

# ANNUAL REPORT 2018/19



RECOGNISING 25 YEARS



# FOREWORD

## WORDS FROM THE CEO

**I WANT TO START BY SAYING THANK YOU TO HERMAN FOR ALL HIS TIRELESS WORK FOR KICK IT OUT OVER THE LAST 25 YEARS. FOOTBALL IS MUCH BETTER PLACED TO STRIVE TOWARDS GREATER EQUALITY AND INCLUSION THANKS TO HIS UNRIVALLED CONTRIBUTIONS. I HOPE HE ENJOYS HIS RETIREMENT, AS HE HAS CERTAINLY EARNED IT.**

This season saw us mark 25 years of campaigning for equality in football with a series of events, including the brilliant Kick It Out Live and our 25th Anniversary Fundraising Dinner, which was very kindly supported by Chelsea FC.

We were also lucky enough to have our first ever dedicated England international in September for the match against Switzerland. That night Sky Sports turned the screen black and white for 25 seconds to recognise 25 years of work from Kick It Out to make football a better sport for everyone. Although it may seem like a small gesture, it was important in helping raise awareness of Kick It Out and the work that is clearly still needed in the pursuit of equality.

Elsewhere, our Raise Your Game series, which we're incredibly proud of, continued to go from strength to strength with more attendees than ever before. This year we held four bespoke events: our national conference, a women's

conference, an intermediary event and a special Raise Your Game debate at the BBC's Broadcasting House. Thank you, once again, to everyone who helped make it another successful year on that front.

We also launched our Next 25 programme alongside UCFB. This has involved awarding 25 fully-funded degree scholarships to people who have the potential to be future leaders in sport. We want to inspire them to go forward with the values of Kick It Out so they can make positive change in the industry.

I want to say thanks to everyone who has supported our organisation this year, from grassroots teams to professional clubs and players, and anyone else in between. And thank you to our funders, without whom our work would not be possible.

But, above all, thank you to the Kick It Out staff. They are a small but incredibly dedicated team who give their time and an enormous amount of effort day in, day out for very little public recognition or thanks. I appreciate everything you do.

It's been a difficult year for our organisation, with many challenges, but I believe we will be in a stronger position moving forward.

Looking to the future, we have a new chair - Sanjay Bhandari - and three new independent trustees, as well as more full-time staff than in previous years. All of this means we are better equipped to work together to address the challenges ahead.

**ROISIN WOOD,**  
Chief Executive Officer

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## MEET THE TRUSTEES

### LORD HERMAN OUSELEY

Chair of the Trustees

### IFFY ONUORA

The Professional Footballers' Association

### JAMES MACDOUGALL

The Football Association

### KATHERINE ALLEN

The Premier League

### UDO ONWERE

Independent

### JOHN NAGLE

English Football League

### RIMLA AKHTAR MBE

Independent

### GARTH CROOKS OBE

Independent

# A TRIBUTE TO LORD OUSELEY

AT THE END OF THE 2018/19 SEASON, AFTER 25 YEARS OF DISTINGUISHED SERVICE, LORD HERMAN OUSELEY STEPPED DOWN AS CHAIR OF KICK IT OUT, THE ORGANISATION HE SET UP IN 1993. LORD OUSELEY'S OUTSTANDING – AND UNRIVALLED – COMMITMENT TO CAMPAIGNING FOR EQUALITY IN FOOTBALL WILL NEVER BE FORGOTTEN.

As Chairman of the Commission for Racial Equality, Lord Ouseley launched the 'Let's Kick Racism Out of Football' campaign in 1993 with the Professional Footballers' Association, the Football Foundation and ex-professional players Paul Elliott and John Fashanu.

“THE CLUBS HAVE RESPONSIBILITIES TO IDENTIFY PERPETRATORS OF SUCH ANTISOCIAL BEHAVIOUR, TO EJECT THEM, TO BAN THEM FROM GOING TO CLUBS. THEY CAN MAKE VERY POSITIVE STATEMENTS ABOUT WHO THEY WELCOME AT FOOTBALL AND WHO THEY DON'T WANT – AND THAT'S WHAT WE'RE LOOKING FOR.”

– Lord Ouseley at the press conference launching the campaign.

Four years later the 'Let's Kick Racism Out of Football' campaign changed its name to Kick It Out in 1997 to reflect its wide-ranging work tackling all forms of discrimination in football.



