Friends of Show Racism the Red Card

Get Involved
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Introduction

Welcome to Friends of Show Racism the Red Card, a new initiative helping us to spread our message. We are delighted that you have taken an interest in our work.

Show Racism the Red Card is an anti-racist charity that has been growing since 1995 when the footballer Shaka Hislop donated £50stg to a local anti-racism campaign in Newcastle upon Tyne. Show Racism the Red Card is now present in the United Kingdom, Norway, Sweden, Finland, Denmark and Ireland.

The aim of our organisation is to produce anti-racist educational resources, which harness the high profile of sports people to combat racism. Our educational materials are very accessible and have been successfully used in schools and sports clubs throughout Ireland.

The campaigns in each country have education through sport as a common goal but draw on different local resources to get the message across. So in Ireland, the involvement of the Gaelic Players’ Association and Irish Rugby Union Players’ Association is of great importance to us.
Our Mission Statement

“Our Mission is to challenge racism through providing education resources and intercultural activity which support integration.”

Current Partners

Department of Justice and Equality

Department of Community, Environment and Local Government

The Gaelic Players’ Association

The Irish Rugby Union Players’ Association

The Professional Footballers Association of Ireland

Football Association of Ireland (FAI)
Why Get Involved

“36% of Irish people have no contact with non-Irish nationals in Ireland and this goes some way to explain the level of racism in Ireland.”

The 2011 Census showed that Ireland has become more ethnically diverse than ever before. Nationally, about 12 per cent of Students are non-Irish nationals while, in Dublin, approximately 20 per cent of residents were foreign-born. This ethnic diversity has been of huge benefit to Ireland with but unfortunately racism is on the increase, particularly now against the backdrop of the recession. The work of Show Racism The Red Card is crucial in providing education and intercultural activity which support integration.

At a previous event organised by Show Racism the Red Card, Irish Independent Journalist Karl Mc Ginty spoke to the young person next to him. Though immensely happy in school, she told of the sickening catalogue of abuse she endures daily from complete strangers and which, she confessed, “makes life miserable for blacks.”

Amnesty International revealed the issue of bullying by use of mobile phones: “The kids in school send me text messages on my mobile phone saying ‘you black nigger bastard’. “I am afraid to look at my messages”.

There is growing evidence for the prevalence of racism and our work needs to be supported to help promote education against racism. The Teachers Union of Ireland found that among their members 45% attending their conference had witnessed racism in the classroom. Research by Trinity College found racism has become an issue for children as young as seven years of age and that there is a “clear strand of name-calling and bullying with specific racial overtones evident in most schools”.

Because sometimes when you report stuff they don’t take it that serious, but it’s actually serious to you, and it means a lot. - P21, Female, Sub-Saharan Africa. A survey for the government ‘Know Racism’ found that 36% of Irish people had no contact with non-Irish people and this goes some way to explain the levels of racism. Work is needed to promote anti-racism and to promote integration. Racism breeds through fear and ignorance and not knowing or understanding those from different backgrounds. Integration in society happens through school, work and college along with active involvement in extra-curricular activities. Through playing together, working together and being educated together we can grow with enough understanding to Show Racism the Red Card and that is why we need your support.

President Michael D.Higgins greets Gordon D’Arcy and Eamon Dunphy at the Show Racism the Red Card Anti-Racism Creative Competition Awards 2012 in Aviva Stadium
What We Do

Show Racism the Red Card promotes the anti-racism message through harnessing the role model status of top stars in sport and through contributing to intercultural activity so as to positively impact on the process of integration.

- Education workshops in schools and youth services
- Anti-Racism Creative Competition for Schools and Youth services
- Intercultural Summer Camp programme
- Public Awareness Initiatives through sale of wristbands and poster campaigns within sports organisations
- “Jeff the Ref “, our anti-racism mascot
- Organising events with like-minded organisations, at local, national and international level

About the creative competition-

“There was a great team spirit in the school and it provoked many interesting debate and discussion on the topic of racism within the classrooms.”
About our education work-

"It was a great opportunity to do a different type of activity with the group. This competition enabled them to work together creatively."

"They learnt so much from it about each others cultures and how racism affects young people feelings. The reason it has to be addressed and why they wanted an end to it after learning more about it."

"I found the education pack was a great resource to enable me to tackle racism in the community and design a project for the young people based on this pack."

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Show Racism the Red Card

www.theredcard.ie
“It is a very effective message and it challenged me to see how this message could be integrated into the primary curriculum.”

“Changing individuals perspectives at a young age can combat current issues and prevent future issues arising regarding racism in Ireland.”

What volunteers say about the Intercultural Summer Camp

“The programme was really rich of interesting activities regarding racism.”
Corporate Opportunities

There are many ways for you to get involved with Show Racism the Red Card.

