



Dear Sir/Madam,

Football for everyone: Football v Homophobia

I'm writing on behalf of the Justin Campaign. We work to challenge discrimination and prejudice against Lesbian, Gay, Bisexual and Transgender (LGB&T) people in order to create welcoming and inclusive football environments. Our vision is that football and wider society values the contributions made by all people regardless of their gender and sexuality.

In 2009 we launched Football v Homophobia, an initiative to help people take action to tackle homophobia and prejudice against LGB&T people in football. The Justin Campaign is one of the key delivery partners for The FA in tackling homophobia. FvH is the campaign to tackle homophobia and prejudice against LGB&T people in football and we are working alongside Kick It Out, Pride Sports and others to promote this campaign.

I'm writing to tell you about how you can get involved with FvH's campaign weeks in 2012. Much like Kick It Out who have supported our campaign since its inception, we work around the year but focus on a week of action to bring increased attention to the key issues. This year our week of action will be running from Saturday 18th February to Sunday 26th Feb. This is a chance for everyone in football to take a collective stand against homophobia and prejudice.

Some simple things you can do to show your support are to designate one match for FvH, and to:

- Put a splash page on your website about FvH
- Work with our media team to release joint press materials
- Link to our website and find other ways for your fans to find out more about and participate in FvH 2012
- Make a P.A announcement about FvH during the match
- Put a feature on FvH in the match programme
- Raise awareness of the issue of homophobia through a flyer-based arts intervention, and/or other similar projects with our arts team
- Have the players, managers and staff wear branded FvH kit including t-shirts in the warm up, armbands for the match, pin badges for pre and post-match press
- Dedicate some pitch hoardings to show FvH information

The Justin Campaign can support you with these actions, and offer further help in terms of training, education and/or guidance if you would like to pursue it.

We will be in touch soon to provide you with further practical support. In the meantime, I hope to hear from you about how we can build on your commitment to make a difference to football and all who participate.

With kind thanks,

Megan Worthing-Davies

Director of Football v Homophobia

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