

GET

Show Racism the **Red Card**

INVOLVED

A GUIDE FOR CLUBS

www.theredcard.org

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GET INVOLVED - A GUIDE FOR CLUBS

ABOUT THIS BOOKLET

This guide is designed to help football clubs and football in the community groups work more closely with our campaign. We aim to highlight the key areas of our work and demonstrate ways in which you can become more involved.

With your help we will be able to reach more young people and spread our anti-racism message even further.

We look forward to working with you.

"I am hugely grateful for the ongoing support we have from football clubs across the UK. Football is a powerful tool for bringing about positive social change and the use of professional footballers as anti-racist role models has a massive impact on our young people."



GED GREBBY
Chief Executive, Show Racism the Red Card

"Working for Show Racism the Red Card is a great opportunity to take my experiences into the classroom and use football as a way of tackling racism in society. I've been with the campaign for a lot of years and have seen it go from strength to strength."



GARY BENNETT
Head Coach, Show Racism the Red Card



"As a patron of Show Racism the Red Card, I am proud to be associated with the initiatives they carry out across the UK. I strongly urge football clubs and my fellow professionals to support the campaign whenever and however possible."

CLARKE CARLISLE
PFA Chairman

MAJOR SPONSORS:



ABOUT US

Show Racism the Red Card is an educational charity. We aim to combat racism through harnessing the high profile status of professional footballers and other role models.

EDUCATIONAL RESOURCES

The campaign produces a range of educational resources exploring many forms of racism. The films all feature top footballers sharing their experiences of racism and offering advice on how to deal with and combat racism, whenever it occurs.



ANTI-RACIST SCHOOL COMPETITION

Show Racism the Red Card's Anti-Racist School Competition has been running for over a decade - it encourages young people across the UK to explore aspects of racism and produce artwork with an anti-racist theme. The Award Ceremony is always the highlight of Show Racism the Red Card's calendar!

POSTERS

We produce over half a million posters per season of football teams and other professional sports clubs across the UK. They are extremely popular with young people. The visual impact of players holding our red cards is an excellent endorsement of our campaign and helps to publicly demonstrate the club's anti-racist stance.

EVENTS AT FOOTBALL CLUBS

Our staff team works across the UK in partnership with football clubs to host educational events for local young people. The events feature fun and interactive workshops and a screening of our Show Racism the Red Card DVD. Current professional footballers from the host clubs attend the events and answer young people's questions about racism. These events have a long lasting positive impact on young people.

FORTNIGHT OF ACTION

The Fortnight of Action takes place each October and is organised by Show Racism the Red Card teams in Scotland and Wales. This provides a timely focal point for all those who are committed to challenging racism and discrimination. The high profile anti-racism actions that take place over this fortnight act as a catalyst for ongoing actions throughout the year.



ANTI-RACIST SCHOOL COMPETITION

Show Racism the Red Card's Anti-Racist Competition has been running for over a decade – we encourage young people across the UK to explore aspects of racism and produce entries with an anti-racist theme.

DONATE A PRIZE

The Awards Ceremony is the highlight of the Show Racism the Red Card Calendar—celebrating the achievements of young people across the country and their commitment to anti-racism.

We hope you will be able to provide us with a prize from your club. For example: Signed football shirt; Match tickets; Mascot package; 'Meet the players' session.

Winning entrants are invited to Award Ceremonies in prestigious venues such as Wembley, the Millennium and Hampden Park Stadiums. The winners are awarded prizes presented by current and former professional footballers, with prizes donated by football clubs and other organisations.

