

Show Racism the **RED** CARD



Project Summary

Introduction

Welcome to the Project Summary of Show Racism the Red Card. The aim of this summary is to provide an insight into the work of our project. Included in this summary, is our three year strategy plan and some highlights of an evaluation of Show Racism the Red Card.

This summary will familiarise you with the work of Show Racism the Red Card, the strategy of Show Racism the Red Card and demonstrate, through the aspects of the evaluation we have highlighted here, the effectiveness of Show Racism the Red Card.

I would like to acknowledge Jennifer Hill who carried out the evaluation of Show Racism the Red Card and thank her for allowing us to use her research in this project summary.

Garrett Mullan Project Coordinator

The logo for Show Racism the Red Card, featuring the text "Show Racism the Red Card" in white, bold, sans-serif font, stacked vertically on a red rectangular background.

**Show
Racism
the
Red
Card**

Show Racism the Red Card,
Carmichael Centre for Voluntary Groups,
North Brunswick Street,
Dublin 7

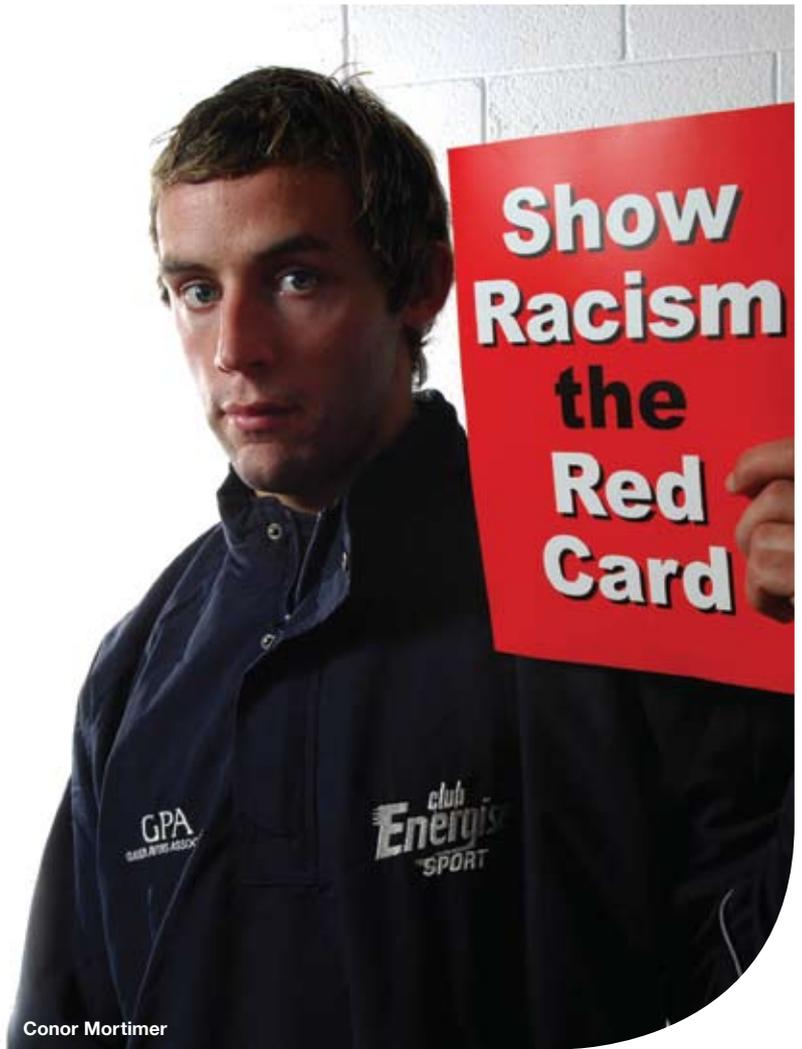
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Contents

Show Racism the Red Card's work so far falls under three categories:

**Capacity Building
Information Provision and the
Education Programme**

Capacity Building	4
Work with Basketball Ireland	6
Work with the Gaelic Players Association	7
Partnership work	7
Themes	9
Information Provision	9
Education Provision	10
Evaluation	12
Strategy	12
Strategic focus	12
Strategic priorities	14
Governance	14
Towards Implementation	14
Supporting the strategy	14
Monitoring and Evaluation	15

1

Capacity Building

Show Racism the Red Card was launched formally in February 2006 with the support of the Gaelic Players Association, Irish Rugby Union Players Association and the Professional Footballers Association of Ireland representing the top players of Ireland's most popular sports along with the support of the Association of Secondary Teachers in Ireland, Teachers Union of Ireland and the Irish National Teachers Organisation representing education.

