

Fortnight of ACTION

15th-31st OCTOBER 2010



TACKLING RACISM AND EXCLUSION THROUGH FOOTBALL

Show Racism the Red Card
Scotland

Anti-Racism Creative Competition 2011



We know that there is phenomenal creative talent in Scotland's schools and colleges, and we want to use that talent to get across the message that racism has no place in Scotland.

Full competition rules and application forms are on our website

www.sqa.org.uk/redcard



Show Racism the  Red Card
Scotland

Tackling RACISM

Promoting Inclusion

Show Racism the Red Card's 7th annual Fortnight of Action takes place from 15th - 31st October 2010. This period of concerted action encourages participation from all sections of Scotland's communities to celebrate diversity and tackle racism.

The 2009 Fortnight of Action built on the success of previous years with over 500 actions involving BAME organisations, community organisations, all 42 professional clubs, football fans, schools and young people nationwide, with community initiatives growing in terms of diversity and reach. All ties in the 2nd round of the Scottish Cup, the SWPL, the SWFL and the SJFA all joined with us alongside the SFA's Youth Initiative and Youth Cup.

This October, we hope to build on the success of previous years and once again expand the number and quality of anti-racist projects taking place during the Fortnight. It is essential that these actions act as a catalyst for further anti-racist initiatives.

Since SRtRC set up office in Scotland in October 2003, we have seen a marked decrease in the number of racist incidents at football stadia. However, racist and discriminatory incidents, and excluding practices, remain a problem in both professional and grassroots football. We have a long way to go before the game in Scotland is fully inclusive.

Unfortunately racism is still a major problem in Scotland. There were 5,123 racist incidents recorded in 2008/2009, compared to the 5,244 incidents recorded in 2007/2008, showing a slight decrease in reported racist incidents*. However, these figures provide an indication to the amount of racism that our BAME communities are facing every day. We firmly believe that most racist incidents go unrecorded. Irresponsible groups and media outlets continue to encourage racism against citizens from minority faiths, travellers, immigrants, the Irish and English communities, and refugees and asylum-seekers.

This year's SRtRC Fortnight of Action provides a timely focal point for all those who are committed to challenging racism and discrimination in Scotland.

**Taken from the Scottish Government bulletin:
**Racist Incidents Recorded by the Police in Scotland,
2004/2005 to 2008/2009.***

Show Racism the Red Card **Fortnight of ACTION** 15th-31st October 2010



The Fortnight of Action as a Catalyst

A major aim of the Fortnight of Action is to encourage anti-racist actions, events and initiatives to take place throughout the year. Many organisations begin their actions during October and run follow-up events during the year. There are other organisations including schools and community groups that look to the Fortnight of Action for ideas and inspirations.

A significant number of groups follow-up on the positive publicity generated by the actions by developing their own educational initiatives out-with the Fortnight.

Acting locally

One proven way of making a difference is to act on a local level to break down barriers that lead to racist attitudes and behaviour. These barriers can include:

- 1 racial stereotyping
- 2 ignorance of other cultures
- 3 excluding practices
- 4 the idea that any one culture or ethnic group is superior to another

SRtRC Action Grants

This year, Show Racism the Red Card are again awarding grants of up to £1,000 for the development of community-based projects that can demonstrate the following criteria:

- 1 anti-racist educational value
- 2 partnership work with other local agencies
- 3 project must take place within the Fortnight of Action
- 4 acts as a catalyst for further anti-racist activity throughout the year
- 5 encourage community participation

Chic Charnley, Derek Ferguson and Jim Duffy Launch of 'A Safe Place' workshops in partnership with Glasgow City Council



Communities United

Projects outside of football

If you're not a football fan the good news is that we want to support projects that do not involve football.

Grassroots education remains the key to tackling racism in the long term. SRtRC can provide schools/educationalists/community workers/community groups/anti-racist activist groups with a wide range of resources to assist facilitating anti-racism projects this October.