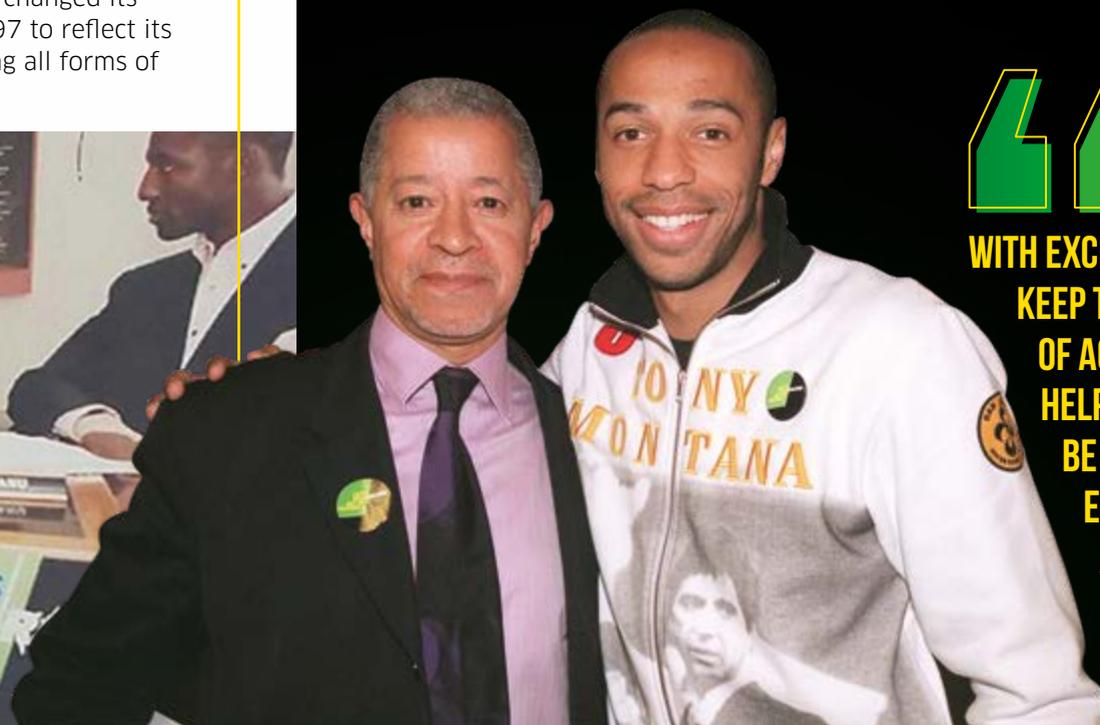
“THERE IS STILL A FIGHT TO BE FOUGHT AGAINST RACISM AND DISCRIMINATION. WE WILL CONTINUE TO INSPIRE FOOTBALL'S LEADERS TO EMBRACE AND INTEGRATE THE GOALS OF EQUALITY, INCLUSION, AND COHESION IN ALL THEIR WORK.”



“IT HAS BEEN A LONG, TORTUROUS PROCESS OF GRADUAL PROGRESSION BUT THE FOOTBALL INDUSTRY IS NOW ON A FASTER TRACK, AND THE BENEFITS FOR THE GAME AND WIDER SOCIETY CANNOT BE STRESSED ENOUGH.”



“KICK IT OUT IS WELL POSITIONED WITH EXCELLENT STAFF TO KEEP THE MOMENTUM OF ACTIVITY AFLOAT IN HELPING FOOTBALL TO BE A POWERHOUSE FOR EQUALITY, INCLUSION AND DIVERSITY.”



KICK IT OUT'S ACTIVITIES THROUGHOUT THE 2018/19 SEASON WERE DEDICATED TO THE ORGANISATION'S 25 YEARS OF CAMPAIGNING FOR EQUALITY IN FOOTBALL SINCE ITS LAUNCH IN 1993



# ANNIVERSARY SEASON



## ANNIVERSARY LAUNCH

The organisation launched its commemorative anniversary logo in May 2018 with an event at Wembley Stadium, announcing a series of events and activities to be held throughout the year to mark a quarter century in the game.

## KICK IT OUT LIVE

The first major event of the 2018/19 season took place at Plexal in Stratford, east London.

Kick It Out Live was an exhibition of the organisation's work throughout the years and a chance to bring all levels of football together under one roof for an evening of honest conversation about equality in the game. The event consisted of open meetings, a live podcast recording and a panel of new media experts, including Copa90's Eli Mengem, AFTV's Robbie Lyle, and Martha Kelner of Sky News, who discussed how user-generated sports media can impact representation. The evening was rounded off with a speech from Paul Elliott, Chair of The FA's Inclusion Advisory Board.

## KICK IT OUT'S BIRTHDAY

The official date of the formation of Kick It Out was August 12 1993, and 25 years later, Kick It Out's Twitter feed published a 25-tweet thread highlighting major milestones in the organisation's history – thanking the pioneers who contributed to the fight against discrimination so far.

In the weeks leading up to the event Kick It Out invited football fans to send in memorabilia to help us display the breadth of the national game. Over 150 items from an incredibly wide range of clubs were submitted and the final Wall of Football was a testament to the power of the game in bringing diverse communities together.





## ENGLAND'S DEDICATED KICK IT OUT INTERNATIONAL

The anniversary was recognised again in early September 2018 as The FA dedicated an England international to Kick It Out for the first time in its history. The 'Kick It Out International' saw England face Switzerland at Leicester's King Power Stadium, with both teams representing the organisation by wearing the logo on their warm up and training kit.

To mark the special occasion, Sky Sports broadcast the first 25 seconds of the game in black and white, one for each year that Kick It Out had been fighting to make the game a more inclusive place for everyone.

Gareth Southgate spoke about the importance of Kick It Out during his pre-game press conference:

**“FOOTBALL IS A MIRROR OF SOCIETY; OUR COUNTRY HAS MADE HUGE STRIDES [IN TACKLING DISCRIMINATION] AND KICK IT OUT, IN FOOTBALL, HAVE PLAYED A MAJOR PART, IN PARTICULAR WITH EDUCATION IN SCHOOLS AND WITH YOUNG PEOPLE — SO IT'S GREAT WE'RE ABLE TO DEDICATE THIS GAME TO THAT CAUSE.”**