At our launch in February 2006, we announced the launch of a poster to reflect the ethos of the project, the launch for distribution of the DVD education pack of our organisation based in the UK and importantly the launch of our website. At the launch, we stated that our objective was to develop the resources of the project so that we could produce an Irish specific DVD education pack. We stated that we would also work to connect people from minority ethnic communities to mainstream sporting structures.

Further to this launch, we approached three Eircom League of Ireland clubs to develop a pilot project we called Uniting Clubs with Communities. We approached three clubs including one in the Premier Division and two in the First Division. We approached Drogheda United, Shamrock Rovers and Galway United with a view to launching Show Racism the Red Card resources with these clubs. These resources included our website, UK DVD education pack and 5,000 club posters to assist the promotion of the club message.

In each club area, we developed a pre-launch process with the clubs utilising local expertise to ensure a successful launch event and laying the basis to assist the development of ongoing intercultural work with the Eircom League club as a lead player.

In Drogheda, this involved Drogheda United and the active and contributing support of the local authority Sports Development Officer, Drogheda Partnership and clubs with high proportion of ethnic participation- Moneymore FC and Eagleswing FC.

In South Dublin, this involved Shamrock

Rovers, the local authority Sports Development Officer, Tallaght Intercultural Action, Tallaght Partnership.

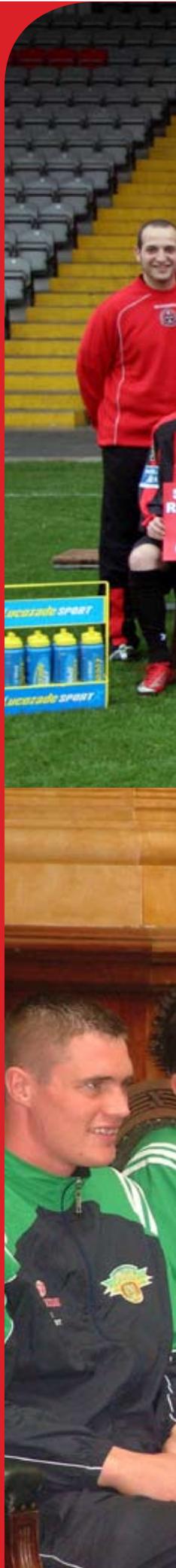
In Galway, this involved Galway United FC, local authority Sports Development Officer, Galway Refugee Support Group, Integrating Ireland and Galway City Partnership.

Each of the launch events have been profiled on our website. A total of 300 people including many young people from 10 different schools attended. In South Dublin and Galway the mayor of the council opened the events. Club players attended and participated in lively Questions and Answers sessions. Each event achieved a high local profile.

Furthermore the launch events gave the clubs had the opportunity to develop their links with community organisations. For example, through the preparation of our launch in Galway, we established the specific sports support needs of Galway Refugee Support Group and their clients. Through this partnership process, they were assisted by Galway United in terms of the provision of kit and by the City Council Sports Development Officer in terms of access to sports facilities.

We also intervened directly in response to racism in the course of the Setanta Cup in 2006. We highlight this example in our DVD and it demonstrates the effectiveness of the Show Racism the Red Card message.

In 2007, we received a grant under the Fund for Integration of Legally Resident Immigrants administered by Pobal and established by the Department of Justice, Equality and Law Reform. This grant allowed Show Racism





Bohemian FC



»» Through the preparation of our launch in Galway, we established the specific sports support needs of Galway Refugee Support Group and their clients. ««

the Red Card to produce a DVD education pack and the roll out of the Uniting Clubs with Communities to all Eircom League of Ireland clubs and to begin to develop work with other sports.

By the end of 2007, Red Card Action groups were established with most of the Eircom League Clubs participating in the Intercultural Standards Scheme directed by the FAI Intercultural Co-ordinator.

