

## **An introduction from Show Racism the Red Cards honorary president Shaka Hislop:**

It's hard to believe that it's been 20 years since I first started visiting schools around the North East with Show Racism the Red Card. I remember my first appearance alongside John Beresford at Gosforth High School like it was yesterday. To look at where the campaign is today and reflect on how far it has come, how many students have been given the confidence to look further than culturally imposed horizons, to express their own fears, concerns, and share in each other's triumphs, has been the true reward of the thankless work of the hundreds of campaign workers, players, managers and volunteers through three decades. Women and men who themselves have grown through their own interactions with the kids over the years.

I'd like to thank the sponsors, contributors and those who have and continue to donate to the campaign. Your support cannot be measured in mere financial terms. How do you put a price tag on hope, encouragement and empowerment?

I'd like to take a special moment to thank those teachers, educators and school administrators who were open to the idea of introducing SRTRC, and our materials into your classrooms. All our years we are taught to colour within the lines, never stray too far from our places of comfort. Without your own willingness to take that first step outside of your own 'lines' your students would not have been allowed to further extend their own selves. So as we go through the review of the last 20 years, take a moment for a collective pat on the back, you all deserve it. We all do. And when many may seem uncertain as to the challenges that may lie ahead over the next 20 years, if the last two decades had taught us anything it is that in bravely standing up to all the prejudice, bias and misunderstanding in today's world we shall empower and be empowered, we shall grow and allow others to flourish, by embracing a greater version of ourselves we lay the foundation for a greater world tomorrow.

Here's to the 20 years gone and to the next 20 to come.

## **Overview of 20 years**

In the twenty years that have passed since Show Racism the Red Card was founded by a group of Newcastle United Fans the charity has grown and evolved beyond all initial expectations. What started as a small operation in a cramped Whitley Bay office, now has four branches across the UK The rate of growth attests both to the importance of the campaign and the strength its message and delivery.

### **Show Racism the Red Cards Mission Statement:**

"Show Racism the Red Card is an anti-racism educational charity. We aim to combat racism through enabling role models who are, predominately but not exclusively footballers to present an anti-racist message to young people and others. We achieve this through: Providing educational resources. Developing activities to encourage people, including young people, to challenge racism. Challenging racism in the game of football and other sports"

This message has found great resonance with young people and adults alike. We would like to thank all the members of the education teams who, over the years have delivered nearly

1300 club events to young people, teachers, offenders and Union staff across the country. Year after year we receive wonderfully positive feedback from young people and adults, commenting upon the enthusiasm of delivery the relevancy of the material and the truly educational and engaging nature of the workshops.

*"I have learnt that racism is a very serious thing, no one should have to put up with it. You should not judge a person by what they look like, you should judge them by who they are and not make fun of them"*

:Matthew, Primary School pupil, 2009

Such a positive message in both delivery and feedback has been evident ever since our first year in operation, in which we visited around 1500 young people in the North East. We have since delivered educational workshops at football clubs, schools and other venues to a hundreds of thousands of young people. Combine this with all those who have participated in the popular Schools Competition Show Racism the Red Card has engaged with over 450,000 young people. Such a huge number demonstrates the relevancy of our campaign and the societal impact it has had over the past 2 decades. To have engaged directly with so many young people means there is nearly half-a-million young people and now adults who are aware of the dangers of racism in society and the positive social impact diversity, education and awareness can have.

*"Brilliant! Showed the video to the whole years of 7,8 and 9. Very positive outcome and was well received by all the kids. A number of pupils later reported others being racist. Now the school has a yearly programme based on the resource pack!"*

: J Blackall, Teacher,

1999

So much racism and prejudice is born out of misinformation, far right propaganda and lack of critical thinking. Show Racism the Red Card tries to ensure young people across the country do not fall victim to this legitimises our core mission.