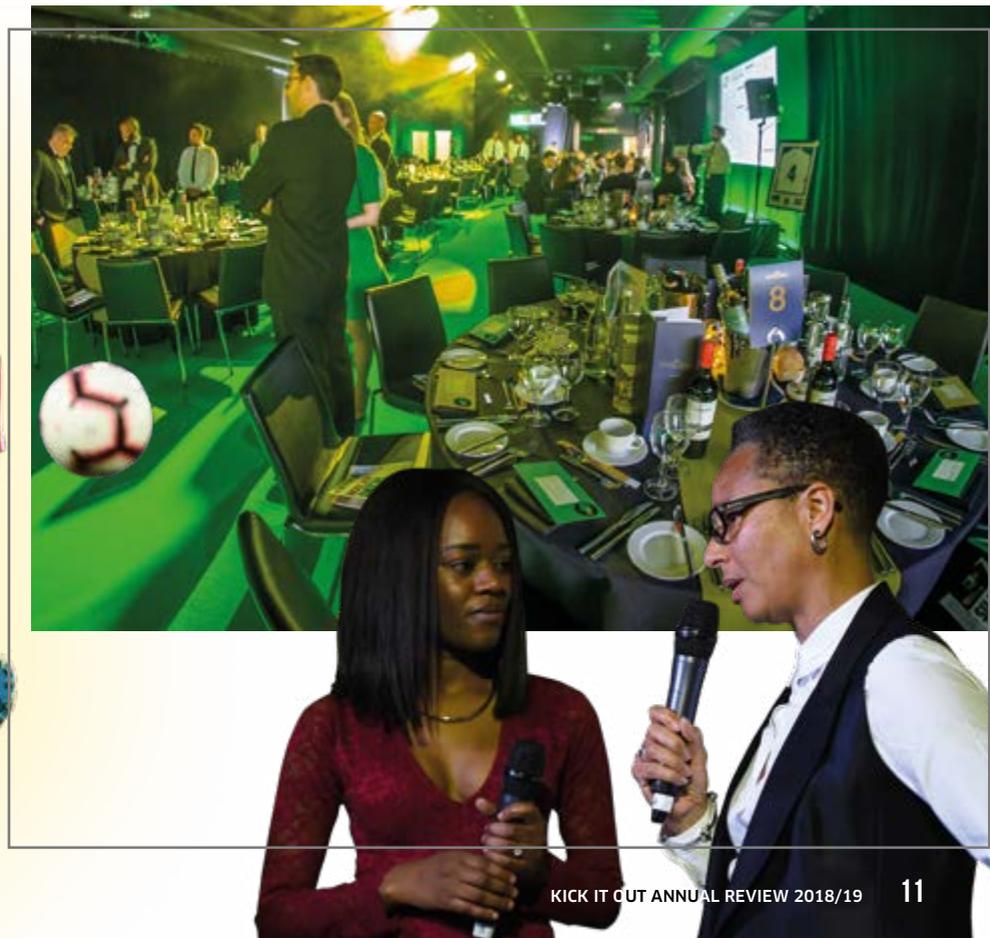


## FUNDRAISING DINNER

The most high-profile event of the anniversary season came at Chelsea Football Club's Stamford Bridge in February, as Kick It Out brought together 500 people from across football for a fundraising dinner.

The evening kicked off with a drinks reception, attended by Chelsea's Eden Hazard, Ruben Loftus-Cheek, Cesar Azpilicueta and Ethan Ampadu, with guests including representatives from clubs, the football authorities, partner organisations, grassroots communities – and a host of long-term Kick It Out supporters.

A fantastic evening featured speeches from Kick It Out CEO Roisin Wood and Baroness Valerie Amos, interviews with Chris Hughton, Hope Powell and more, as well as brilliant performances from LGBT+ refugee choir Rainbows Across Borders, disabled dancer Laura Dajao and R&B legend Beverley Knight. A memorable night was wrapped up with an after party at Under The Bridge, a nightclub situated underneath the stadium, with a standout performance from up-and-coming reggae outfit The Hempolics.



## DEDICATED WEEKS OF ACTION

The spring of 2019 saw a return to Kick It Out's original weeks of action campaigning model.

In recent years, professional clubs have dedicated matches in support of Kick It Out's messages of tackling racism and discrimination throughout the season, but to mark the 25th anniversary, both the Premier League and English Football League encouraged their respective clubs to host a dedicated period of action between 30 March and 8 April. Each club supported Kick It Out's message of equality, wearing t-shirts, hosting activities events focused around inclusion and promoting the need to report discrimination – as football united to send a clear message that the game is for everyone.



## THINGS TO LOOK OUT FOR IN 2019/20

The 25th Anniversary season also saw Kick It Out commission a play, written by esteemed playwright Dougie Blaxland and touring the country in October and November 2019, which tells the story of the life and legacy of black football pioneer Laurie Cunningham.

Kick It Out will also be producing a book exploring the history of discrimination in English football – to be released before the end of the 19/20 season.



# PROFESSIONAL GAME

**DURING A SEASON WHICH SAW MEDIA HEADLINES DOMINATED BY HIGH PROFILE INCIDENTS OF DISCRIMINATION, INCLUDING ABUSE DIRECTED AT PLAYERS SUCH AS RAHEEM STERLING, RENÉE HECTOR AND JAMES MCCLEAN TO NAME JUST A FEW, IT'S IMPORTANT TO RECOGNISE THE POSITIVE WORK BEING UNDERTAKEN BY PROFESSIONAL CLUBS ON A DAILY BASIS.**

## WORKING WITH PROFESSIONAL CLUBS

Kick It Out continues to be fully committed to supporting professional clubs in their drive to both improve their equality on a non-matchday and take retrospective action to identify, sanction and educate offenders.

Working in close partnership with professional clubs, throughout all tiers of the English Football League, Kick It Out's Professional Clubs Equality Officers assist both Premier League clubs and EFL clubs develop equality action plans, analyse equality monitoring data of staff, supporters and participants and to set strategic equality objectives.