They involve as follows:

Bohemian FC

Home school Liaison Co-ordinator, School Completion Project, Latvian Society of Ireland, Dublin City Council Sports Development Office

Bray Wanderers FC

VEC Sports Promotion Office, Bray Town Council

Cork City FC

West Cork Partnership, Cork City Partnership Intercultural Officer, Cork Polish/ mycork.org, Wilton United FC, County Cork Sports Partnership

Droghda United FC

Droghda Boys FC, Droghda District League, Ebony People, Eagles Wing Youth Initiative, Moneymore FC, Louth County Sports Development Officer, Mosney Accommodation Centre, Droghda Community Forum, Droghda Partnership, Droghda Volunteer Bureau

Dundalk FC

Dundalk Schoolboys League, Dundalk Summer League, Dundalk Town Recreation Officer, Integrating Ireland, Rapid Area Co-ordinator, Carroll House (asylum seekers), Muslim Community group, Basketball Ireland, Challenge for Change (cross border project)

Galway United FC

Galway City Partnership, Galway City Council Sports Development Officer, Galway Refugee Support Group, Integrating Ireland

Sligo Rovers FC

Sligo Sports Partnership, Sligo Leader Partnership, Sligo County Council, Diversity Sligo, Migrant Economic Development Support

UCD FC

UCD Students Union, UCD Sports Centre, Dun Laoghaire Rathdown Council, Islamic Cultural Centre

Waterford United FC

Waterford Sports Partnership, Waterford Information and Support Unit for Immigrants, Integrating Ireland

Club Promotions Officers from these clubs have been visiting schools in their areas with the Show Racism the Red Card DVD and distributing a total of 52,000 posters. We have also held club launches and produced posters with other clubs including St Patricks Athletic FC, Longford Town FC, Derry City FC and Cobh Ramblers FC

These action groups are extremely valuable in that they represent for us a means for local dissemination and we hope that Show Racism the Red Card can become a good filter of good practice. Established out of necessity in order to get the Show Racism the Red Card message the action groups have become functioning networks by which the Eircom League of Ireland clubs are implementing Intercultural Standards.

Work with Basketball Ireland

In 2007, we established a strong mutually beneficial relationship with Basketball Ireland. We produced three different posters for their development officers to promote Basketball Ireland's Show Racism the Red Card campaign. We also produced online posters of each of the Women's Superleague Teams complete with fixture lists. This popular resource is something we are going to replicate in other sports at different levels.

Basketball Ireland received support under the National Action Plan Against Racism to promote Integration through Basketball. The Summer Jam programme is intended to be on an annual basis. A highly attractive initiative for both adults and children, entry was just €5 and participants received a lunch and children participating received a free Basketball at the end of each event. The final event involved presentation of awards from two of the stars from the Washington Wizards NBA team. Roger Mason Junior and Calvin Booth delivered a coaching session for the children who attended the final event of this programme at the National Basketball Arena. Basketball Ireland's Show Racism the Red Card posters were launched at this event.

In the preparation for the Summer Jam finals, Show Racism the Red Card researched and jointly hosted with the Public Relations Officer of Basketball Ireland a press conference for Ireland's growing immigrant media. Journalists from papers catering for Ireland's Lithuanian, Polish, Chinese and multicultural audiences attended this press conference. The result was a significant increase in the number of immigrants participating in the finals particularly as a result of the coverage in the Lithuanian paper Saloje and the Chinese Shining Emerald as Basketball is highly popular with people from these countries.

The press conference allowed us to develop an ongoing relationship with Ireland's immigrant media. Metro Eireann, Polski Herald, Saloje, Shining Emerald, Anons Polski, Polish Rekord are among the papers which have promoted our various programmes which



Basketball Ireland

have followed. We have also developed a profile with a range of websites catering for immigrant nationals from the Baltic states, Brazil, Italy and Slovakia. We are also working with migrant led organisations to directly impact on the number of immigrants participating in Basketball Ireland. In December 2007, we successfully promoted the recruitment of immigrant referees for Basketball Ireland.

Work with the Gaelic Players Association

The Gaelic Players Association has been represented on our management committee since before our launch in 2006. Their involvement has enabled an increased profile for the project. We recognize the pressure players are under to perform a variety of tasks in addition to playing for their county and club. The GPA is a crucial conduit for Show Racism the Red Card to communicate its message.

The GPA has linked us to players to participate at events at a local level and also been our link in terms of involving Dublin Hurling Captain David Curtin at our launch in South Dublin, Galway Hurler Alan Kerins at our launch in Galway with Dublin and Mayo Footballers Paul Casey, Conor Mortimer and Cork legend Sean Óg Ó hAilpín featuring in other resources including our DVD. This has strengthened the impact of Show Racism the Red Card.