Educational resources

Our anti-racist educational resources are:

- **Show Racism the Red Card Scotland DVD & Education Pack**
This resource is a Scottish specific anti-racist resource
- **Islamophobia & A Safe Place Double DVD & Education Pack**
These UK wide resources focus specifically on Islamophobia and racism towards asylum seekers and refugees
- **Out of Site – a Free downloadable Education Pack**
This UK wide resource tackles racism towards Gypsy, Roma and Traveller communities

See page 22 for a list of all the resources we have available.



Show Racism the Red Card will endeavour to tackle racism in all its guises. But we all have a role to play by challenging racist attitudes on our streets and in our workplace. Our grants scheme can act as a catalyst for long-term projects to be developed. Our free and low cost resources can assist events and projects that are organised as part of the Fortnight of Action to galvanise support for our anti racist message.

With your help we can continue to make the Fortnight of Action a period of concerted action and tackle the scourge of racism that affects our society.

**Billy Singh,
Scottish Campaign Manager**



RANGERS F.C.

Fortnight of Action launch 2009: Red Card Select v MSPs





East Ayrshire Council are extremely pleased to have entered into a 3 year partnership agreement with Show Racism the Red Card and Kilmarnock Football Club. This includes 60 anti- racist educational workshops a year delivered by Kilmarnock FC. We fully support the efforts of SRtRC and firmly believe that education from an early age is the first steps towards making racism a thing of the past. Work in schools with future adults is one way of tackling the scourge of racism.

**Cheryl Brady,
Active Schools Manager,
East Ayrshire Council**



Action Grant 2009: Active Life Club, Glasgow

Active Life Club organised structured cricket sessions along with awareness on racism and the work of SRtRC. They held four sessions, each session being attended by an average of twenty youngsters. To mark the end of the campaign an event was organised: 'Racism Divides, Cricket Unites, Stump Out Racism'. Representatives from cricketing bodies such as Cricket Scotland, Western District Cricket Union, local clubs, players and community organisations all attended the event. The event was officially opened by Cllr Ruth Black, Convener of Equality and Cllr Anne Marie Millar, Community Planning Partnership Chair.



ABOVE LEFT: Dave Prentis, UNISON General Secretary UK, with Civil Rights leader Jesse Jackson.

ABOVE RIGHT: Franz Ferdinand's Alex Kapranos shows racism the red card.



“

Perth & Kinross Council continues to work closely with Show Racism the Red Card and the see me mental health anti-stigma campaign with this popular annual event involving people who have suffered mental illness and youth players from St. Johnstone. The event ensures a positive anti-discriminatory and inclusive message is promoted to a wide audience and raises awareness of the important work carried out by both campaigns.

”

ABOVE: SeeMe and St Johnstone Football Club unite against racism for their annual football match

Black History Month

Anecdotal evidence indicates that there are many more organisations taking action during this period. Many groups, schools and others have SRtRC resources that are utilised to educate young people about the dangers of racism during the Fortnight. As October is Black History Month, non-SRtRC initiatives are also very evident throughout this time. The Glasgow Anti-Racist Alliance has a great deal of information on events taking place as part of this period and is helping facilitate Black History Month activities throughout Scotland.



Projects outside of the SRtRC Action Grant scheme

Due to the limited number of grants available, we would like to encourage as many schools, community groups and statutory organisations as possible to take part in the 2010 SRtRC Fortnight of Action. We can provide you with free and low cost resources to assist your project, see page 22 for a list of all the resources we have available.

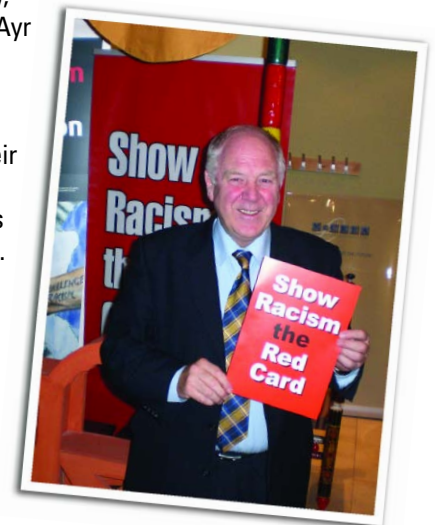
Projects within football

Supporters initiatives

A number of fan-led anti-racist initiatives took place as part of the Fortnight of Action in 2009.

