



#7 Kick It Out

Leading organisation: Kick It Out

Country: UK

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Type of discrimination

This NGO challenges all forms of discrimination, including racism, gender inequality and LGBTQ discrimination.

Target group

The target group for the NGO is football players, professional clubs, players, fans and football authorities.

Problem/Solution

The problem Kick It Out aims to address is the discrimination that exists in the world of football. Kick it Out is principally a campaigning organisation which works with the aforementioned target group to tackle all forms of discrimination. The NGO focuses on promoting and sharing information about equality within the sport and wider community, as well as supporting individuals and groups to achieve equality. The wide-reaching nature of this programme ensures that anyone who may be affected by such discrimination is reached and can get involved.

Objective

The objective of this program is to bring awareness to discrimination in football, and persuade influential figures in football to take their responsibility to ensuring equality more seriously. They wish to increase awareness of the benefits of inclusion and diversity, as well as highlighting inappropriate behavior that exists across the sport. Kick It Out wants to empower organisations in an effort to promote greater equity across the board.

Activities

Kick It Out recently celebrated its 25th year anniversary and across these many years they have pushed to create an environment in which everyone can be involved in football. The NGO has established an equality framework, supporting the development of such equality across professional and grassroots clubs. It has ensured that there is a clear voice to call out and challenge discrimination in football.

Results

Huge steps have clearly been made in promoting equality and calling out discrimination in the world of football. Across the years, Kick It Out has issued several statements criticizing FIFA's insufficient sanctions and fines for racist and discriminatory behavior. It has continued to pressurize influential organisations such as these, as well as providing education at grassroots level to continue trying to change the inequality in sport.

Top tips

There are lots of ways to get involved with this organisation. For example, they have many options for young people to make a name for themselves in the football industry, such as through their mentoring scheme called 'Raise Your Game'. This scheme allows individuals to network with people in the industry, in an effort to encourage women and people from ethnic minorities to involve themselves in the sport. Moreover, there are lots of ways to fundraise and participate in activities hosted by Kick It Out.

More

<https://www.kickitout.org/>