On All-Ireland Sunday Show Racism the Red Card distributed 5,000 posters featuring supporting players from the Gaelic Players Association. Further to this we have partnered with Dublin City Council and the DCU GAA Academy to deliver an evening introduction to Gaelic Football involving inter county players with a view to linking adult immigrants to GAA clubs.

While Show Racism the Red Card is largely about harnessing the high profile of sports stars including Gaelic Players, we look forward to developing a positive relationship with the GAA. Through partnership we can impact within the fabric of grassroots GAA as demonstrated with the Introduction evening and other partnership work.

Partnership work

We have worked in partnership with others involving Dublin City Council, Leinster Table Tennis Association, Chinese Irish Cultural and Sport Association, Badminton Ireland, Lithuanian Association and others.

Further to the press conference with Basketball Ireland, Show Racism the Red Card developed a relationship with the Chinese Shining Emerald newspaper and was a founding member of the Chinese Irish Cultural and Sport Association. Together we approached Dublin City Council with a view to organising events as part of Dublin City Council's Chinese New Year festival in 2008.

Table Tennis is one of the most popular sports in China. Together we organised an international Table Tennis tournament to mark the Chinese New Year festival. Dublin City Council provided support for this event including insurance, venue hire while the Leinster Table Tennis Association promoted the event amongst its own members and organizational did the logistics on the day. The Chinese Irish Sport and Cultural Association promoted the event to the Chinese community in Dublin while Show Racism the Red Card designed and produced a poster and promoted the event to other ethnic groups.

At the end of Chinese New Year, we also promoted and were an organising partner in an International Badminton competition in association

Show Racism the **RED** CARD



Sean Og O hAilpin

>> 52,000 posters featuring 14 Eircom League of Ireland teams have been distributed in 2007 with the Show Racism the Red Card message <<



Emma Byrne



with Mount Pleasant Badminton Club, Dublin City Council and the Chinese Irish Cultural and Sport Association. The theme once again is to link immigrant communities to mainstream sport structures.

Show Racism the Red Card has also been working with the Lithuanian Association of Ireland (LAI) to develop links with Basketball Ireland with a view to hosting an international Basketball competition in advance of the LAI hosting of the European Lithuanian Basketball tournament.

On a similar theme, Show Racism the Red Card was also delighted to support in the provision of publicity resources the Poland Cork V Poland Dublin match at Turners Cross organised by MyCork (Polish Community group in Cork). MyCork provide free translation services and promotion of Cork City FC among the Polish community in Cork. We also have had a presence at events organised by Ireland League of Nations.

2

Information Provision

We have produced 4,000 copies of our DVD education pack which have been distributed to every secondary school and many primary schools as well as other organisations working in the community.

Our website is a popular resource for information about racism and interculturalism in Ireland. The website features reports of our events, events of other organisations and other interesting reports. Traffic to our website doubled in 2007 reaching 100,000 visitors in December 2007. We anticipate that traffic will significantly increase over the next years as we continue to utilise the website as an interactive resource for users of our material in particular.

52,000 posters featuring 14 Eircom League of Ireland teams have been distributed in 2007 with the Show Racism the Red Card message. 9,000 Basketball Ireland Show Racism the Red Card posters have been distributed in 2007. 28,000 Gaelic Player Show Racism the Red Card posters have been distributed.

In 2007, we held 11 public events launching Show Racism the Red Card at Bohemians, Bray, Cobh, Cork, Galway, Navan, Dundalk,

Themes

We have been working with a wide range of organisations to add value to their work. The poster campaign in the Eircom League, our development work with the FAI, the organisation of tournaments in partnership with organisations around Badminton, Table Tennis and Gaelic Football have served directly to bring immigrants into contact with the mainstream structures of governing bodies of sport.

We do not seek to replace any governing body of sport. We do recognise there is an opportunity and risk to social cohesion with the development of parallel structures which have developed in a range of sports. The opportunity is that there are people from ethnic minority communities who can play a part in the development of a range of sports within Ireland. The risk is that the opportunity for interaction with ethnic Irish and other nationalities can serve to isolate communities.

Show Racism the Red Card is committed to working in partnership to support integration programmes of National Governing Bodies of Sport to promote integration bringing immigrants access to mainstream structures. We can do this by provision of information to National Governing Bodies and to immigrant groups.