*"The SRtRC resources were an absolutely fantastic tool to enhance the children's learning. It turned a potentially boring lesson in the classroom into a lesson that the children thoroughly enjoyed and more importantly learned from"*

:James Walsh, Teacher, 2003

This focus on the importance of education in fighting racism, has led us in more recent years to target those who help mould and guide the next generations -teachers. Teachers make up a large part of the c45, 000 adults we have worked with, their feedback and support has been overwhelmingly positive, which drives us forward to expand our message to more and more people.

None of this brilliant work could have been achieved without the agency of professional football. The authoritative platform that top clubs provide for the delivery of such an important message cannot be underestimated. The message only strengthened by the wonderful support shown by clubs and players across the country.

As the media so often like to remind us top professional footballers are role models to hundreds of thousands of young people across the country. Yet unlike the media we have found players take on this role with great enthusiasm, respect and success. We have worked with over 700 professional players at club events, football training days and awards ceremonies. We would like to extend our thanks to all players who have been involved in the campaign, you have played a pivotal role in engaging young people, providing a personal and effective face to face experience about the effects of racism. We would like to extend a special thank you to all those players (current and former) who have worked closely with Show Racism the Red Card since its inception many of whom are now patrons.

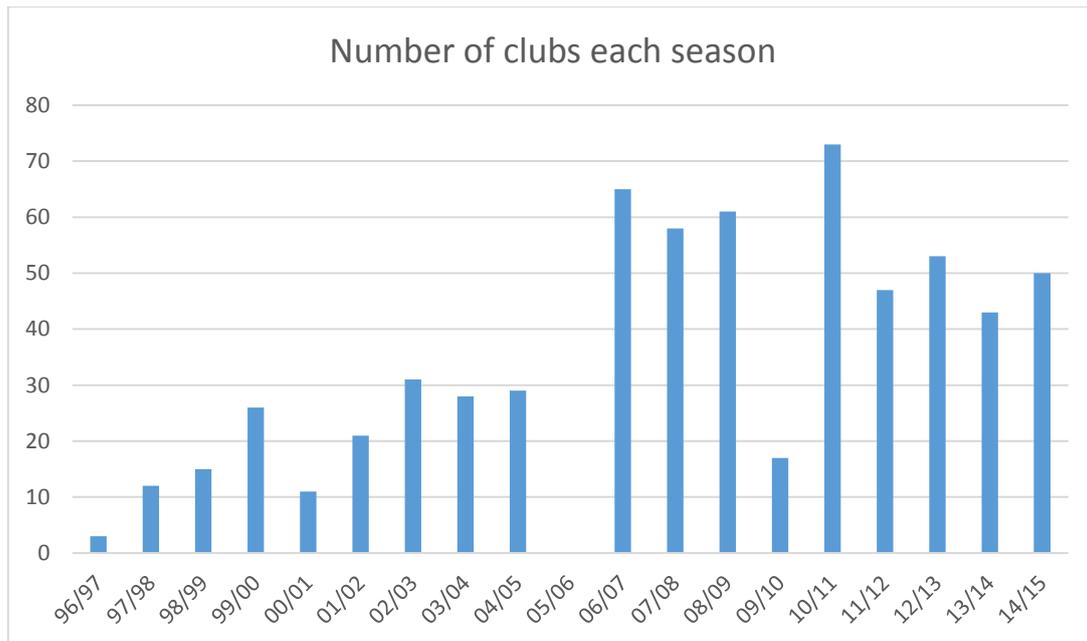
Similar thanks has to be extended to all the clubs, some 170 have worked with us. Providing a location for our vital educational events, prizes and gifts for the national schools competitions and the players who are so important to the impact of our anti-racism message. Again an extra-special thanks must be extended to all those clubs who have gone the extra mile over the years and been inducted into our hall of fame.

Show Racism the Red Card continues to educate and innovate even in these challenging times for the third sector organisations. Racism is a strong adversary which rears its ugly head in many different forms. Yet we have learnt a lot since our inception- how to adapt to the changing face of racism, the best way to deliver our message and the groups and areas who need our message most. Our fight has moved online to combat the rise of a social-media based racial discourse which poses such a threat to all our work. Young people engage with football and media in ways that was unconceivable 20 years ago and we and our colleagues, as always, must work with them on their level and through mediums they find relevant.

