

# COMMON GOAL

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PLAY PROUD  
COLLECTIVE PROJECT



# PLAY PROUD

**Play Proud is a Common Goal project for LGBTQ+ inclusion that engages football-based community organisations around the world.**

## VISION

That grassroots football organisations, programmes, and communities around the world are inclusive for LGBTQ+ communities.

## STRATEGY

Create methodology and train coaches and other sports professionals to address discrimination and create inclusive spaces for LGBTQ+ youth.



ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



**Globally, LGBTQ+ people face discrimination both on and off the field of play. LGBTQ+ discrimination comes in many forms - ranging from laws that criminalise LGBTQ+ identities to familial and social rejection.**

**In a worldwide survey conducted by the Human Rights Campaign, 42% of all LGBTQ+ adolescent respondents felt that their community didn't accept them.**

Due to a lack of mentorship and inclusivity in society and sport, LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer, etc.) youth are growing up with a higher chance of experiencing assault, societal stigma, victimisation, and rejection. Within the Football for Good sector, coaches have stated that they struggle to make their programmes more welcoming and inclusive for the LGBTQ+ community. Every day, these coaches offer vulnerable children and adolescents a safe place on the football pitch.

However, organisations reported that their coaches would benefit immensely from a targeted programme that addresses topics surrounding the nuances and complexities of gender and sexuality.

Play Proud is a coach-centred, human rights-based approach that looks to make sports programmes more inclusive for the LGBTQ+ community.

The programme recognises that coaches

can provide LGBTQ+ youth with crucial mentorship during adolescence and therefore works primarily with coaches as its target group. Play Proud seeks to equip coaches with the skills and knowledge to become mentors that will create safe and inclusive spaces for members of the LGBTQ+ community.

The Play Proud pilot was implemented across the North America and Caribbean region in 2019, training 24 coaches from 6 countries. In 2020, Play Proud began expanding globally training an additional 23 coaches from 7 countries across Europe, Sub-Saharan Africa and Asia.

Due to Covid-19, the project pivoted online while successfully staying committed to the original project outcomes. Play Proud participants were engaged through a model of asynchronous and synchronous learning; asynchronous learning took place through the learning management system, Thinkific, while synchronous learning was delivered through live “huddles” on Zoom.

OBJECTIVES



Create LGBTQ+ curricula and policies that can be used by coaches to make programmes, organisations, and ultimately, communities more inclusive.



Build capacity of grass-roots organisations to be able to incorporate the methodology into their programmes through training the first generation of Play Proud Coaches.



Roll out Play Proud Playbook to guide organisations’ facilitation of open and safe football programmes, regardless of gender identity or sexual orientation.

WHO IS PART OF PLAY PROUD



**Coaches and Mentors** will be trained through the project and then offer LGBTQ+ inclusive programming to 1,000 beneficiaries from some of the most underserved communities in Europe, Africa and Asia.



**Impact International** is a leadership development expert that designs customised experiential learning experiences for organisations.



**Inclusion Playbook** is a civil rights advocacy group with the goal of empowering social change agents to transform their communities.



**Common Goal** is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS

**CANADA SCORES,**  
CANADA

**FÚTBOL MÁS,**  
DOMINICAN  
REPUBLIC, HAITI &  
MEXICO

**STREET LEAGUE,  
SPORT4LIFE UK,**  
ENGLAND

**GOALS HAITI,**  
HAITI

**SLUM SOCCER, YFC  
RURKA KALAN,**  
INDIA

**RUMAH CEMARA,**  
INDONESIA

**BALON MUNDIAL,**  
ITALY

**THE DENIS LAW  
LEGACY TRUST,**  
SCOTLAND

**ALTUS SPORT,  
GRASSROOT SOCCER  
SOUTH AFRICA,**  
SOUTH AFRICA

**SACRED SPORTS  
FOUNDATION,**  
ST. LUCIA

**AMERICA SCORES,  
SOUTH BRONX  
UNITED, SOCCER  
WITHOUT BORDERS,  
SOCCER IN THE  
STREETS, PURE  
GAME, STARFINDER  
FOUNDATION,  
THE SANNEH  
FOUNDATION,  
PROJECT GOAL,**  
USA

**GRASSROOT  
SOCCER ZIMBABWE,**  
ZIMBABWE



“Even small things like using inclusive words can contribute to a more inviting and inclusive environment.”

**PLAY PROUD COACH**



HOW IT WORKS

## CHALLENGE

Lack of inclusive and safe spaces for young people to participate in football.



Reduced participation in sports of young people from LGBTQ+ community.



Young people feel stigmatised, alienated and rejected in sports spaces which can lead to poor academic performance, higher levels of depression, more exposure to drugs and alcohol.



LGBTQ+ youth are vulnerable and in need of supportive communities.



## SOLUTION

Deliver Play Proud methodology which gives participants the tools and knowledge to create safe spaces in their programmes and organisations.