Fan-led initiatives are undoubtedly the most powerful way to combat racism or discrimination at or around professional football. Over the years The Arab Trust (Dundee United FC), The Bairns Trust (Falkirk FC), the Honest Men Trust (Ayr United FC) and United Clydebank Supporters (Clydebank FC) have all organised events at their stadiums involving players from their clubs and local young people.

We look forward to working with more supporters organisations as part of this October's actions.



Show Racism the Red Card Fortnight of ACTION 15th-31st October 2010



European perspective

SRtRC Scotland is a partner of the Football Against Racism in Europe (FARE) network. The SRtRC Fortnight of Action plays Scotland's part in the 12th annual FARE Week of Action against racism and discrimination, taking place Europe-wide.

Last year more than 800 groups in 40 countries took part and as football's drive against racism continues to gain greater momentum we expect this year's Action Week to be even bigger, engaging more people than ever before.

With your support we aim to improve on that record this year, and to maintain Scotland's standing at the forefront of European anti-racism campaigns.

Professional football

This year's SRtRC Fortnight of Action will once again see Scotland's top players put aside their rivalry for the anti-racist cause.

Action at games will include:

- 1 players 'red card' action at SPL and SFL games
- 2 players wearing SRtRC t-shirts during warm-ups, training sessions
- 3 anti-racist tannoy announcements
- 4 articles in match programmes
- 5 articles on club websites
- 6 unveiling of anti-racist stadium hoardings
- 7 involvement with local minority ethnic projects/fans anti-racist initiatives



Racism is something that is created and anything that has been created can be undone.

Samuel Eto'o, Cameroon





Grassroots football action

Teams at all levels take a stand

SRtRC wants to engage with, and provide assistance to, groups who have been traditionally excluded from football as part of this year's Fortnight of Action.

Assistance is available through the SRtRC Action Grants scheme, please see pages 17 and 19-21 for details. SRtRC resources are also available, please see page 22 for details, and there are a limited number of free red cards available to schools, local, amateur and junior leagues to join the pro players showing racism the red card before kick-off'.

Intercultural footballing organisations

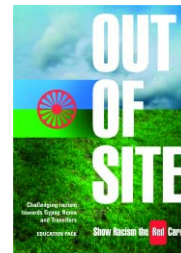
As part of our drive to increase minority ethnic representation in football, SRtRC are looking to support the development of local intercultural football initiatives.

SRtRC Action Grant applications are particularly welcome from groups directly affected by racism and discrimination, and from non-statutory organisations that can demonstrate they meet the criteria set out in the application guidelines.



"We are delighted to take an active role and contribute to the promotion of equality, diversity and racial harmony in our multicultural community".

Michael Barile,
Associate Director DUFC,
ArabTRUST



'OUT OF SITE'
is available as a free PDF at
www.theredcard.org

Diversity within society

SRtRC are keen to encourage all sectors of society to participate in the game without fear or discrimination. We want to actively encourage the participation of girls/women's football teams, LGBT groups and disability groups to actively participate in this year's Fortnight of Action.

SRtRC Action Grant applications are particularly welcome from groups directly affected by racism and discrimination, and from non-statutory organisations that can demonstrate they meet the criteria set out in the application guidelines.

In 2009 Afroscots United organised a very successful and enjoyable women's football tournament. Julie Fleeting the leading women's footballer features in our SRtRC Scotland DVD. The SWPL and the SWFL will again be initiating activities at their matches during our weekend of action.