Limerick, Sligo, UCD, National Basketball Arena and were involved in a delivering a number of other presentations. Also on the pitch displays in front of thousands of supporters involving players holding up the Show Racism the Red Cards occurred at Bohemians V UCD, Drogheda V St Patricks Athletic and Drogheda V Helsingborgs IF. The Show Racism the Red Card Co-ordinator visited a number of schools, while each of 14 Eircom League Club Promotion Officers visited 140 schools distributing the club Show Racism the Red Card poster.

We hope that in 2008, we can continue our successful relationship with Basketball Ireland and the FAI and work with a range of National Governing Bodies of Sport to Show Racism the Red Card. We will also offer training to teachers and facilitators to develop our education resources.

3

Education Provision

The DVD education pack is our key resource and has been written so that it can be used for a range of audiences. It includes activities appropriate at primary, post primary and at a general level to address issues related to racism and interculturalism. In the development of the resource, we sought the advice of the Second Level Support Service with a view to making the resource applicable to the curriculum. It is hoped that the DVD education pack is used not only as an education pack but as a resource tool for the promotion of integration.

A key project in development is the Coaching with a Conscience programme. This is offered jointly with the FAI and Show Racism the Red Card. It is delivered over four weeks. It involves workshops with pupils typically aged 11-14 years in primary and post primary school. It is a combined coaching and education programme so that pupils participating learn aspects of health and fitness through themed activities related to the Show Racism the Red Card DVD.

To develop the project, Show Racism the Red Card invites potential users of the DVD education pack to contact us for training the trainers.

This programme aims to familiarise young people with the causes and consequences of racism and equip them with a range of skills that will enable them to challenge racism.

It also aims to enable young people to develop good relationships and respect difference between people regardless of ethnicity.

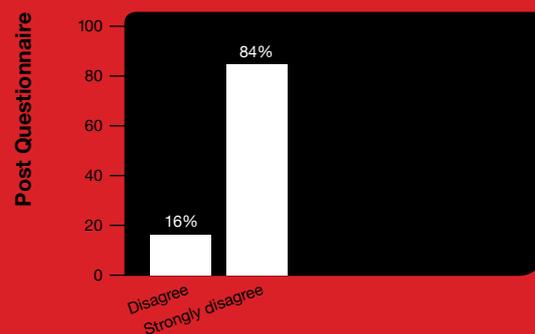
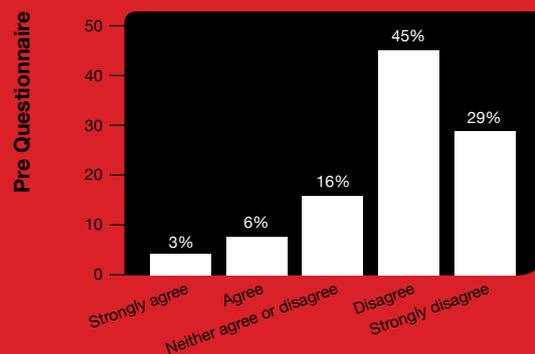
Evaluation

To test the impact of the Show Racism the Red Card resource pack, research was conducted in three second level schools in the Dublin area. The researcher evaluated the use of the DVD education pack UK version. We include some highlights of the research evaluation of Show Racism the Red Card.

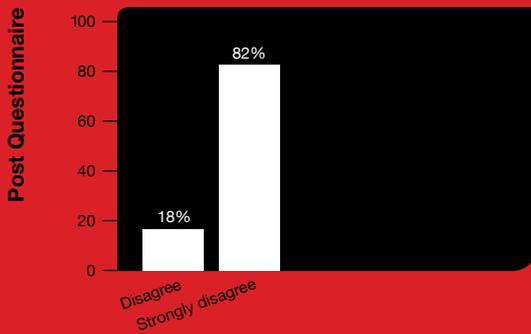
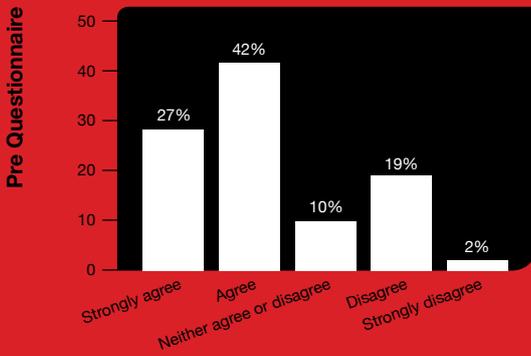
The research evaluation involved principally an examination as to the effect on attitudinal change in the process of the delivery of the Show Racism the Red Card workshop. Three classes with a total of 62 pupils aged 12-14 years in the three schools participated in the evaluation. Pupils were issued with a questionnaire about their attitudes prior to

the workshop. The workshop activities were then carried out with a range of issues identified and discussed related to the DVD. A questionnaire was then issued after the workshop to test the impact of the workshop.