## EXPANDING THE TEAM

February saw the introduction of a third Equality Officer to assist professional clubs based in the Midlands area, ensuring enhanced access to a dedicated support team. Regular support is also provided to clubs undertaking assessment of the Premier League's Equality Standard and the EFL's Code of Practice, both of which are being reviewed with Kick It Out contributing to its consultation process.

## DEDICATED FIXTURES

The 2018/19 season saw professional football clubs acknowledge Kick It Out's 25th anniversary over dedicated weekends of activities in March and April, supported by both the Premier League and EFL, and provided an opportunity for clubs to highlight their fantastic commitment to equality and inclusion within their local area.

In the women's game, a number of FA Women's Super League teams dedicated fixtures in honour of our work, as Kick It Out continued to increase its reach across the women's game, ensuring that as it grows, it becomes more and more inclusive for everyone.

THE ORGANISATION ATTENDED

191

SUPPORT MEETINGS, ASSESSMENTS AND PANELS INVOLVING PREMIER LEAGUE AND EFL CLUBS THROUGHOUT THE SEASON

## SUPPORT FROM THE FOOTBALL AUTHORITIES

The FA hosted its inaugural Kick It Out International fixture when England took on Switzerland at the King Power Stadium in September with the game being played live on Sky Sports, who screened the first 25 seconds of the game in black and white to mark the organisation's anniversary.

The FA and EFL also referenced Kick It Out's anniversary in activities at the FA Cup semi-finals and the Checkatrade Trophy final respectively.



# EQUALITY INSPIRES

## WHAT IS EQUALITY INSPIRES?

Equality Inspires is Kick It Out's well-established education programme providing workshops around equality, diversity and inclusion, as well as life skills, within the Premier League Academy Programme.

Sessions are delivered by Kick It Out to academy players from under-9s through to under-23s, as well as club staff and parents and guardians.

## HOW DOES IT WORK?

The content of each session is tailored to the participants, but they are all interactive and provide a safe space where people can talk openly and honestly about subjects that can often be difficult to discuss.

Kick It Out began delivering Equality Inspires during the 2014/15 season and it has since grown significantly.

Each season, Kick It Out is set a target of delivering 60 educational workshops. Every year, the organisation has beaten that target, underlining the demand – and need – to educate players, staff and parents and guardians on equality and diversity.

# 99

**EQUALITY INSPIRES  
WORKSHOPS  
DELIVERED BY KICK  
IT OUT DURING THE  
2018/19 SEASON**

# 364

**WORKSHOPS  
DELIVERED SINCE THE  
PROGRAMME BEGAN**



# 1500

**APPROXIMATELY THE NUMBER OF  
ACADEMY PLAYERS WHO HAVE RECEIVED  
EQUALITY INSPIRES TRAINING**

# 22

**CLUBS WHO RECEIVED  
TRAINING IN 2018/19**



# EDUCATION: DELIVERY

# 33

## EQUALITY WORKSHOPS DELIVERED

Kick It Out's Education Officer, Osei Sankofa, has been busy delivering equality workshops in a variety of settings; including football clubs, universities, colleges and schools.

The workshops include awareness and information about what equality and diversity means both in society, football and legal contexts, offering examples of discrimination and practical ways to respond to them, as well as discussing appropriate terminology and the reasons why some language is no longer acceptable.



# 39

## ONLINE EQUALITY AND DIVERSITY AWARDS PRESENTED

39 students from across football – including referees, administration, equality officers, students, coaches – successfully completed the online Equality and Diversity in Football Award course, which we run in partnership with Solent University.

This unique six-unit course is aimed at professionally developing and educating the future leaders of football around equality issues, as well as increasing awareness of Kick It Out's core values.



## ASPIRE

Kick It Out recruited eight new members for **ASPIRE**, the organisation's youth advisory board for **16-21** year olds, who will begin their work in the 2019/20 season.

ASPIRE helps Kick It Out better understand the issues affecting young people in the areas of equality and diversity – and how best to address them. ASPIRE members will play an active role in influencing Kick It Out's work as an ambassador for football's leading equality and inclusion charity.



# EDUCATION: THE NEXT GENERATION

## GAME CHANGERS

The Game Changers initiative is a mentoring programme, run by Kick It Out and funded by the UEFA Foundation, which provides professional development opportunities for 12 people aged between 18-24, with the aim of identifying and creating the future leaders of football.

The programme is also supported by the Premier League, who provided the Game Changers with bespoke training sessions at their London offices, focusing on core learning themes of media, law, governance, commercial, business, project planning, empowerment, leadership, football governance and project planning alongside enhancing their knowledge of equality and inclusion.

12 new Game Changers have been recruited for the 2019/20 season. Once again, the programme will support them on their journey to become the next generation of football leaders, helping to bring positive change to the sport with regards to equality, inclusion and cohesion, and in turn, addressing the under representation of minority groups across the industry.



### 2018/19 GAME CHANGERS

- Francis Osinloye
- Ceylon Hickman
- Natasha Buckland
- Sophie Cowell
- Karan Rai
- James Coulbeck
- Sonali Gupta
- Oli Moore
- Louie Silvani
- Tosin Gbaja
- Roya Mehdizadeh-Valoujerdy
- Ammarah Pandor



## THE NEXT 25

The Next 25 scholarship, delivered in partnership with UCFB, provided 25 students with a fully funded undergraduate or postgraduate degree in various football-related fields of study - helping to create the next generation of leaders in football.

The initiative identified 25 future leaders of tomorrow from a diverse range of backgrounds and walks of life - but every single person with a shared passion for promoting equality in football.



