



Kick It Out - Ambassadors for change

Who we are

- Football's equality and inclusion campaign
- Founded in 1993
- Set up by Lord Herman Ouseley
- Backed by senior figures and governing bodies
- Became full time campaign in 1997



'Dear White Fella'

- <http://www.youtube.com/watch?v=UXZPuXSDRy8>



What we do

- Lobby
- Community
- Education
- Pro game



Core priorities

- Professional football
- Young people
- Amateur football
- Asians in football
- Ethnic Minorities and Sport
- European football



How we do it

- Below the line marketing
- Ambassador programme
- Media relations
- OGOC Weeks of action
- T-shirt



Wider work & other partnerships

- Europe
- World Cup 2010
- Other organisations dealing with equality



Weeks of action film

<http://www.youtube.com/watch?v=vbqxcnlwPZU>



Kick It Out – Ambassadors for change Danny
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Have we been a success?

- Hard to quantify
- Community engagement
- General awareness



Quiz

- KIO was founded in which year?
- Two early supporters were Garth Crooks and.....?
- How many events take place in WOA?



Thanks for your time

- Any questions?



- Danny@kickitout.org

