



'FANS FOR DIVERSITY' FUND – GUIDANCE NOTES

The 'Fans for Diversity' fund is a joint initiative run by Kick It Out and the Football Supporters' Federation (FSF), aimed at encouraging and helping with the facilitation of fan-led activity celebrating equality and diversity in football.

The fund has been established to facilitate small-to-medium sized events, which give fans, across the professional and non-league game, the opportunity to highlight the importance of creating a fully-inclusive matchday atmosphere.

The fund has supported previous work such as:

- Bringing LGBT fans' groups together for the inaugural #PrideinFootball conference supported by Football v Homophobia and the Gay Football Supporters Network
- Providing 20 South Asian young women from the 'From Headscarves to Football Scarves' project, with tickets to attend Arsenal's 'Season of Action' clash against Hull City at Emirates Stadium
- Supporting the official formation of the Punjabi Rams and organising a joint event with the Punjabi Wolves Supporters, prior to Derby County's fixture against Wolverhampton Wanderers
- Promoting Non League Day activity across the country, including a match between disabled supporters at the Ryman Premier League fixture between Lewes and Wingate and Finchley

These events demonstrate the type of activity previously supported but Kick It Out and the FSF welcome any prospective or innovative ideas. Football supporters are invited to put forward their own ideas for fan-led activity, which promotes diversity and takes a clear stand against discrimination.

It is important to note the cost needs to be kept realistic and the majority of support is between £300 and £1,000. Payment is made through direct invoicing and will cover only the costs outlined in the proposal.

To submit an application, please fill in all fields on the next page and send to Anwar.Uddin@fsf.org.uk. Although there is no time limit on applications, applicants are encouraged to send through their bids as soon as they are able to, for consideration.

Applicants will be notified within four weeks by email as to whether they have been successful or not. Successful applicants will be required to report how the grant has been spent in writing, with any accompanying pictures, reports or media.

Both Kick It Out and the FSF agree to support successful funding bids with delivery where appropriate and subsequent publicity. Literature for the event, such as posters and social media, should contain the 'Fans for Diversity' logo, which can be obtained by emailing info@kickitout.org.

Kick It Out and the FSF wish all applicants the best in their application



FANS FOR DIVERSITY – APPLICATION FUND

APPLICANT: TEAM SUPPORTED:
 TELEPHONE: EMAIL:
 ADDRESS:
 DATE OF EVENT:

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 FUNDING REQUESTED: £

TELL US ABOUT YOUR EVENT IN NO MORE THAN 300 WORDS, INCLUDING YOUR PROPOSED VENUE. DETAILS OF THE NUMBER OF PEOPLE INVOLVED, AND HOW IT LINKS TO THE DIVERSITY IN FOOTBALL AGENDA:

PLEASE SUPPLY YOUR GENERAL AREAS OF EXPENDITURE THAT THE FUNDING WILL COVER:

IF YOU DO NOT RECEIVE THE FULL AMOUNT OF FUNDING, HOW WILL THIS AFFECT YOUR PLANS?

WILL THIS FUNDING BE MATCHED? IF SO, BY WHOM?
 DO YOU AGREE TO SEND A REPORT AFTER THE EVENT?
 WILL YOU HAVE MEDIA PRESENT AT YOUR EVENT?

Kick It Out, the Football Supporters' Federation and 'Fans for Diversity' will continue to provide support to you in the run-up, during, and after your event if your funding bid is successful.

SIGNATURE: _____ NAME: _____ DATE:

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