With such a strong history and network across the country, we are confident that we are winning our battle against racism and will continue to do so. We ask you, and the half-a-million plus people we have worked with to join us and continue to Show Racism the Red Card.

## Clubs

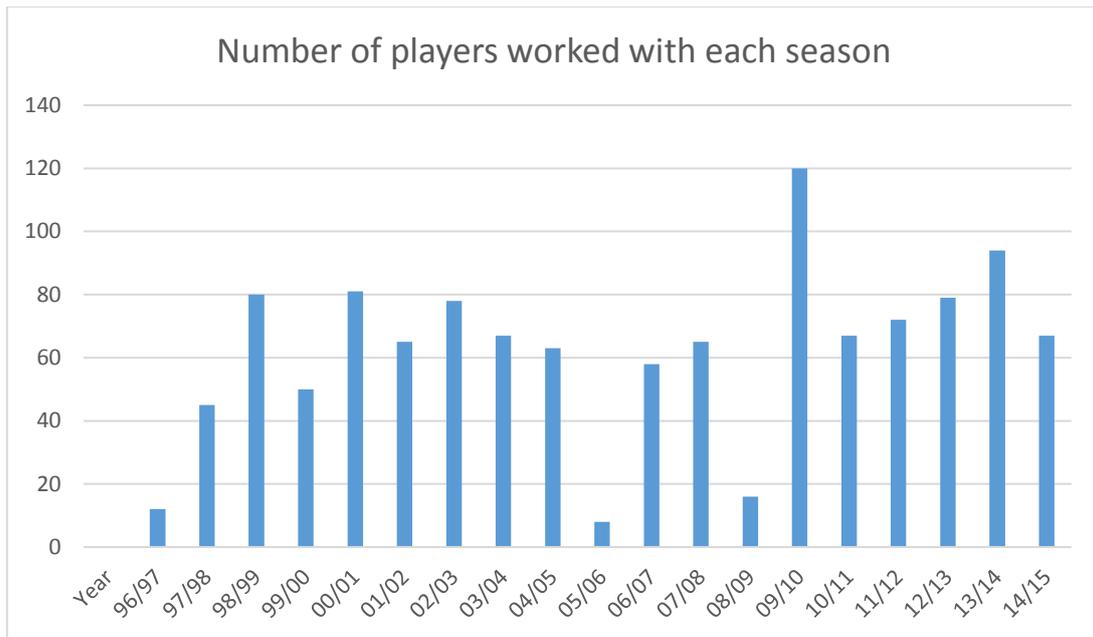
Since the charity's foundation we have worked with 170 separate clubs, both in the UK and across Europe. The work undertaken with the clubs takes on numerous forms; from workshop-events with young people at grounds, organised events on match days, participation in our films and resource, Weeks Of Actions and much more. Working with such a variety of clubs helps the charity to reach a huge range of young people and drive home the message of anti-racism at all levels of the footballing ladder. Some clubs we have worked with nearly every year since 1996, others only once or twice. To all Show Racism the Card expresses its thanks and a hope the partnerships can continue for years to come. Below shows a year by year breakdown of the number of clubs the charity has worked with at workshop-events.



\*There was no data available for the 2005/06 season

### Players

20 years of work has seen Show Racism the Red Card work with hundreds of professional players spanning over entire careers. We aim to work with each new generation of players coming through the ranks and through our interaction and continued contact with their clubs hope some strengthen their relationship with the organisation. Indeed many become patrons, some even work with us in helping to deliver the educational workshops that they used to sit on the question panel for. Again Show Racism the Red Card is immensely grateful to all those former and current players who have worked with us over the years. You have not only helped us in providing young people with knowledge and experience of the impacts of racism but have proved an inspiration to many.