1. Show Racism the Red Card Partner Programmes

2. Event and programme Sponsorship

3. Awareness days

4. Fundraising

5. Donations

1. Show Racism the Red Card Corporate Partner Programmes

Show Racism the Red Card has developed a Partner programme. The Partner will be granted “Official” Partner status and will have category exclusivity. The rights package will consist of:

Corporate Partner Logo

• Logo above the line on Website (with link)
• Logo on all printed material and press releases
• Logo and advert in Newsletter
• Logo and presence at all of our Events
• Logo on all educational films
• Use of our logo on your communications
Event Association

Anti-Racism Creative Competition – 5,000 involved

- Partner presence on Competition Poster, form and at the Event
- Awards Event held in Aviva Stadium involving 450 young people from 24 schools around Ireland
- Event attended by President Michael D Higgins, RTE Children’s Presenter Diana Bunici, Eamon Dunphy, Gordon D’Arcy and many other high profile figures
- Winning article printed in the Irish Times
- Posters in Schools, Colleges, Youth Centres, etc

Intercultural Camps

- Partner presence on Camp forms and media around Camp
- Camp aims to expose young people from diverse backgrounds to each other in a safe environment
- Cross-Border initiative
- Corporate employee skills development and volunteering opportunity
- Opportunity to sponsor places for employees children

Corporate Day

- Show Racism the Red Card will facilitate an information day
- Jeff the Ref presence at Corporate Awareness Day / Family Fun day
Show Racism the Red Card

- Use of the Show Racism the Red Card logo
- Use of “Official Partner to Show Racism the Red Card”

Tax Back Incentive

- Corporate Partners can claim a deduction as a trading expense

Cost of SRTRC Partner Programme:

Annual Partner Contribution: **€15,000**
2. Event and Programme Sponsorship

Get directly involved with an event or programme that SRTRC runs. Help us deliver the message by sponsoring these key events:

**Poster Campaign**

League of Ireland poster campaign involving 5,000 posters with 12 teams holding the SRTRC cards, reaching 60,000
(e.g Poster campaign in association with Brand X)

Annual Partner Contribution: **€6,000**

**DVD Education Pack**

Updated new DVD Education pack (4,000 copies) for teachers and youth workers to be launched in Spring 2013
Sponsorship of the DVD Education pack
(e.g SRTRC DVD education pack in association with Brand X)

Annual Partner Contribution: **€5,000**

**Inter Cultural Summer Camp**

One week Intercultural Summer Camp involving 45 young people aged 11-15 years at Aras Ghleann Cholmcille, Co Donegal
Sponsorship of the Intercultural Camp
(e.g Intercultural Camp in association with Brand X)
- Partner presence on Camp forms and media around Camp
- Camp aims to expose young people from diverse backgrounds to each other in a safe environment

Annual Partner Contribution: **€6,000**
Creative Competition Awards event at the AVIVA stadium

Anti-Racism Creative Competition (5,000 involved across 120 schools in 2012)
(e.g. Anti-Racism Creative Competition in association with Brand X)

- Event held in Aviva Stadium (450+ Attendees)
- Event attended by President Michael D Higgins, Diana Bunici, Eamon Dunphy, Gordon D’Arcy and many other high profile figures
- Winning article printed in the Irish Times
- Posters in Schools, Colleges, Youth Centres, etc

Annual Partner Contribution: €5,000

3. Awareness days

Plan an awareness day

a. Show Racism the Red Card will facilitate an information day
b. Jeff the Ref presence at Corporate Awareness Day / Family Fun day
4. Fundraising

Plan a Fundraising Event

You might want to organise a fundraising event of your own based around your own skills and hobbies to help provide vital services for people experiencing depression. If so, we’d like to hear from you!

In the past, our supporters have organised:

- sponsored cycles
- sponsored runs
- coffee mornings
- table quizzes
- SRTRC Day – All Staff in sporting clothing (small donation)
- Soccer Tournament
- Sports day

5. Donations

Payroll Giving

Your company can become involved in Payroll Giving, making it easier for individuals to give to worthy causes like SRTRC. By becoming involved in the scheme, employees authorise their employer to make a regular charitable deduction from his/her pay. Employers can choose one charity or more to benefit from this initiative. Payroll Giving makes charitable donations much easier and also extends the company’s Corporate Social Responsibility programme.
Charity of the Year
Many companies choose a Charity of the Year each year in order to realise their Corporate Social Responsibility aims. This means the chosen charity benefits from all staff initiatives during that particular year. For instance, employees can become involved in fundraising activities, volunteering to help or else participating in fundraising efforts and raising funds through sponsorship. The company can partner the charity for the year, with the added benefit of being seen to be socially responsible.

Tax-Efficient Giving
Aware can claim back the tax paid on donations of €250 or more made in any one year by individuals on PAYE. So if you make a donation of €250 to SRTRC this year, and if you are paying tax at the higher rate of 41%, this means that the donation is actually worth more than €400 to SRTRC. You can make a one-off donation or alternatively, you can set up a standing order to €21 each month.
To enquire about any of these opportunities or to proceed with a particular Sponsorship, please do not hesitate to contact us.

Contact Details:

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Charity Status No: 17360
Show Racism the Red Card