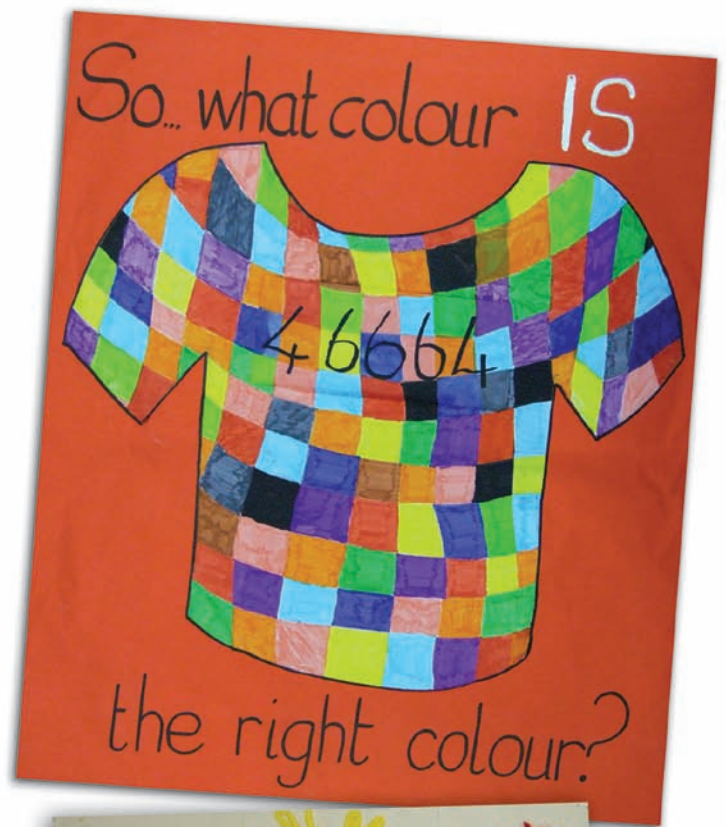
The Awards Ceremony is a high profile event that will generate fantastic publicity for the work of our Campaign. Your generosity in supporting the Competition will be highlighted and is likely to generate great press coverage for you locally.

Below is an extract from a thank you letter, written by a prize winner. Street League kindly donated an England Mascot package to Show Racism the Red Card for our competition in 2010.

"This is one of the best days in my life!"
Fouzia Issaka, New Chapter School

We would like to express our thanks to the many football clubs and organisations across the UK who support the competition through donating prizes - your generosity is appreciated.

**PART OF A LETTER FROM
FOUZIA ISSAKA,
NEW CHAPTER SCHOOL.
WINNER OF AN ENGLAND
MASCOT PACKAGE, 2010.**



TOP: **OVERALL WINNER 2010: OAKGROVE SCHOOL** Inspired by Nelson Mandela
ABOVE: **SECOND PRIZE 2010: CORY HIGGINS, CARLTON CENTRAL JUNIOR SCHOOL**

PROMOTE THE COMPETITION

The competition is open to young people of all ages and abilities. We welcome entries from youth and community-based groups as well as schools. Your club's community department or study support centre can actively promote the competition to partner schools and youth groups, as well as engaging with the competition directly. Please contact us to find out more.

The England and Mexico football players gathered up in two separate lines, our Mexico mascot group had to hold hands with them as we walked at the front of the football (I held a goal keepers hand!) We had to smile as the camera went by us, In my head I thought I'm on tv this is one of the best days in my life! But keep on smiling.

CLUB EVENTS

Show Racism the Red Card has a great working relationship with many football clubs across the UK – this is central to the success of our campaign. We work with over 70 clubs per season to host educational events for young people.

The events are each delivered to around 120 young people from local primary schools. They feature an educational workshop by the Show Racism the Red Card team, followed by a screening of our DVD. Clubs secure the attendance of first team players, who are introduced to the audience members and form a Question and Answer panel. The highlight of the event is always the opportunity for the young people to ask their questions about racism to their footballing heroes.

We are encouraging clubs to work with us in hosting full day events. These feature additional workshops/ground tours which can be delivered by the host club - complementing and developing existing programmes of community work at the club.

HOST AN EVENT

Show Racism the Red Card is keen to work with you to host an educational event.

Half Day event: Please provide a room with the capacity for around 120 young people to attend. The success of the event depends on the attendance of first team players from your club. We will work with you to run the event on a date that suits your players' schedules.

Full Day event: Working with us for a full day provides a far more in-depth event, with young people benefiting from greater understanding of the issues. We are able to work in partnership with your Community Departments who can provide additional workshops and/or ground tours for the young people.

Please contact us to discuss arranging an event at your club.