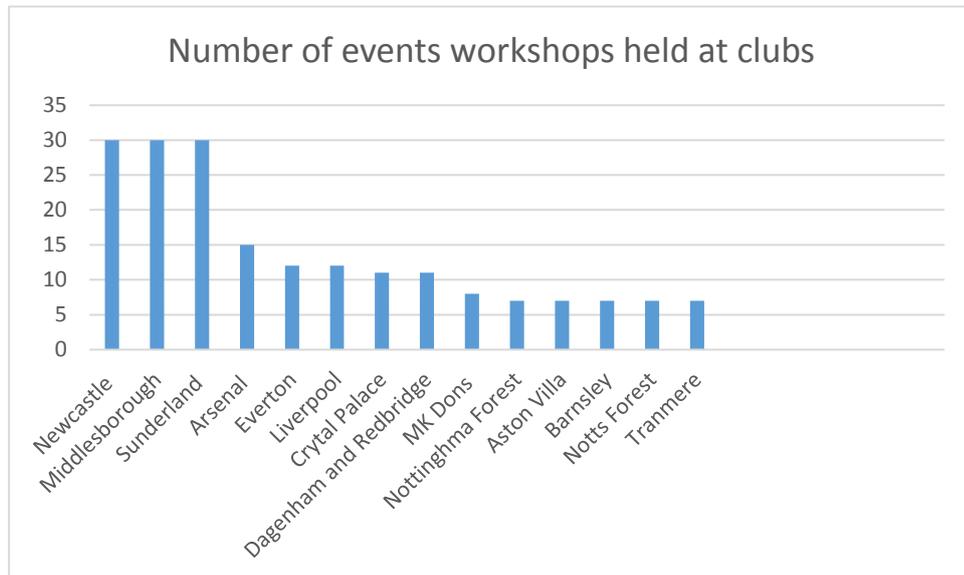


\*Data available for the 2005/06 season was limited. \*\*Data for the 2008/09 season only includes new players worked with.

### Club Events

Providing educational workshops for young people at football clubs is one of the main ways that we can help educate and inform the next generation about racism and the hugely negative impact it has. Working with clubs and players not only provides an air of excitement and intrigue to young people it offers a tangible form of experiences of racism. The multi-cultural nature of the modern game sadly means that many footballers experience racism. When players talk about their experiences it can help drive home the reality and effects of racism. All this is undertaken alongside a series of workshops given by our wonderful education team which teaches young people about the details, background and forms of racism in our society. In the past season we also introduced workshops to help tackle prejudices around the LGBTQ community. At the end of the 2015/16 season Show

Racism the Red Card had delivered over 1300 workshops at football clubs. Below is a season by season breakdown.



### Some feedback from 20 years of educational workshops:

*Olivia, primary school pupil:* "I have learnt today that asylum seekers and refugees are not bad people. They are just people who have gone through extraordinary experiences and they only want a better home"

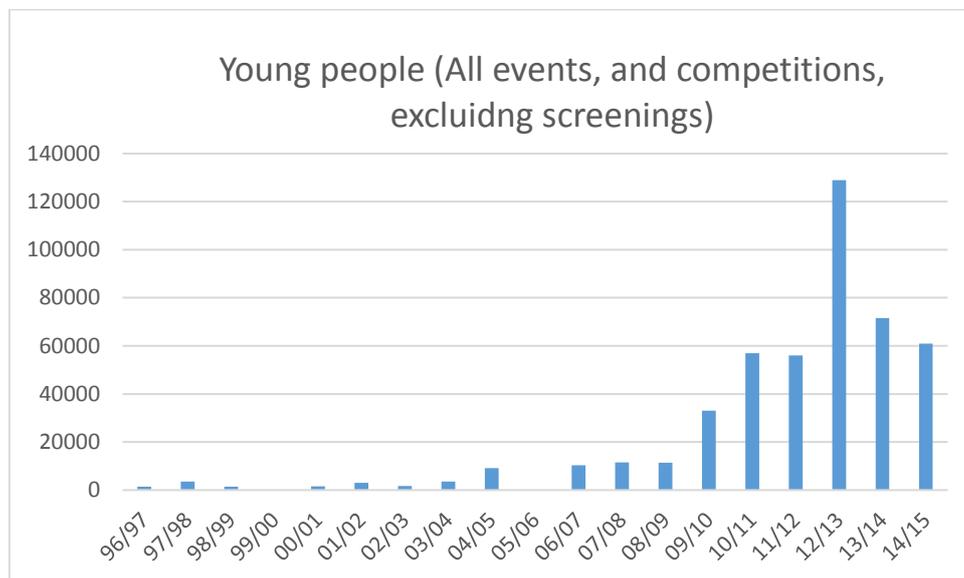
*Primary school teacher:* " Sensitive issues covered in a way appropriate and accessible to the age group. Excellent rapport with the children...well organised, well-resourced and well delivered. Enjoyed by all the children, and educational too!"

