



Play Proud

Providing safe spaces for LGBTQ+ communities



THE GOAL

To create safe sporting spaces for LGBTQ+ communities across the world.



THE STRATEGY

To implement an LGBTQ+ inclusivity training program that works with all stakeholders in soccer to create inclusive spaces for LGBTQ+ youth and communities.



launch

2019

funding

€209K
overall

€135K
2021

the team in 2021

6

players / managers / businesses
pledging 1%

10

community organisations



Impact Sponsors

PROJECT OVERVIEW

Globally, LGBTQ+ communities face discrimination both on and off the pitch. LGBTQ+ discrimination comes in many forms—ranging from homophobic chants in the stands to laws that criminalise LGBTQ+ identities.

Play Proud is a grassroots-driven program that works with all stakeholders in soccer to make communities and stadiums a safer space for the LGBTQ+ community. Play Proud transforms soccer clubs and organisations around the world by equipping coaches and staff with the skills and knowledge to ensure that LGBTQ+ inclusion is championed, on and off the pitch.

Play Proud recognises that everyone has the ability to provide allyship and support to LGBTQ+ people. The programme seeks to equip coaches, staff, and club representatives with the skills and knowledge to be mentors to LGBTQ+ youth, allies in their workplaces, and champions of inclusion in their communities.

Since the pilot project, Play Proud has expanded globally, training 50 coaches from 13 countries around the world. In 2020/2021, Play Proud trained 23 coaches from 7 countries across Europe, Sub-Saharan Africa and Asia. In 2022, Common Goal is bringing together grassroot soccer organisations, fan groups and professional soccer clubs from the MLS, NWSL, USL, Liga MX, and CPL to UNITE the North American continent and promote LGBTQ+ inclusion ahead of the FIFA Men's Football World Cup in 2026.

OBJECTIVES



Design curricula and policies that can be used to make programmes, organisations, and communities more LGBTQ+ inclusive.



Build organisations' capacity to incorporate the methodology into their programmes, training the first generation of coaches.



Roll out the Play Proud Playbook to guide organisations in promoting open and safe football programmes for all.

TEAM LEADS



Coaches and Mentors trained through the project to offer LGBTQ+ inclusive programming in their organisations and communities.



Inside Inclusion works with businesses to explore and address issues relating to all forms of diversity and discrimination.