**KICK IT OUT AND UCFB ARE DEDICATED TO EDUCATING THE LEADERS OF TOMORROW IN THE IMPORTANCE OF DIVERSITY AND A LEVEL PLAYING FIELD AT ALL LEVELS AND IN ALL SECTORS OF THE GAME. THIS UNIQUE SCHOLARSHIP, WHICH COVERS 100% OF TUITION FEES, IS THE PERFECT WAY TO PROMOTE INCLUSION AND HELP SPREAD THE WORD ON DIVERSITY IN FOOTBALL."**



**Roisin Wood**, Kick It Out's Chief Executive Officer



# GRASSROOTS

Words from **Tajeon Hutton**,  
Grassroots Manager

**“EVERYTHING WE DO IN THE GRASSROOTS DEPARTMENT HAS TO CONTRIBUTE TO THE BIGGER PICTURE OF BENEFITING ALL PARTICIPANTS IN THE GRASSROOTS SECTOR FROM THE PLAYER TO THE FACILITATOR. WE’RE TARGETING AREAS SUCH AS FUNDING, EDUCATING THE DECISION-MAKERS AND REPORTING AS PRIORITIES TO CONTRIBUTE TO THAT BIGGER PICTURE.**

**“WE’RE INDEBTED TO COMMUNITIES AROUND THE COUNTRY WHEN IT COMES TO EQUALITY AND INCLUSION AND EVEN THOUGH WE’VE GOT THE BALL ROLLING, WE HAVEN’T EVEN TOUCHED THE SURFACE AND WE LOOK FORWARD TO SERVING THE GRASSROOTS GAME IN THE UPCOMING SEASON AND BEYOND.”**

## COUNTY FOOTBALL ASSOCIATIONS

A key part of the work delivered by Kick It Out’s Grassroots Team, which includes Tajeon and Northern Officer Arran Williams, focuses on supporting and advising County FAs across the country.

Tajeon and Arran visited a total of 28 County FAs to support their work in areas such as Inclusion Advisory Groups, inclusive events and initiatives, incidents of discrimination and KPIs.

In addition to those visits, the grassroots team delivered a Foundation Level Equality and Inclusion workshop to the following County FAs:

- Cheshire FA
- Norfolk FA
- Hampshire FA
- Middlesex FA



## GRASSROOTS ACTIVITY FUND

Kick It Out’s Grassroots Activity Fund aims to encourage and support grassroots events or initiatives throughout the country which celebrate equality and diversity in football.

The fund has been established to facilitate small-to-medium sized events, which give grassroots clubs and organisations across the amateur game an opportunity to highlight the importance of creating a fully-inclusive environment for all. Applicants can receive up to £1,000 in funding.

Areas Kick It Out have funded:

- |                   |                    |
|-------------------|--------------------|
| <b>LONDON</b>     | <b>LEICESTER</b>   |
| <b>CHESHIRE</b>   | <b>BRADFORD</b>    |
| <b>BOLTON</b>     | <b>SOUTHAMPTON</b> |
| <b>LEEDS</b>      | <b>BIRMINGHAM</b>  |
| <b>MANCHESTER</b> | <b>SUSSEX</b>      |
| <b>NOTTINGHAM</b> | <b>DERBY</b>       |
|                   | <b>SLOUGH</b>      |

Total Spent:

**£16,882.53**

Total Projects:

**25**

Areas Covered:

**13**

Over

**400**

participants engaged through the fund.

## GRASSROOTS EQUALITY CHARTERED CLUBS

This season, Kick It Out launched the Equality Chartered Club scheme, which encourages clubs to take more responsibility in promoting the equality and inclusion agenda. Signing up to the scheme requires the club to adhere to the terms and conditions in Kick It Out’s Equality Charter – all for the benefit of their diverse local community.

SINCE THE LAUNCH, OVER

**20**

CLUBS HAVE SIGNED UP AS THE ORGANISATION’S REACH AND IMPACT AT GRASSROOTS CONTINUES TO GROW.

# RAISE YOUR GAME

**RAISE YOUR GAME IS KICK IT OUT'S UNIQUE MENTORING AND LEADERSHIP PROGRAMME, CURRENTLY SUPPORTED BY THE PREMIER LEAGUE, WHICH HOSTS EVENTS OFFERING OPPORTUNITIES FOR PEOPLE WHO ASPIRE TO WORK WITHIN THE FOOTBALL INDUSTRY.**

Attendees at Raise Your Game events receive one-to-one mentoring and guidance from experts across the football industry - including Coaching, Media and Communications, Player Engagement,

Physiotherapy, Refereeing and Sports Science - as well taking part in bespoke careers workshops and panel discussions involving leading figures within the game.



## NATIONAL RAISE YOUR GAME CONFERENCE

The flagship event of the Raise Your Game series - Kick It Out's annual national conference - saw 350 delegates and 100 mentors welcomed to the Emirates Stadium in April 2019.

This year's event was hosted by presenter and journalist, Jules Breach and sports broadcaster, Anne-Marie Batson, and the Premier League's Executive Director, Bill Bush kicked off the event with a speech in support of Kick It Out's work.

Mentees enjoyed a number of bespoke panel discussions, with speakers including Raise Your Game graduates Lipa Nessa

and Fadumo Olow, sports journalists Ryan Conway and Darren Lewis, England youth coach Justin Cochrane and referee Joel Mannix - and many more.

The conference was treated to a very special keynote speaker, with Doncaster Rovers manager Darren Moore offering inspiring words to the mentees as they seek to forge a career path in football.

The careers workshop was led by founder of Careers in Football, Toby French, with freelance TV and radio presenter, Hugh Woolzcroft and BBC Sport's Louise Sutton taking charge of the media workshop, and FA County Coach Developer, Anthony Ferguson leading the coaching workshop.