Coaches and participating staff in Play Proud become more competent as LGBTQ+ inclusion sport leaders.

Increased capacity of organisations to be more LGBTQ+ inclusive.

Increased access to safe and inclusive sports environments for LGBTQ+ identifying youth.

### 1. ENABLING COACHES TO CREATE MORE INCLUSIVE AND SAFER SPORTS ENVIRONMENTS FOR LGBTQ+ YOUTH

**1. Using appropriate terminology** and avoiding gendered terms shows respect and acknowledges the team as a unit and as individual members.



**2. Amplifying allyship** is a sign of support and respect towards the LGBTQ+ community and reinforces that anyone is welcome.

**5. Being informed** and staying up-to-date on LGBTQ+ inclusion topics that impact your players, coaches, and community.

**4. Being proactive** about communicating commitment to LGBTQ+ inclusion in a structured way.

**3. Being consistent** in words and actions: challenging homophobic behaviour and using inclusive language, on and off the pitch.

### 3. IMPLEMENTATION MODEL



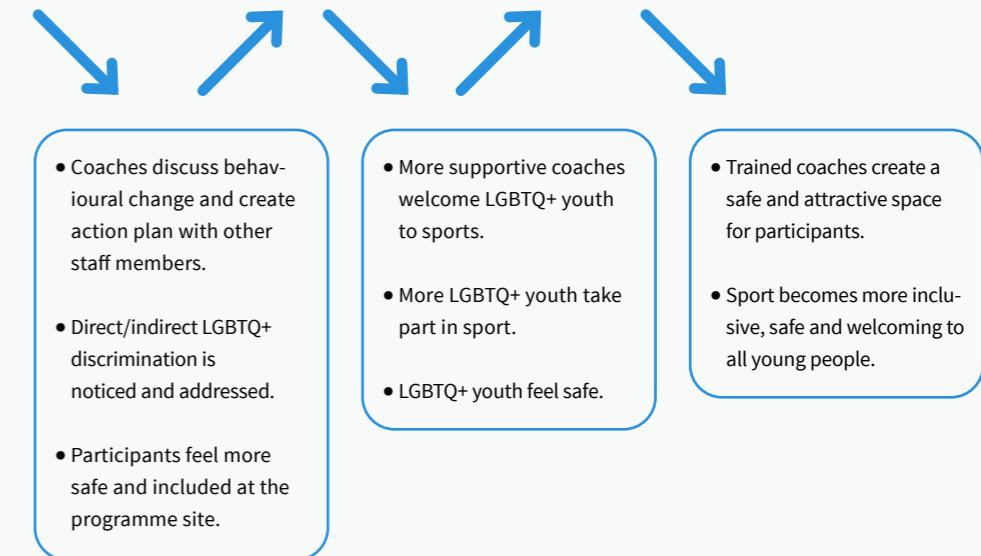
### 2. TRAINING PLAY PROUD COACHES TO BECOME COMMUNITY LEADERS

**1. Coaches identify** there is a problem and commit to addressing it in their programmes.

**2. Coaches learn** more inclusive language and behaviour.

**3. Coaches' programmes** become more safe and inclusive.

**4. Coaches become** LGBTQ+ champions in their communities.



## IMPACT

SHORT TERM

The combined knowledge of experts in youth-focused sports programmes, LGBTQ+ advocacy, and professional sports, creates resources that organisations using sports to engage young people can use to shape inclusive programmes.

MID TERM

A global network of grassroots sports and LGBTQ+ organisations that apply the Play Proud methodology reach more coaches and young people every year.