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

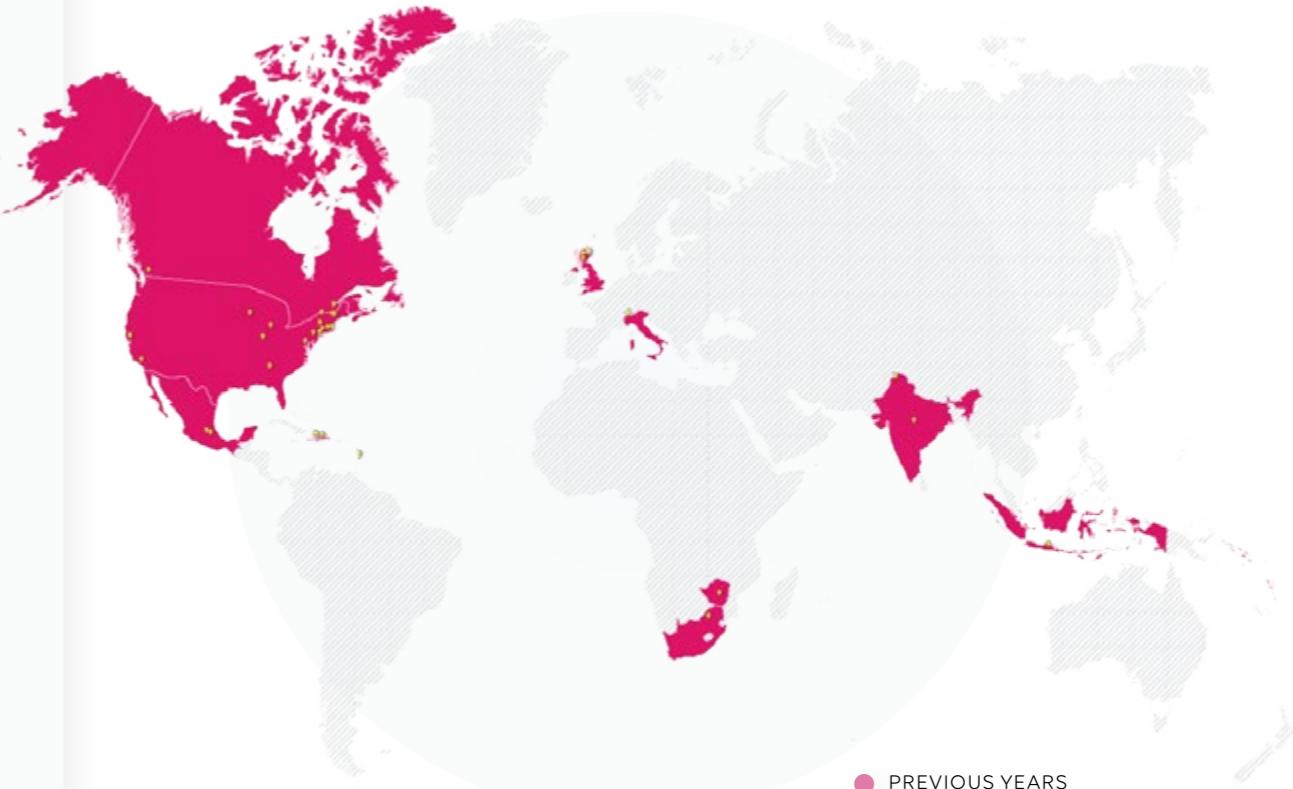


Inclusion Playbook, a civil rights advocacy group with the goal of empowering social change agents to transform their communities.



Stonewall UK is the largest LGBTQ+ rights organization in Europe.

LOCATIONS



- PREVIOUS YEARS
- 2021 IMPLEMENTATION

AFRICA

- **South Africa:** Grassroot Sport South Africa, Altus Sport
- **Zimbabwe:** Grassroot Soccer Zimbabwe

ASIA

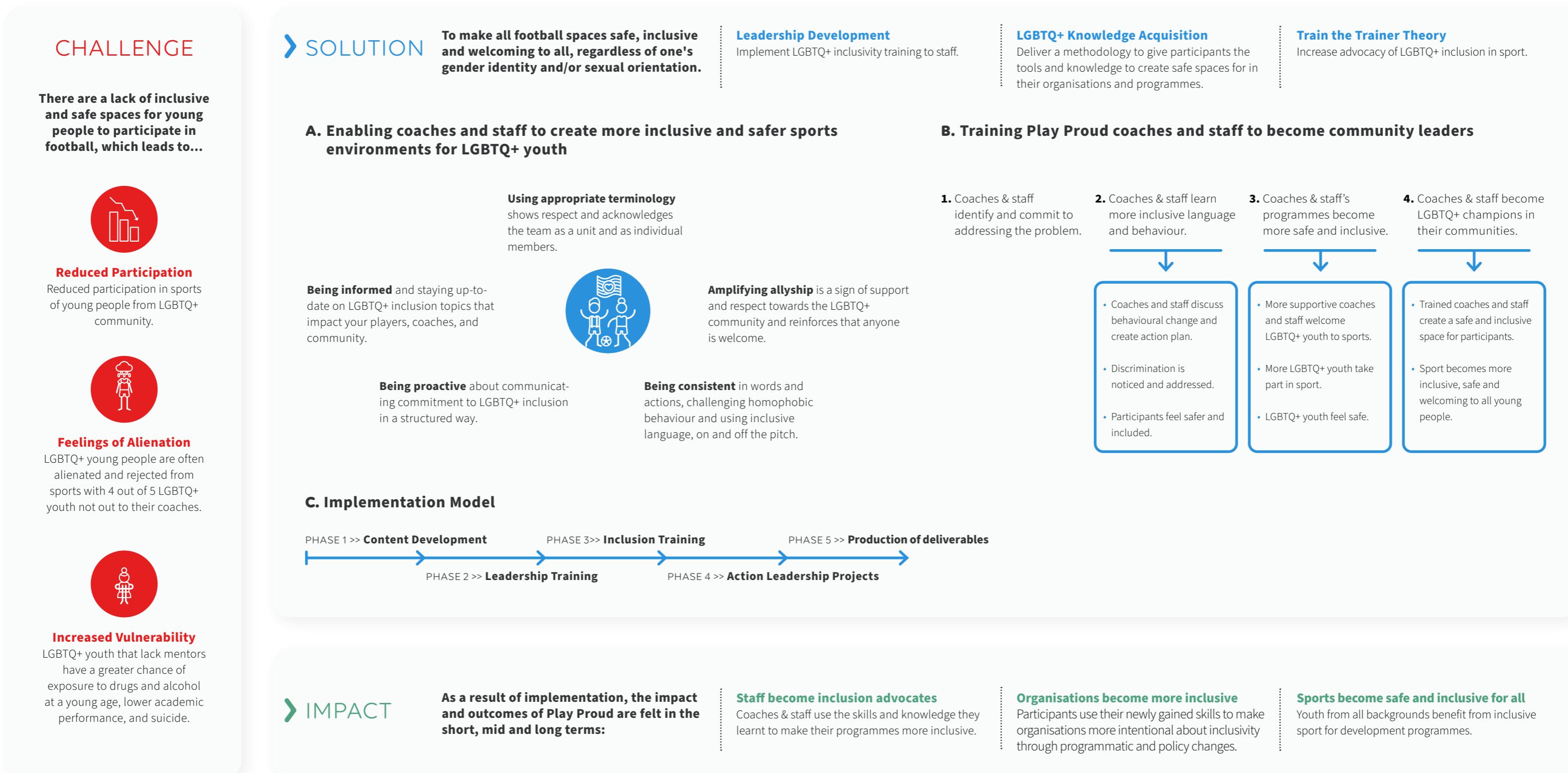
- **India:** Slum Soccer, YFC Rurka Kalan
- **Indonesia:** Rumah Cemara