*Year 6 pupil:* "...I am writing to thank you for coming to our school and telling us about Show Racism the Red Card! I think I've learnt a lot about racism, in fact when I went home my family were asking me lots of questions, luckily I managed to answer them. This also happened when I went to my violin class! I find racism very important because these things could happen to someone or probably us, so now we all know what to do. It was also fascinating because I learnt new, extremely interesting things that I've never heard of before therefore I would love to hear more....I think that when we were talking about how to deal with racism if we take the risk, it helped to take away my fears and now I feel confident if it happens again. When we were discussing about people having different skin colour and how it doesn't affect their religion, it made me realise that you shouldn't "judge a book by its cover."

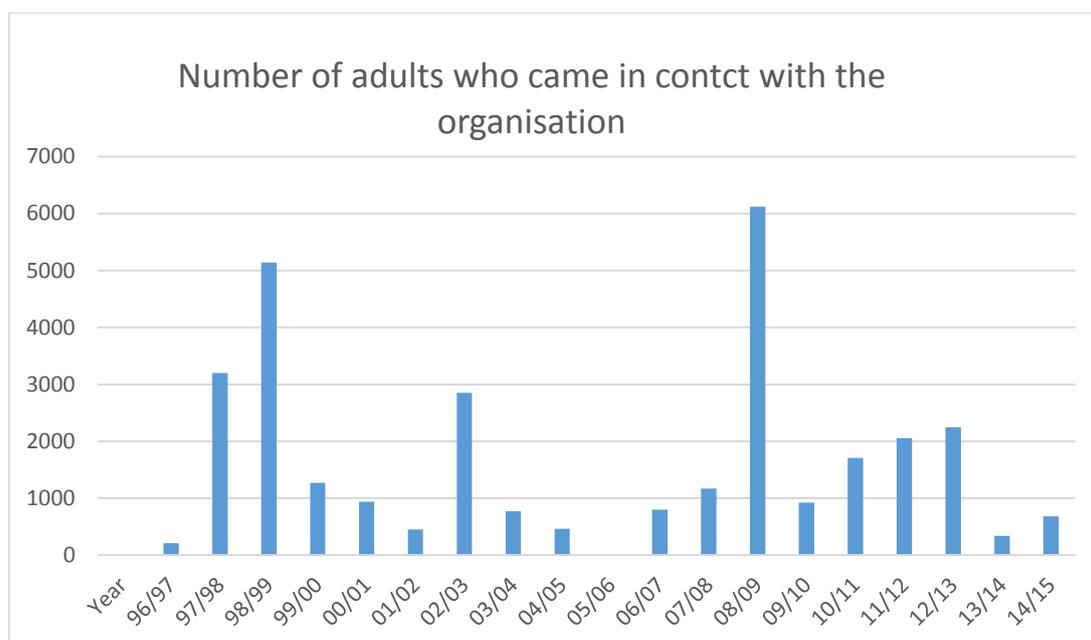
*Headteacher from a Northumberland school: "The Education Worker who came to the workshop was absolutely brilliant! She pitched the input at exactly the right level for our children-it was lively, engaging and very informative, pass on our thanks!"*

### Young people and adults

As noted above Show Racism the Red has worked in contact with around 450,000 people in its 20 year history. We are immensely proud of this figure and hope it increases at an ever greater rate year on year. Tackling racism at both cause and before it is instilled in the next generation is absolutely vital to eradicating it from our society. Below is a breakdown of the number of young people and adults worked with each season.