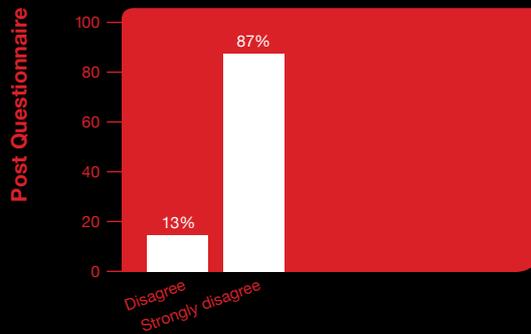
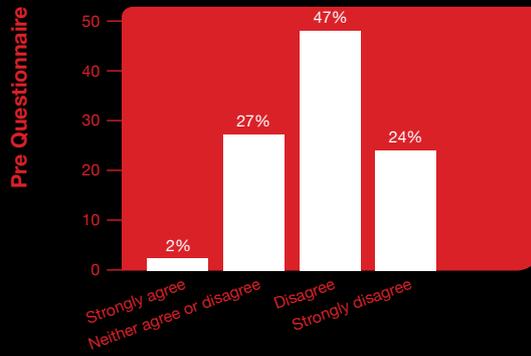
Should we treat people Different because of their Colour?



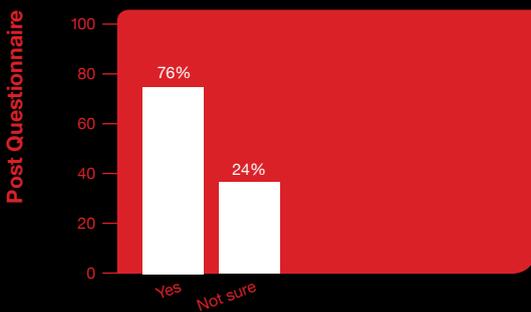
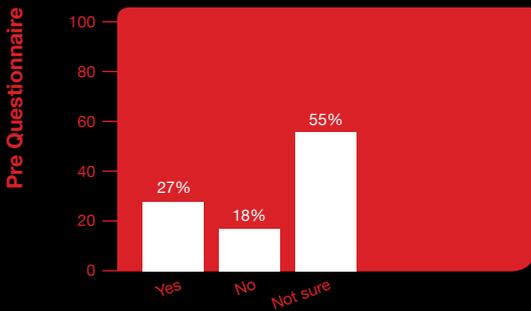
Should we treat people Different because of their Religion?



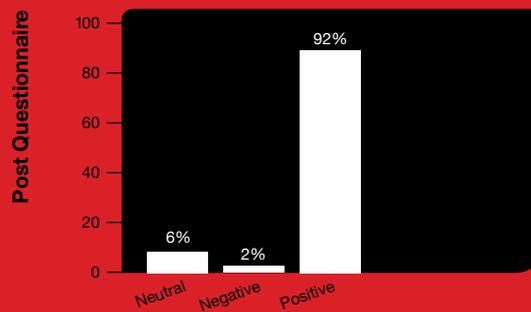
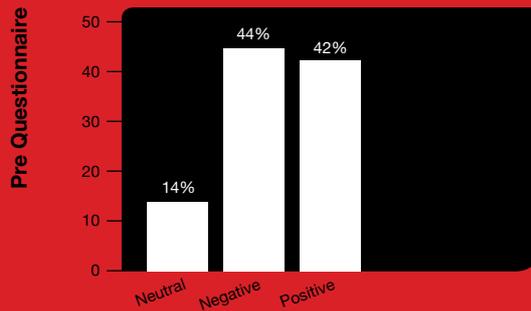
Is Being Racist a Good Thing?



Should Refugees and Asylum Seekers be Allowed come Live in Ireland



Refugee & Asylum Seekers Description



Strategy

Our Mission statement

Our vision is a society which includes and integrates people of all cultures - a society free of racism.

Strategic Focus

This section of the plan will develop the following aims.