This is the fourth year that SeeMe and Perth & Kinross Council will be teaming up with St Johnstone for a match, which will take place to mark the launch of Mental Health and Wellbeing Week. The game is something all the participants look forward to and helps promote the individual service user's self-esteem as well as benefiting them in terms of their physical health and well-being. In addition a vital message about the importance of social inclusion and respect is promoted to everyone who takes part.



The SPL and our member clubs have supported the Show Racism the Red Card campaign since season 2003/04 and are delighted to be involved again this year.

SPL players are role models for young people and using the profile of our clubs and players is an effective means of raising awareness of the issues and promoting tolerance, understanding and mutual respect.

**Neil Doncaster,
Chief Executive,
Scottish Premier League Limited**



SRtRC Action Grants

Background to the grants

Who can apply?

Grants are available to non-statutory organisations including community groups, schools, youth clubs, fans associations, tenants associations and other grassroots bodies that are working to engage with young people, ethnic minorities, excluded groups, football fans, and refugees and asylum seekers.

A number of targets and objectives have been set that SRtRC Action Grant applications should meet. They are that the projects should:

- Be of anti-racist educational value – projects should involve some educational component – this does not have to be exclusively aimed at young people.
- Increase community involvement - aim to engage all sections of the community.
- Develop partnerships in the community, particularly those that unlock additional areas of funding. e.g. involve local council, football club or businesses. Funding is only available to community-led projects.
- Must fall within the Fortnight of Action October 15th-31st period.

Initiatives must incorporate these elements to have a greater chance of obtaining a grant.



There is no place for racism within football. That is the message from all within our industry and the work undertaken by Show Racism the Red Card is vital to ridding the game in Scotland of the scourge of racism. Our members are always willing to support the fantastic education programmes that SRtRC roll out to the schools in this country. This is vital as the young people of today will influence the society of tomorrow and the work undertaken in our schools will go a long way to changing attitudes.

Fraser Wishart, Chief Executive Professional Footballers Association Scotland



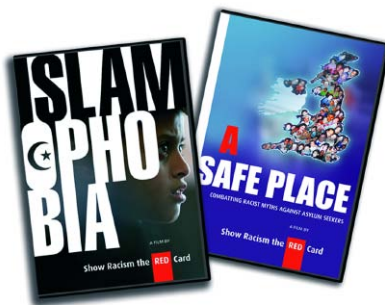
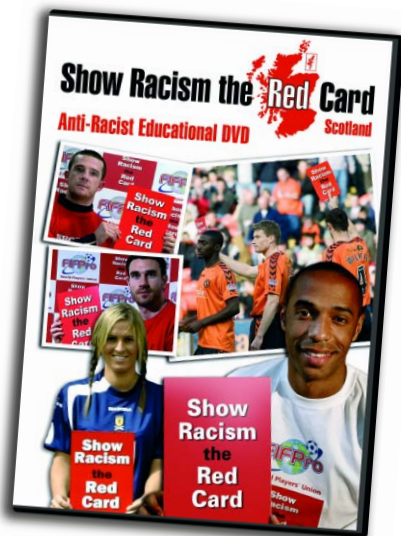
SHOW RACISM THE RED CARD SCOTLAND

DVD and education pack
£20 (inc p&p)

SPECIAL OFFER:

Buy 'SHOW RACISM THE RED CARD SCOTLAND' with 'ISLAMOPHOBIA/ A SAFE PLACE' for a special price of £40 including p&p

For more information or to place an order email
support@theredcardscotland.org



ISLAMOPHOBIA

DVD and 32 page education pack

Also includes DVD update of the film 'A Safe Place'
£30 (inc p&p)



AVAILABLE FROM **SHOW RACISM THE RED CARD**
For more information or to place an order email
support@theredcardscotland.org

Applications

How to apply

SRtRC Resources

Please complete the accompanying resources form.

SRtRC Grant

To apply for an action grant please follow the guidelines on pages 21-22. Please contact a member of the SRtRC staff team if you would like to discuss the proposed project before making an application. The closing date for all applications is 5pm on 13th September 2010. Under no circumstances will applications be accepted after this date. Successful applicants will be informed by 5pm on 16th September.