LONG TERM

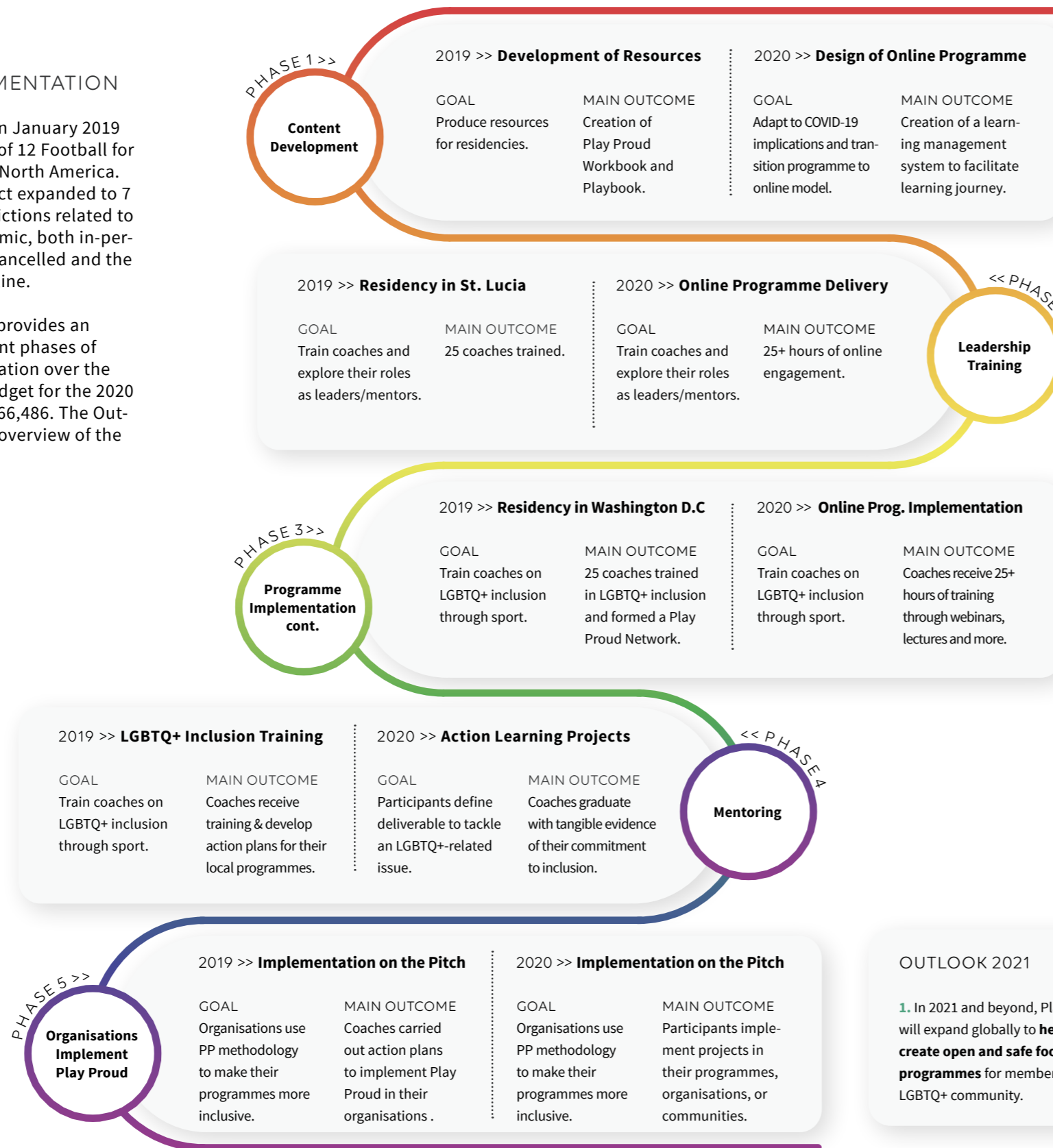
Young people from all backgrounds have equal access to sports programmes and are equipped with the skills to score, celebrate and succeed.

IMPACT IN THE FIELD

PROJECT IMPLEMENTATION

Play Proud kicked off in January 2019 with the participation of 12 Football for Good organisations in North America. In 2020/2021 the project expanded to 7 countries. Due to restrictions related to the coronavirus pandemic, both in-person residencies were cancelled and the programme moved online.

The following graphic provides an overview of the different phases of the project implementation over the course of 2020. The budget for the 2020 implementation was \$66,486. The Outlook 2021 provides an overview of the activities planned.



**OUTLOOK 2021**

- In 2021 and beyond, Play Proud will expand globally to **help create open and safe football programmes** for members of the LGBTQ+ community.
- In 2021 and beyond, Play Proud will continue to **advance its methodology and training tools** through further collaboration with external partners.

**2020**

**10 ORGANISATIONS**  
**23 COACHES**

**100+ HOURS OF ONLINE TRAINING**

**2020**

**22 ORGANISATIONS**  
**47 COACHES**

**200+ HOURS OF INCLUSIVE TRAINING**

**OUTPUTS**

- Play Proud Workbook created to support coach leadership training. 
- Content adapted for online platform. 
- Play Proud Playbook created to support Play Proud implementation in local communities. 

**IMPACT 2020**

- 100%** of participants say they are more knowledgeable about problems LGBTQ+ community face in and away from sport.
- 87%** of participants say that they now have the skills to deliver inclusive programmes or trainings.
- 93%** participants say that they are more confident to bring change in their organisation or community.

# FOOTBALL IS A TEAM GAME, AND SO IS SOCIAL CHANGE.

## COMMON GOAL



Leaders Sports Award (2019)



Fast Company Most Innovative Companies (2018)



WeWork Creator Award (2017)



UEFA Foundation for Children Award (2016)



UN ECOSOC Consultative Status (2014)



European Citizen's Prize (2013)



UEFA Monaco Charity Award (2011)



WEF Social Entrepreneur of the Year (2011)



Ashoka Fellowship (2007)



Laureus Sport for Good Award (2006)



FIFA Fair Play Award (2006)