\*No accurate data available for the 2005/06 season. \*\*2012/13 season figure includes those who attended a joint workshop with the police.



\*No accurate data available for the 2005/06 season

### Professional footballers who have worked with Show Racism the Red Card

Below is a long, but not quite fully comprehensive list of all the footballers we have worked with since 1996. Thank you to all those involved and apologies for all those whose names are not on the list. This was compiled from our annual reviews which unfortunately does not contain every single professional we have worked with.

Andy O'Brien	Brian Dene	Chris Brass	David Rowson	George Graham
Andrew Impey	Ben Iroha	Colin Cryan	Danny Gabbidon	Gary Speed
Andy Townsend	Billy Gibson	Craig Beattie	Darius Vassell	Georges Santos
Alan Smart	Brian Hall	Chris Clarke	Derek McInnes	Gordon Taylor
	Bertrand			
Adam Newton	Ngundjui	Calvin Zola	David Drummes	Gavin Peacock
Adie Moses	Barry Horne	Clyde Wijnharm	Dimitri Konstanopoulos	Graham Lea
Andrew Martin	Bobby Williams	Colin Nish	Darren Powell	Gary Lock
Andy Cole	Billy Dearden	Colin Samuel	David James	Gordon Greer
Andy Ritchie	Brent Sancho	Clarke Carlisle	Didier Drogha	Gerard Duboureau
Alain Goma	Ben Burgess	Charles N'Zogbia	Dean Ashton	Gary Breen
Andy Meyers	Bobby Zamora	Craig Gordon	Dick Malone	Gordon Marshall
Andy Hinchcliffe	Bary Nicholson	Colin Charvis	Danny Mills	Gareth Bale
Alan Shearer	Burton O'Brien	Christian Roberts	Dan Gerrard	Gary Phillip
Alessandro Pistone	Bobby Petty	David Kelly	Demba Ba	Gemma Fay
Alex Rae	Barry Ferguson	Dariusz Kubicka	Eric Cantona	Gael Clichy
Andre Rathammer	Ben Hutchinson	David Ginola	Eddie Newton	Henrick Larsson
Alan Maybury	Curtis Flemmin	Dean Saunders	Earl Barrett	Hilton Ruggles
Andy Webster	Chris Kamara	David Seaman	Erick Black	Hope Powell
Arthur Gnohere	Craig Hignet	Dennis Bergkamp	Emile Heskey	Hamilton Richard