EXAMPLE FULL DAY EVENT: Dagenham and Redbridge FC

Some football clubs opt to run all day events in partnership with Show Racism the Red Card. We held a full-day event at Dagenham and Redbridge on 20th January 2011. The event featured three workshops in the morning, including a ground tour.

The afternoon session saw Steve Thompson, Chief Executive; John Still, Manager; and two first team players – Solomon Taiwo and John Akinde – forming a Q&A panel and speaking to the young people about racism.



EXAMPLE HALF DAY EVENT: Wolverhampton Wanderers FC

SRtRC worked with the Wolves Community Trust to host a two hour educational event at the Molineux Stadium on 25th January 2011. The young people took part in a ground tour, followed by fun educational activities, exploring what racism is and how it affects people.

Following a Show Racism the Red Card DVD screening, the young people were introduced to an exceptional panel of special guests: first team players Karl Henry, Marcus Hahnemann, Sylvan Ebanks-Blake and Kevin Doyle; former Wolves goalkeeper Matt Murray; and ex-NUFC player Olivier Bernard, now a coach for SRtRC. The young people asked questions about racism, which were answered brilliantly by the panellists. Congratulations to the winner of the 'best question' award who received a Show Racism the Red Card goody bag and a signed Wolves shirt! All of the young people left the event with a Wolverhampton Wanderers poster, signed by the panellists.

ABOVE: SYLVAN EBANKS-BLAKE, MATT MURRAY, MARCUS HAHNEMANN & KARL HENRY SIGNING WOLVES POSTERS AT THE EVENT

"I felt that the format of this whole day event was the best I have experienced... The children were buzzing with enthusiasm to contribute to every part of the day. I think that this was in no small part due to the professionalism and superb skills of your team to facilitate the challenging subject and material."

**Redbridge Council
representative**



The Football Association of Wales has been at the forefront of our success in Wales—their significant contribution has enabled the campaign to establish very good links with football clubs in Wales.

"The work of Show Racism the Red Card in Wales has been a fantastic success story in recent years. The Welsh arm of the Charity started from humble beginnings but has developed into a really influential body. Their work in Wales with the Welsh Premier League clubs as well as Cardiff, Swansea, Wrexham and Newport should not be underestimated. Anyone who has attended a SRTRC event can only be impressed by the Campaign Workers' enthusiasm, expertise and their ability to deliver the right message."

Andrew Howard, Head of Competitions at the Football Association of Wales

WELSH NATIONAL TEAM EVENT

Our links with the FAW have seen close working relationships with the men's and women's international squads: in 2011, we held our first ever event with international players.

Show Racism the Red Card worked with the Welsh national team to host an all day event at their training base in the Vale of Glamorgan, prior to their crucial game against England. Young people from Evenlode Primary School, which included prizewinners from our 2010 school competition, had the opportunity to watch the players train in the morning session. The afternoon featured an anti-racism educational workshop followed by a Question and Answer session.

Welsh players Craig Bellamy, Chris Gunter and Boaz Myhill attended the afternoon session and took questions from the young people, speaking about their experiences of racism while playing for club and country. The panel spoke excellently, giving some fantastic messages and advice to the young people attending.

The young person who asked the best question of the afternoon won a pair of Cardiff City tickets. We would like to thank the FAW and the players for supporting this tremendous event and hope to build on its success in coming seasons.



SHOW BIGOTRY THE RED CARD

Show Bigotry the Red Card is a new campaign initiative aiming to combat sectarian attitudes and behaviour in Scotland. We recognise the urgent and growing need to combat sectarian attitudes and seek to address this both within football and the wider society.

In all areas of our work, we harness the high profile of professional footballers as positive role models for young people. This new branch of our campaign follows this model, working with footballers and celebrities to present a strong anti-sectarian message.

Our "Rivals not Enemies" DVD features Scottish football personalities speaking about the issue, with many more contributions from a variety of football supporters across the generations and of different social and cultural backgrounds. The resource encourages fans across Scotland to support their team and celebrate their identity in a positive manner. We hope to empower people to help spread the anti-sectarian message.

Show Racism the Red Card runs educational events for young people at football stadia across the country.

