year (2009). Please be reminded that this token was given under the good graces of the AFC President and to only assist in the initiatives and events under the said program. PFF was given a guideline on the budget allocation for the project.

Because of the present pressing relationship between PFF and your association, and your stubbornness to continue to directly deal with the AFC instead of PFF, shows me a clear picture of your arrogance. It has also left me no choice but to decide for CFA to go on its own directions towards Vision Philippines.

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**100 YEARS of Pinoy Football**

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The PFF is giving you two working days from the date of this letter to decide whether or not PFF will need to decide drastic moves and changes due to your actions or non-action thereof.

For your strict compliance.

Sincerely,

  
Jose Mari C. Martinez  
President

**Cc:** *Cebu FA Directors*  
*AFC Vision Asia Department*

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**100 YEARS of *Dinoy* Football**

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