	Christian			
Alan Mahon	Karemba	David Weatherall	Ezmo Iriekpen	Hasney Aljofree
Alex Kolinko	Chris Waddle	Danny Coyne	Emerson Thorne	Hamid Namouchi
		Danny		
Andy McLaren	Craig Burley	Catamarteri	Eugene Dadi	Ian Wright
Austin McCann	Craig Ramage	Dean Gordon	Frank Sinclair	Ian Rush
Ali Asher	Carl Tiler	Daniel Le Clerc	Fraizer Wisheart	Ilker Casillias
Adi Akinbyi	Craig Russell	David Beasant	Fraizer Richardson	Ian Bowyer
Alan Navarro	Callum Davidson	Didier Doma	Freddie Kanoute	Ian Bennett
Andy Kirk	Chris Freestone	David Zitelli	Fitz Hall	Ian Murray
Andrea Enishough	Craig Etherington	Dean Richardson	Frank Clarke	Ibrahim Said
Ashley Westwood	Chris Day	David Neilson	Gary Bennett	Isiah Rankin
Alistar Benson	Clinton Morrison	David Pratton	Glen Hoddle	Ian Dunbavin
Alan Hutton	Carl Leaburn	Damien Johnson	Graham Taylor	John Beresford
Alan Johnson	Craig Levein	Dougie Ramsey	Gianluca Festa	John Fiortoft
Abdelsslam Benjelloun	Craig Brown	David Bassett	Graeme Le Saux	Jimmy Floyd Hasselbain
Anton Ferdinand	Colin Hendrie	David Johnson	Gianfranco Zola	John Barnes
Abou Diaby	Chris Armstrong	Dean Smith	Ged Brannan	John Newsome
Ally McKenzie	Carl Asaba	Derek Whyte	Graham Braneh	John Hendrie
Ashley Williams	Chris Carr	David Young	Grant Brenber	John O'Kane
Aaron Phillips	Calvin Makango	Danny Invincible	Gareth Ainsworth	Jason De Vos
Bryan Robson	Carmine Walker	Darren Ambrose	Gunner Halle	Jason Euell
Brian McClair	Chris Powell	David Pearce	Gary Lineker	John McCormack
Joe Poirer	Kevin Phillips	Maurice Ross	Nobby Solano	Redi Vate
James Patterson	Kevin Gallacher	Matt Elliot	Nourredine Nagbet	Rikel White
Joe Max-Moore	Kevin Ball	Marcus Gayle	Noel Parker	Rob Hulse
Jonathon Gould	Kevin Gray	Michael Bridges	Nicky Shorey	Rio Ferdinand
John O'Neil	Keith Lasley	Martin Reuser	Olivier Dacourt	Rob Earnshaw
Julen Lepetgui	Kevin Donnavon	Marlon Harewood	Ole Gunnar Solskjaer	Richard Shaw
Juninho	Kris Boyd	Martin Gray	Olivier Bernard	Shaka Hislop
	Kieron			Steve
Jamie Buchan	Richardson	Marcus Stewart	Peter Reid	McMannaman
Jim Magilton	Ken Monkou	Michael Johnson	Paul Ince	Sol Campbell
Jay Bothroyd	Kim Little	Mattias Kuou Doumble	Paul Merson	Sunday Oliseh
Jermaine Wright	Les Ferdinand	Mark De Vries	Paul Lambert	Steve Clarke
Jamie Smith	Lee Clarke	Morten Weighorst	Peter Beardesly	Stefan Mahe
Julian Gray	Lionel Perez	Matthew Kilgallon	Pascal Nouma	Steve Vickers
Joseph Yobo	Leon McKenzie	Michael Dawson	Paul Gerrard	Steve Docherty
Jermaine Jenas	Lomana Lua Lua	Michael Kuipers	Peter Ramage	Stuart McCall
Jay Lloyd Samuel	Liam Kelly	Marvin Andrews	Phil Bramwell	Steve Palmer
Jason Morville	Luis Figo	Matt Holland	Peter Canero	Stephen McGuiness
James Milner	Lucas Radabe	Michael Boulding	Paul Gallacher	Shay Given
Jason Price	Luthar Blisset	Micharl Cummins	Peter Risdale	Steve Howey
Jamie Mithcell	Laurnet D'Jaffo	Michael Hart	Paul Watson	Steffan Iverson
John Hurrant	Lloyd Owusu	Matthew Clarke	Paul Hartely	Stefan Schwarz
John Kennedy	Leadly King	Mikale Leigertwood	Paul Di Guacomo	Shaun Davies