EUROPE

- **Italy:** Balon Mundial
- **England:** Sport4Life, Street League
- **Scotland:** Denis Law Legacy Trust

N. AMERICA & THE CARIBBEAN

- **Canada:** Canada SCORES Vancouver
- **Dominican Republic:** Fútbol Más
- **Haiti:** GOALS Haiti, Fútbol Más
- **Mexico:** Fútbol Más
- **St. Lucia:** Sacred Sports Foundation
- **United States:** America SCORES Chicago, Project Goal, City In The Community, Pure Game, Soccer In The Streets, Soccer Without Borders, South Bronx United, Starfinder Foundation, Street Soccer USA, The Sanneh Foundation



OUTPUTS SINCE THE LAUNCH



13
countries reached



25
implementing organisations



50
coaches trained



200+
hours of training delivered

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021**Play Proud Online Implementation**

ACTIVITIES

- ▷ Online lectures for coaches.
- ▷ Self-paced assignments.
- ▷ Community mapping exercises for the learning acquisition phase of Play Proud.
- ▷ The Play Proud Toolkit used in tandem with online teachings.

OUTPUTS

- ▷ **Design and implementation of an 'action learning project' by each of the 10 implementing organisation.**

2ND QUARTER >> APR - JUN 2021**Trained Organisations Implement Projects**

ACTIVITIES

- ▷ LGBTQ+ training for coaches.
- ▷ Community mapping exercises in conservative areas.
- ▷ LGBTQ+ webinars to young people and staff.
- ▷ Inclusion policy implementation.

OUTPUTS

- ▷ **All 10 organisations trained in 2020/2021 implemented LGBTQ+ inclusion projects geared towards addressing specific challenges in their local communities.**
- ▷ **All coaches completed 100+ hours of LGBTQ+ inclusion training.**

3RD QUARTER >> JUL - SEP 2021**Play Proud concept for 2022 is developed**

ACTIVITIES

- ▷ Subject Matter Expert consortium identified.
- ▷ Concept for new Play Proud programme finalised.

OUTPUTS

- ▷ **Stonewall UK, Inside Inclusion, and Impact International brought on as Subject Matter Experts.**

4TH QUARTER >> OCT - DEC 2021**Play Proud United cohort is finalized**

ACTIVITIES

- ▷ Clubs, fan groups, and community organisations selected.
- ▷ Play Proud materials reviewed and developed for new cohort.
- ▷ Theory of change reviewed and developed for new cohort.

OUTPUTS

- ▷ **Play Proud United 2022 cohort is finalized.**
- ▷ **Theory of Change is developed.**

IMPACT IN 2021

10

organisations across 7 countries integrated LGBTQ+ inclusion as part of their curricula.

10 inclusion projects created by the implementing organisations, to reflect the inclusion needs of their communities.

75% of the participants taking part in the 'action learning projects' phase felt satisfied with their projects.

22

coaches trained to create an open, safe, and inclusive environment for LGBTQ+ youth.

85% of coaches agreed that Play Proud gave them the skills to implement inclusion training.

70% of coaches indicated they learnt new training methods to combat homophobia, biphobia, transphobia.



“Play Proud is a programme that directly supports and empowers us to learn and make things happen for LGBTQ+ communities.”

**CRAIG**

Sport 4 Life UK