Black or white - we all have football under our skin.

Eusebio, Portugal



What type of project is likely to receive funding?

The aim of the Fortnight of Action is to encourage innovative grassroots projects around the country that will raise awareness of the Fortnight of Action and to highlight issues of racism, diversity and inclusion. The projects should be community-based grassroots initiatives.

Be creative in your application. We welcome applications that use the medium of football as a tool, for anti-racist education and encouraging inclusion of groups under-represented in football, and to challenge discrimination in society. We equally welcome applications that have no connection to football.

Groups should ensure that their project has a strong association with the Fortnight of Action, although projects do not have to be completed within the Fortnight itself. Groups will need to demonstrate the aims of their project, how the project will benefit the local community and how it can be sustained in the future. Partnerships can be formed to deliver projects, especially those that might bring in additional funding.

How to apply for a grant

You must submit a written proposal using the following format:

Title page

- Organisation name
- Contact name
- Position in organisation
- Address
- Council area
- Daytime Telephone Number
- Evening Telephone Number
- Mobile Telephone Number
- Email address
- Website (if available)
- Signature
- Date

Project proposal (2 page minimum)

- General activities of your organisation
- Description of proposed project
- Aims of project
- How will your project tackle racism?
- Who will benefit from this activity?
- How will they benefit?

- What other organisation will be involved in organising, delivering or funding this project?
- Is this a one-off event or do you have other anti-racist activity planned for the future?
- How will you publicise your event?
- If you have been a previous recipient of a grant please summarise what it was for and what impact it made

Budget, bank & reference details (separate page)

- You must provide us with a full budget breakdown of your proposed project and include details of other funding sources if applicable.
- Bank details to include account name, account number, bank name and sort code.
- Contact details for an individual who will be prepared to provide a reference should we require to contact them accordingly.

Written proposals to be submitted by 13th September 2010 to:

**Show Racism the Red Card, Suite 311, The Pentagon Centre,
Washington Street, Glasgow, G3 8AZ**

No applications will be accepted by email. Please contact the SRtRC office if you have any questions relating to your project proposal.

What happens next?

A SRtRC advisory committee panel will decide all applications and all successful applicants will be notified by Thursday 16th September. Remember you can still participate in the Fortnight of Action if you have been unsuccessful for a grant by utilising our free resources.

Evaluation

A post-event report must be submitted not more than one month after the end of the Fortnight, and must include a full report detailing activity, copies of photographs and publicity materials, press coverage, and a full breakdown of monies spent. As part of our auditing process we may ask for receipts/invoices.

Publicity

It is a condition of the grant that groups attempt to gain maximum publicity for their event or activity. Applicants should detail ways in which they will attempt to gain publicity for the project and submit a promotional story for the SRtRC website.

Partnerships and sustainability

As part of the Fortnight, we would encourage groups to form partnerships with other organisations within the community, from the public, private and voluntary sectors. This may help to unlock extra funding. We would encourage as many applications as possible from grassroots community groups or organisations. Grants are not available to profit-making groups or any statutory organisations.

Details should also be given about how organisations plan to sustain their project in the future as the SRtRC grant award is a one-off payment and no further funding will be provided by SRtRC thereafter.

Project costs

The maximum amount that groups can apply for is £1,000. All applications will need to include a full project budget that illustrates all expenditure. SRtRC may ask for copies of invoices as part of the full project report, required for each successful SRtRC grant recipient. Successful applicants are reminded to keep copies of all receipts for audit purposes.

SHOW RACISM THE RED CARD Fortnight of Action Resources Application Form

SRtRC may be able to supply your organisation with resources/materials for a project during the SRtRC Fortnight of Action. Unfortunately, we are only able to offer a limited number of free materials, but other resources are available at very low cost.

ALL APPLICANTS SHOULD COMPLETE THE DETAILS BELOW

Name of organisation

Contact name

Position in organisation

Address

.....