John O'Shea	Lloyd Doyley	Michael Chopra	Paul Mortimer	Sean Bartlett
Jimmy Nelson	Leigh Bromby	Moritz Voltz	Paul Canoville	Stephen Simmons
Jason Scotaland	Lee Unsworth	Majid Bougherra	Ryan Giggs	Sanehia Duncan
James Grady	Laurent Robert	Michael Benett	Robbie Earle	Steven Caldwell
Jason St'Juste	Lee Matthews	Matt Jarvis	Robert Lea	Steve Huslam
Joe Cole	Lee Muir	Niall Quinn	Riccardo Scimeca	Stephen Cairney
Jean Claude Durcheville	Leroy Rosenior	Nathan Blake	Rashid Abba	Steven Douglas
Justin Hoyte	Liam Palmer	Nigel Pearson	Rob Greer	Stevie McQuicklen
			Ramond Van Der	
Jason Roberts	Liam Craig	Neil Redfearne	Gouw	Simon Russell
Jenny Beattie	Mikkel Beck	Nigel Pepper	Richard Offiong	Scott Muirhead
Jordan Spence	Mark Hughes	Nicky Barmby	Ricardo Fuller	Shola Ameobi
Kevin Keegan	Mark Overmars	Norman Wooter	Robert Betts	Stevie Fulton
	Marco			
Kenny Dalglish	Gabbiandini	Nigel Gibbs	Russell Latapy	Stephen Carr
Keith Gillipsie	Mark Schwarzer	Nicky Rizzo	Ranier Beinhoff	Stefan Postma
Kevin Campbell	Marlon Broomes	Neill Sullivan	Rab Douglas	Steven Guppy
Kevin Austin	Mark Bright	Nev Hamilton	Ronald De Boer	Stuart Duff
Kasey Keller	Mike Skeron	Nikos Dabizas	Richard Langly	Stuart McCaffery
	Matthieu Louis			
Kieron Dyer	Jean	Nicholas Alexanderson	Robert Page	Steven Hislop

### Clubs

The same applies to all the clubs that the organisation has worked with. Thanks to all those who have been involved in our work and apologies to any that have been missed from the annual reviews.

Arsenal	Blackburn Rovers	Notts County
Chelsea	Sheffield Wednesday	Bury
Hull City	Notttingham Forest	Coventry
Everton	Ipswich Town	Swindon
Liverpool	Fulham	Milton Keynes Dons
Sunderland	Birmingham	Peterborough
Manchester City	Wigan	Rotherham
Manchester United	Preston North End	Scunthorpe
West Ham	Barnsley	Milwall
Leicester City	Wolves	Darlington
Tottenham	QPR	Bradford
Watford	Reading	Tranmere
Burnley	Derby County	Hartlepool
Stoke City	Norwich City	York
Crystal Palace	Sheffield United	Portsmouth
West Brom	Bolton Wanderers	Oxford
Southampton	Wimbledon	Port Vale
Newcastle United	Oldham	Blackpool
Leeds United	Charlton	Colchester

Aston Villa	Carlisle	Dagenham & Redbridge	
Doncaster	Kilmarnock	Spartans	Rhyl
Gillingham	Airdrie	Dunfermline	Ajax
Luton	Falkirk	Cardiff	Schalke
Macclesfield	Morton	Methyr Tyfil	Dortmund
Northampton	Striling	New Saints	R.C Lens
Stockport	Gretna	Porthmadog	Rayo Vallencano
Wycombe			
Wanderers	Albion Rovers	Swansea	Estudiantes
Yeovil Town	Hamilton Academical	Welshpool	England team
Plymouth Argyle	Raith Rovers	Wrexham	Welsh team
Cheltenham Town	Inverness	Llandelli	Italian team
Forest Green Rovers	Ross County	Newport	Norwegian team
Southend	Abderdeen	Airbus	All Norwegian top clubs 2002/03
Leyton Orient	Livingston	Aberystwyth	
Rangers	Motherwell	Bala Town	
Celtics	St Johnstone	Bangor City	
Hearts	Ayr	Camarthen	
Hibernian	Stranraer	Haverfordwest	
Dundee	Clydesbank	Neath	
Dundee United	Queen of the South	Prestatyn	
Partick Thistle	Alloa	Afan Lido	

Written by Sam Doyle