**SOMETIMES YOU DON'T HAVE TO REINVENT THE WHEEL, THE MESSAGE FROM PEOPLE WORKING IN THE INDUSTRY IS REALLY POWERFUL AND POSITIVE. WHAT WE TRY AND DO IS GIVE YOUNG PEOPLE THE OPPORTUNITY TO CONNECT WITH MENTORS. WE WANT THEM TO CREATE THEIR JOURNEY, UTILISE THE POWER THAT'S IN THE ROOM AND BE THE LEADERS OF THE FUTURE"**



**Troy Townsend,**  
Head of  
Development  
at Kick It Out

# RAISE YOUR GAME

## WOMEN'S RAISE YOUR GAME CONFERENCE

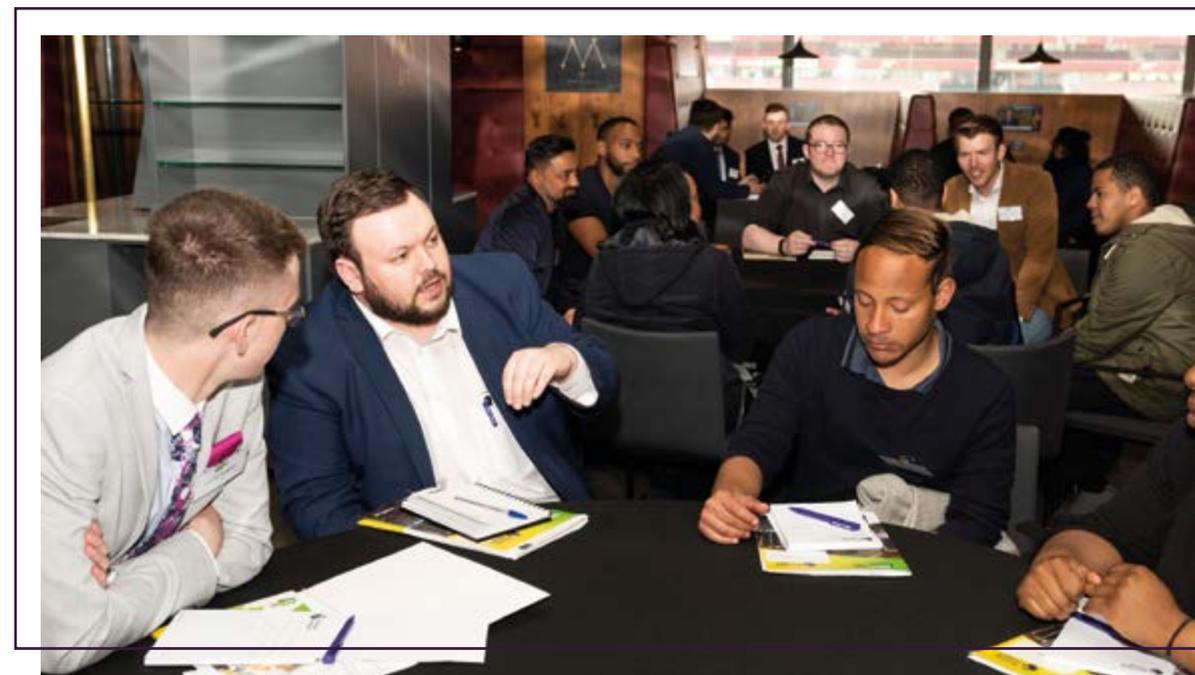
For the second consecutive year, Women's Raise Your Game returned to Wembley Stadium, in association with UCFB. Hosted in the same week as International Women's Day, the event also recognised and commemorated the achievements of women across the industry.

As with the national conference at the Emirates, the Women's Raise Your Game offered panel discussions, careers workshops and specialist speakers to over 100 mentees from diverse backgrounds hoping to break into football.

Hosted by freelance sports journalist, Natasha Henry, mentees heard from a number of industry professionals including Newcastle United Club Photographer, Serena Taylor, West Ham United Family Liaison Officer, Shanna Ellis, Tottenham

Ladies Head Coach, Karen Hills, PR Sport Director at Racepoint Global, Vicky Ndukwe, and Co-Chair of Proud Lilywhites, Chris Paouros.

The careers workshop was delivered by Mel Adams from the BBC Talent Team and the Lead for Diversity at BBC Sport, Shelley Alexander, with the football media workshop led by BBC Sport journalists Amber Thiara and Shajan Miah, whilst Newcastle United Head of Inclusion, Lucy Oliver, hosted the coaching workshop.



## RAISE YOUR GAME DEBATE CHALLENGING RACISM

The second Raise Your Game debate hosted at the BBC Broadcast House focused on 'challenging racism in football'.

The event brought people from across the football industry under one roof – including current and former professional players, referees, fan groups, football authorities and administrators, grassroots groups and various representatives from the media – to discuss what football can do to kick racism out the game.

Former West Ham United striker Carlton Cole, the PFA's Head of Equalities, Simone Pound, founder and presenter of AFTV Media, Robbie Lyle, Fans For Diversity Campaigns Manager, Anwar Uddin, Leyton Orient captain Jobi McAnuff, were all on hand to offer their views.

Pre-recorded interviews with Charlton Athletic's Lyle Taylor and referee Joel Mannix were also shared, as both reflected on their experience of being racially abused.

## RAISE YOUR GAME INTERMEDIARY

This season, Kick It Out hosted its first-ever intermediary event in association with Unique Sport Management (USM), one of football's premier agencies that represent a number of high profile players across the United Kingdom.