Daytime telephone number Evening telephone number

Mobile telephone number

Email

Website (if available)

Signature of applicant Date/...../.....

FREE RESOURCES (including p&p)

Yes/No

Please give details of the event/project for which these resources will be used

Red cards (pack of 10) max

Scotland squad posters (pack of 30) max

SRtRC stickers (roll of 100) max

ADDITIONAL RESOURCES

(all prices include p&p)

Price Qty.

Red Cards (pack of 10) £5

Scotland squad posters (pack of 100) £10

SRtRC stickers (roll of 500) £10

SRtRC individual squad posters (pack of 100) £10

(all SPL and a selection of SFL clubs)

SRtRC t-shirt (Adult) £8

SRtRC t-shirt (Child) £5

Pin badges (pack of 100) £18

Button badges (pack of 100) £15

Wristbands £1

Mugs £5

SRtRC Scotland DVD & education pack £20

SRtRC Scotland DVD & education pack

with SRtRC Islamophobia / 'A Safe Place'

DVD & education pack £40

SRtRC Islamophobia/'A Safe Place'

DVD & education pack £30

SRtRC 2008 Magazines (box of 100) £25

(While stocks last)

NB: If applying for a grant, you may include cost of SRtRC materials in expenditure budget.

Show Racism the Red Card (Scotland), Suite 311, The Pentagon Centre, Washington Street, Glasgow G3 8AZ



Show Racism the **Red Card** Scotland

would like to invite you to the launch of their **NEW** education pack



OUT OF SITE

Tackling racism towards Gypsy, Roma and Travellers. (GRT)

Featuring distinguished guest speakers:

- Dr Colin Clark, senior lecturer in Sociology, University of Strathclyde
- Dr Pauline Padfield and Tess Watson, Scottish Traveller Education Programme (STEP)
- Young Gypsy Traveller's Lives Project, Article 12

On WEDNESDAY 8th SEPTEMBER 2010

**AT THE MUIRTON SUITE, ST JOHNSTONE FOOTBALL CLUB,
McDIARMID PARK, PERTH**

2:00pm ARRIVAL FOR 2:30pm START

Refreshments provided

"My 15 year old son, Johnny Delaney was murdered in 2003 because he was a Traveller. I and my family were devastated by what happened, but we have vowed to help overcome the hatred that exists in society towards Gypsy, Roma and Travellers. The way forward is in bringing people together to develop mutual understanding and respect"

PATRICK DELANEY

'Out of Site' is a unique and engaging educational resource. Open to anybody working with young people or who has an interest in GRT issues, this event will:

- Provide participants with knowledge and accessible resources to educate and empower themselves and young people to challenge racism towards Gypsy, Roma and Traveller communities.
- Help educators promote equality and tackle discrimination in line with the HMIE Equality Action Plan.

All participants will receive a goody bag of **Show Racism the Red Card** resources and a copy of the 'Out of Site' education pack.

For more information or to book your place, please contact AMANDA PEEBLES

Email: info@theredcardscotland.org Tel: 0141 222 2058

Please note, places are limited, so please contact us promptly to ensure your place.

Show Racism the Red Card **Fortnight of ACTION** 15th-31st October 2010

Show Racism the Red Card
Suite 311, The Pentagon Centre, Washington Street,
Glasgow, G3 8AZ. Tel: 0141 222 2058
Email: info@theredcardscotland.org
Web: www.theredcardscotland.org

Registered charity number: 1116971
Registered Company number: 5834708

Part of the Football Against Racism in Europe network
against racism and discrimination.

Special thanks to Paul Burgess Graphic Design for designing this booklet.



FRONT COVER PIC:
Ally McCoist and Jose Quitongo



Show Racism the Red Card's experience and understanding helps volunteers in football Supporters' Trusts across the country get involved in the campaign and gives them the confidence to stand up and be counted on these issues.

James Proctor, Development Manager, Supporters Direct