Our campaign team is able to incorporate anti-sectarian education into these events. Workshop activities encourage discussion and promote positive solutions to issues of sectarianism and religious intolerance. We are calling out to all supporters, clubs and institutions in the country to stand up against sectarianism for a safe and equal Scotland.

RIVALS NOT ENEMIES

The SRTRC team delivers educational events across the country and are keen to work with you to deliver a full-day event at your club. We can strengthen our anti-racism message by running workshops on anti-sectarianism.

Rivals Not Enemies is an accessible resource that delivers a clear and positive message. Please contact our Scottish team to find out more about working with us: together we can Show Bigotry the Red Card.





FORTNIGHT OF ACTION

Show Racism the Red Card's annual Fortnight of Action takes place in October across Scotland and Wales.

This period of concerted action encourages participation from all sections of our communities, to celebrate diversity and tackle racism. The 2010 Fortnight of Action built on the success of previous years, with over 500 anti-racism actions. All 42 Scottish professional clubs and 20 clubs in the Welsh Premier League and Football League participated. In addition, the SWPL and SWFL, BAME organisations, community groups, junior and youth football teams, football fans, schools and young people nationwide participated, with community initiatives growing in terms of diversity and reach. Each October, we hope to build on the success of previous years and once again expand the number and quality of anti-racist projects taking place during the Fortnight. These actions act as a catalyst for further anti-racist initiatives.

We have seen a marked decrease in the number of racist incidents at football stadia. However, racist and discriminatory incidents and excluding practices remain a problem in both professional and grassroots football. We have a long way to go before the game is fully inclusive.

The SRtRC Fortnight of Action provides a timely focal point for all those who are committed to challenging racism and discrimination.

SRtRC is a partner of the Football Against Racism in Europe (FARE) network. The SRtRC Fortnight of Action ties in to the annual FARE Week of Action against racism and discrimination, taking place Europe-wide. In 2010 more than 800 groups in 40 countries took part and as football's

drive against racism continues to gain momentum we expect the Action Week to continue to grow. With your support we aim to maintain our standing at the forefront of European anti-racism campaigns.

WEEKEND OF ACTION

The greatest impact during the fortnight is the 'Weekend of Action'. Thank you to all who participate in this.

The anti-racism actions we encourage clubs to make include:

- Players wearing anti-racist t-shirts during training sessions and during warm-ups on match days
- Prior to kick off, players and match officials hold up anti-racist cards during which tannoy announcements are made, encouraging fans to behave in an appropriate manner
- Anti-racist articles on club websites and match day programmes

The extensive media coverage the campaign receives during the fortnight ensures our anti-racist message is seen by a large number of the population and reinforces the message that racism is not tolerated within football or society. These actions encourage and inspire grass-roots projects in their anti-racism activities in local communities.

POSTERS

Each season Show Racism the Red Card produces over 500,000 posters. We print posters for all Premier League clubs, as well as sponsored clubs across all divisions. For the 2010-2011 season, we received images from 100 clubs in Scotland, England and Wales. Thank you to all who have taken part in this action! We encourage partnership councils to sponsor your team poster – this enables the image to be printed. If we are able to secure sponsorship, your club will receive copies of the posters for your own use – free of charge. The poster images are extremely popular with young people (and adults!).

RED CARD PHOTO SHOOT

Participating in our poster campaign is a fantastic way for the club to demonstrate a clear anti-racist stance to supporters and the wider community. We will contact you before the start of each season and provide you with everything you need to take a "Show Racism the Red Card" photograph at your team photo shoot, with the players holding our red cards.

All posters will be available to download as wallpapers from our website.



"The sustained strength and dedication of the Show Racism the Red Card team never fails to impress me. Their continually innovative ideas and their priority in encouraging children to play an active role in their many events around the country - using football as a vehicle - enables them to successfully promote their anti-racism and equality campaign. Anybody who co-operates with Ged Grebby and his team, many of whom are from the world of professional football, will not fail to be impressed by the quality and effectiveness of their messages and presentations."

Gordon Taylor OBE, PFA Chief Executive

FIND OUT MORE - CONTACT US

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www.youtube.com/showracismtheredcard

Check out trailers for our resources and footage from recent events



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