The event offered mentees who hope to pursue a career in player services a vital opportunity to further their understanding of the various steps needed to take in order to break into the industry, as well as what might be required of them to become an established agent or agency.

Ex-Arsenal and Leicester City legend, Alan Smith, as well as West Ham forward Michail Antonio were in attendance to offer mentees a unique insight into their careers from all aspects, and to the delight of those present – Michail supplied everyone with a signed West Ham shirt.

# DISCRIMINATION REPORTS

↑ IN THE OVERALL FIGURES, WHICH INCLUDE SOCIAL MEDIA INCIDENTS, DISCRIMINATION REPORTS INCREASED TO **581** A 12% RISE FROM THE SEASON BEFORE (520).

↑ DISCRIMINATION IN PROFESSIONAL AND GRASSROOTS FOOTBALL ROSE BY **32%** RISING FROM 319 IN 2017/18 TO 422 IN 2018/19.

↑ RACISM REMAINS THE MOST COMMON FORM OF DISCRIMINATION IN BOTH PROFESSIONAL AND GRASSROOTS FOOTBALL, CONSTITUTING **65%** OF REPORTS — A 43% RISE FROM 2017/18.

↑ FAITH-BASED DISCRIMINATION, WHICH INCLUDES ISLAMOPHOBIA AND ANTISEMITISM, ROSE HIGHER THAN ANY OTHER ACROSS THIS PERIOD, WITH REPORTS INCREASING BY **75%** FROM 36 TO 63.

↑ DISCRIMINATION RELATED TO SEXUAL ORIENTATION INCREASED BY **12%** FROM 61 TO 68.

↑ THE ORGANISATION RECEIVED **159** DISCRIMINATION REPORTS FROM SOCIAL MEDIA IN 2018/19. AGAIN, THE MOST COMMON FORM OF REPORTED INCIDENTS WAS RACISM (62%).

In addition to supporting victims of discrimination, Kick It Out's Reporting Officers, Louis Bamgboye and George Chambers have undertaken a number of meetings and presentations to promote better reporting practices across football, including:

ATTENDING A HOME OFFICE ROUNDTABLE MEETING TO CONTRIBUTE TO THEIR ONLINE HARMS WHITE PAPER.

ATTENDING AN INCLUSION ADVISORY GROUP MEETING SET UP BY THE METROPOLITAN POLICE AND VARIOUS LONDON-BASED FAN GROUPS, AS WELL AS THE FOOTBALL SAFETY OFFICERS ASSOCIATION ANNUAL CONFERENCE.

LEADING ON NUMEROUS MEETINGS WITH COUNTY FAS TO STRENGTHEN RELATIONSHIPS, IMPROVE SUPPORT MECHANISMS AND SHARE BEST PRACTICE IN TACKLING DISCRIMINATION THROUGH REPORTING AND INVESTIGATIONS.

WEEKLY MEETINGS WITH THE FA AND UK FOOTBALL POLICING UNIT TO DISCUSS BOTH PROFESSIONAL AND GRASSROOTS CASES, THE PROGRESS OF THESE CASES AND ENSURING INVESTIGATIONS ARE AS THOROUGH AS REQUIRED.

MEETINGS WITH PROFESSIONAL CLUBS ON BEST PRACTICES FOR REPORTING AND INVESTIGATING DISCRIMINATION, OFFERING SUPPORT THROUGHOUT THE PROCESS. THIS INCLUDES ATTENDING MATCHDAYS, OBSERVING THEIR OPERATIONS LIVE AND OFFERING SUPPORT AND ADVICE FOR THE INVESTIGATORY AND REPORTING PROCESS.

MEETINGS WITH SOCIAL MEDIA PLATFORMS, INCLUDING FACEBOOK AND TWITTER, TO DISCUSS THE ONGOING ISSUE OF ONLINE DISCRIMINATION AND WHAT KICK IT OUT BELIEVES MUST HAPPEN TO TACKLE THE PROBLEM MOVING FORWARD.



# FANS FOR DIVERSITY



**THE FANS FOR DIVERSITY CAMPAIGN IS A JOINT INITIATIVE RUN BY KICK IT OUT AND THE FOOTBALL SUPPORTERS' ASSOCIATION (FSA), LAUNCHED IN 2014, PROMOTING AND CELEBRATING DIVERSITY AMONG FOOTBALL FANS AT ALL LEVELS OF THE GAME.**

The campaign, which is led by Anwar Uddin, Fans For Diversity Campaigns Manager, and Maria Horner, Fans For Diversity Campaigns Officer, allows supporters to apply for grants of up to £1,000 from the Fans For Diversity Fund.

The campaign has gone from strength-to-strength, and is now bigger than ever – meaning football's supporter base continues to become more inclusive and diverse with each passing year.

Fans For Diversity aims to target a number of fan initiatives and events to promote diversity and inclusion across the professional and non-league game.



**“FOOTBALL FANS ARE THE GAME'S MOST POTENT WEAPON IN THE FIGHT AGAINST DISCRIMINATION, AND THE FANS FOR DIVERSITY CAMPAIGN IS TURNING EVER GREATER NUMBERS OF SUPPORTERS INTO AMBASSADORS FOR DIVERSITY, COMMITTED TO MAKING FOOTBALL MORE INCLUSIVE AND WELCOMING FOR ALL.”**

**Kevin Miles**, Chief Executive of the FSA and **Roisin Wood**, CEO of Kick It Out



## IN NUMBERS

**20** VOLUNTEERS MAKING UP THE FANS FOR DIVERSITY GUIDANCE GROUP

**43** LGBT+ SUPPORTERS' GROUPS AROUND THE COUNTRY

**28** FAN-LED EVENTS

**15** NEW SUPPORTER GROUPS

**20** EDUCATION SESSIONS DELIVERED

The Fans For Diversity campaign supported groups and initiatives across the country in the 2018/19 season.