- ↻ Engaging the public
- ↻ Excellence in volunteers
- ↻ High quality programmes
- ↻ Resource contribution

1 Show Racism the Red Card will engage the public by raising public awareness about racism, using our slogan “Show Racism the Red Card”, which has been highly effective wherever it has been used. The “Red Card” strategy is grounded in using the high profile of football, and of top sports stars to make the general public more aware of the issues surrounding racism.

2 Show Racism the Red Card will work to develop a volunteering strategy in the context of our overall strategy. Recruiting of volunteers will strengthen our links in the community and ability to impact within organisations and in society. Volunteers will enhance our ability to source funds to support our programmes.

3 Show Racism the Red Card will contribute as an agency and in partnership with others to the delivery of high quality programmes that oppose racism and promote integration. The programmes will provide education about racism through production of resources such as DVD, Posters, Magazines and other materials. Programmes will complement existing intercultural strategies and work in partnership with other agencies promoting integration.

4 Show Racism the Red Card will source funds and volunteers that meet and fulfil the purpose and strategy of the project. It will develop a fundraising strategy to access funds from diverse Irish sources including some combination, of government, partnerships, foundations, trusts, trade unions, corporate and individual donors.

Strategic Priorities

To raise awareness about racism, using our slogan Show Racism the Red Card which has been highly effective wherever it has been used.

- ↻ Produce education resources and materials that will support the message of the project throughout all parts of Ireland
- ↻ Promote intercultural communication between immigrants and the wider community
- ↻ To maintain and develop relationships with sports personalities, organisations, players organisations and supporters groups in key sports
- ↻ To develop work with Basketball, GAA, Rugby, Soccer and other key sports
- ↻ To increase the number of partner organisations we work with, develop activities in partnership with such organisations, and consolidate/grow existing partnerships
- ↻ To develop a volunteer policy and recruit volunteers to strengthen and widen the impact of the project
- ↻ To undertake and facilitate work directly with young people and communities with the goal of eliminating racism in the game of football and society
- ↻ To develop our educational resources in the light of potential created through new technology
- ↻ To ensure that changes in racism and Irish demography impact on the work of Show Racism the Red Card on an ongoing basis
- ↻ Produce an Irish specific DVD for use in schools
- ↻ Deliver an Art competition in 2008 and again the following year
- ↻ To expand and consolidate the role models used by the organisation
- ↻ To build SRTRCs media profile
- ↻ To continue to develop the internal capacity of the organisation to meet its growth potential



Justin Naughten



Eamon Zayed





UL Aughinish

Governance

As the scale of Show Racism the Red Card's contribution grows it is of crucial importance to build the strength of the agency's governance capacity both to build legitimacy and secure donor confidence. To support this growth the board will work to ensure that the range of skills and experience is consummate with the developing organisation's size.

Towards Implementation

The strategic plan is a broad framework for Show Racism the Red Card. The next steps begin to breakdown the strategic aims and objectives that will shape operational planning, annual objectives, timelines and indicators.

All reviews of operational plans will be reviewed against the mission statement of Show Racism the Red Card.

In prioritising proposed objectives and activities, Show Racism the Red Card should use the following criteria as a selection guideline

- ➔ Show Racism the Red Card mission statement
- ➔ That proposed objectives and activities fit with the strategic priorities.
- ➔ That service offering is enhanced
- ➔ That adequate human and financial resources are available
- ➔ That the Show Racism the Red Card budget is not adversely affected or put at risk
- ➔ That Show Racism the Red Card has the competence in the proposed area of activity

Supporting the strategy

To be fully effective and facilitate the work and enable the organisation to achieve its goals and objectives, this strategy must be supported by crosscutting strategic objectives.

- ➔ Building governance capacity of Show Racism the Red Card
- ➔ Building staff capacity
- ➔ Building volunteer capacity
- ➔ Building fundraising capacity
- ➔ Developing Show Racism the Red Card contribution to education and training
- ➔ Developing contribution to sporting bodies
- ➔ Developing contribution to community

1

As Show Racism the Red Card develops the board will provide:

- ➔ Expertise in community development, education and sporting matters
- ➔ Knowledge of active supporters and funders in Ireland
- ➔ Knowledge of financial management and control
- ➔ Strategic support



Cork City FC Polish Show Racism the Red Card

2

Staffing capacities

The Co-ordinator is the sole employee of Show Racism the Red Card for 2007-8. The co-ordinator is responsible for:

- ➔ Relationship Management
- ➔ Lobbying/Policy work
- ➔ Strategy and Development- liaison with chair/ secretary
- ➔ Fundraising – liaison with management committee
- ➔ Finance management and reporting- liaison with treasurer
- ➔ Press/Media work
- ➔ Personnel Management
- ➔ Training work
- ➔ Education work
- ➔ Event Management

Show Racism the Red Card owns no property or capital assets. As we develop our governance strategy and roll out programmes, we should evaluate staffing and associated office requirements to support such change.