For example, in August 2018, the campaign launched the first ever Fans for Diversity guidance group, with football fans from a variety of backgrounds across the country, providing support, input into the Fans For Diversity's work and suggesting new areas of focus.

The winner of this year's Fans for Diversity award was Proud Lilywhites for their outstanding work on LGBT+ issues. During the 2018/19 season the group played a key role in supporting Tottenham Hotspur in their efforts to embed greater LGBT+ inclusion, including helping the club's foundation to appoint a dedicated LGBT+ coordinator.

Elsewhere, there was recognition for the newly-formed Villans Together fans group, who were presented with a 'Part of the Pride' award from Aston Villa for their work in promoting diversity and inclusion. The Fans for Diversity campaign helped the group set up a new website, establish themselves on social media and create banners to display at matches.

# MEDIA

## SOCIAL MEDIA FOLLOWERS

2017/18 ● VS ● 2018/19

 Twitter followers

68,011 ▬ 77,265

 Facebook followers

10,804 ▬ 11,355

 Instagram followers

4,639 ▬ 8,562

 Total followers

83,454 ▬ 97,182



IN NOVEMBER 2018, KICK IT OUT LAUNCHED A NEW WEBSITE TO MAKE IT EASIER FOR PEOPLE TO FIND OUT MORE ABOUT THE ORGANISATION'S WORK, REPORT DISCRIMINATION ONLINE AND MAKE A DONATION.

PAGE VIEWS:

 **376,741**

INDIVIDUAL USERS:

 **163,587**

 **84%** OF WEBSITE VISITORS WERE NEW VISITORS

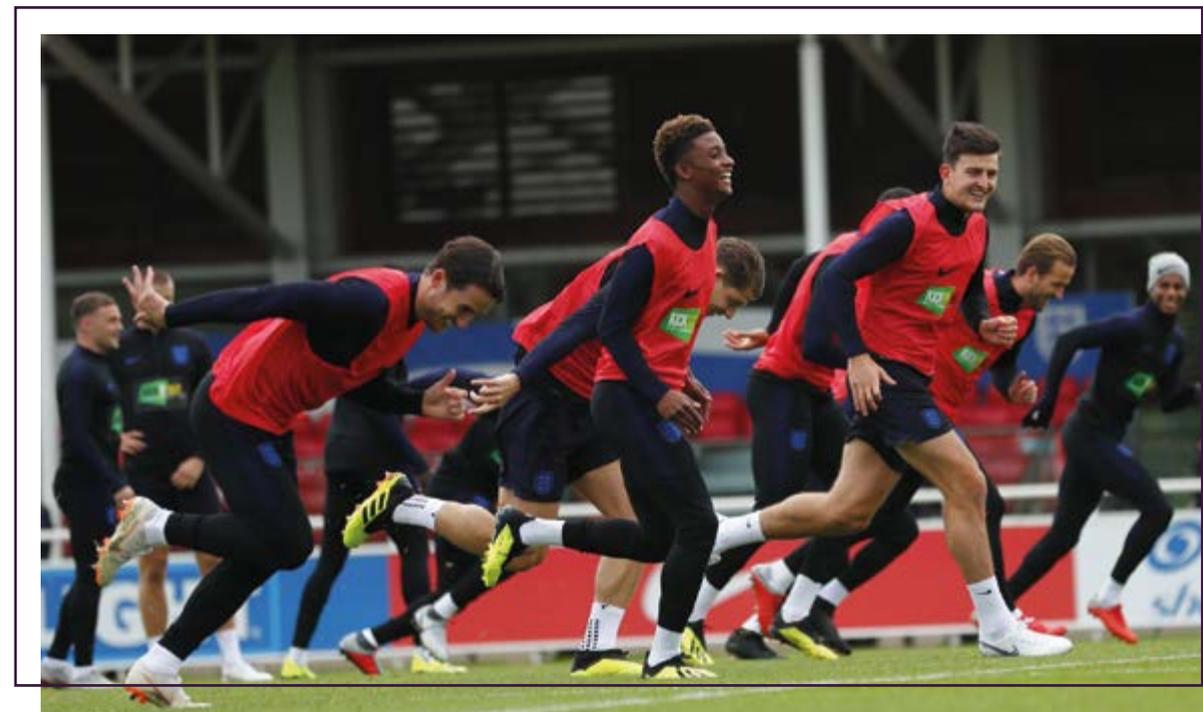
# FINANCIAL REPORT

## INCOME ANALYSIS 2018/19

Core funding	£629,883	(55%)
Restricted funding	£419,717	(37%)
Trading & other income	£97,373	(8%)

### TOTAL INCOME

Income relating to voluntary income	£783,334	(68%)
Income from charitable activities	£363,639	(32%)
	<b>£1,146,973</b>	<b>(100%)</b>



## EXPENDITURE ANALYSIS 2018/19

Professional football	£269,186	(23%)
Grassroots football	£202,502	(17%)
Raise Your Game	£117,064	(10%)
Season of Action	£71,701	(6%)
EFL Life Skills	£46,310	(4%)
PL Equality Inspires	£85,000	(7%)
Fans programme	£65,470	(6%)
Education programme	£104,663	(9%)
Confidential reporting	£169,957	(15%)
Academy Awareness Weekend	£25,000	(2%)
Trading cost	£12,874	(1%)

### TOTAL EXPENDITURE

**£1,169,727 (100%)**