3

We recognise that building volunteer capacity with Show Racism the Red Card will enhance the impact of all our programmes through increased human resources carrying out programmes, fundraising, contributing to sporting bodies and building the profile of the project in the community.

Our volunteer strategy should be developed flowing from the development of our governance structure.

4

The overall objective is to grow and to do this we need to maintain existing relationships and build new relations by diversifying the funding base of the organisation while supporting the strategy.

Fundraising should flow from Show Racism the Red Card mission statement and in support it's aims and objectives.

5

Developing Show Racism the Red Card contribution to education and training. The materials of Show Racism the Red Card should contribute to the assets of other agencies resource materials to assist in the education and training of young people and others within their organisation. We will involve the NCCRI

training officer and CSPE examiner in developing appropriate resources.

6

Our developing contribution to sporting bodies should enhance their capacity to recruit and respond to the changed demography in Ireland. Clubs should reflect in membership and participation the societal context in which they operate. Show Racism the Red Card should impact positively on sport in this regard.

7

Developing Show Racism the Red Card's contribution to community should contribute to preventing racism and division and enhance community cohesion through increased awareness of racism.

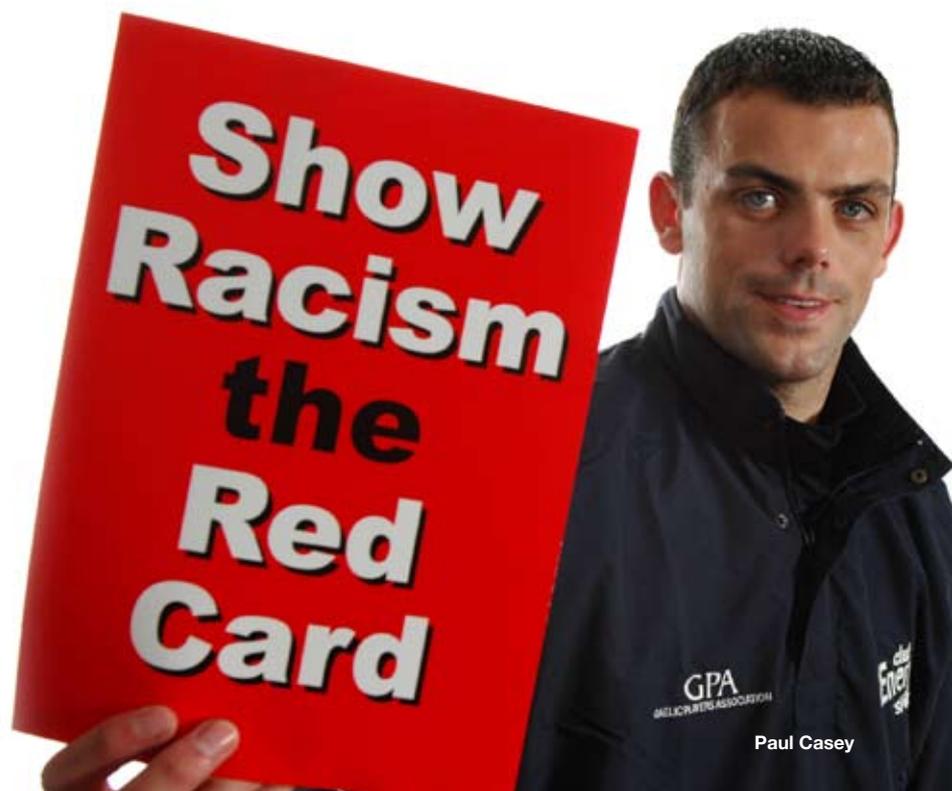
Our management committee Secretary, Chair, Vice Chair, Treasurer, Fundraising officer, General members including teachers, youth workers and others with particular expertise.

Monitoring and Evaluation

The following tools will be used to evaluate Show Racism the Red Card's progress.

- ➔ Monthly and quarterly financial reports
- ➔ Monthly and quarterly activity reviews
- ➔ Annual report on activities and achievements

Evaluation criteria will identify the activities purpose and objectives and their impact.



Paul Casey

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