



FOOTBALL WELCOMES MONTH

ACTION PACK

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SANDY ABI-ELIAS

I am the staff member at Amnesty International UK that works on all things Football Welcomes. My work revolves around ensuring the football space is inclusive for refugees and people who are seeking asylum with a specific focus on women and girls. I lead on initiatives that encourage and support women from a refugee background to believe that football is a space for them, resulting in increased participation from marginalised communities in football programmes.



I am here to answer any questions you may have about your support in our Football Welcome Month and beyond. Please feel free to reach out, I am happy to help.

CONTACT

Football Welcomes inquiries please contact Sandy Abi-Elias

sandy.abielias@amnesty.org.uk

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WELCOME

Hello Everyone!

Like every year, Amnesty International UK's Football Welcomes Month runs throughout April to celebrate the contribution that refugees have had to the game of football and how we can use football as a tool to create positive social change and create more welcoming communities.

Each year hundreds of football clubs, County FAs, organisations and individuals show their support.

The Football Welcomes programme is extremely important in creating a more inclusive society. It helps refugees and people seeking asylum feel a sense of belonging by providing opportunities to play, watch, and engage with the sport. By celebrating the contributions of refugee players and working with clubs to offer meaningful activities, Football Welcomes helps break down barriers, challenge misconceptions, and foster solidarity across the footballing community.

The Football Welcomes Action Pack is a toolkit which has been designed to give you all the resources needed to plan and organise your activities for Football Welcomes Month.



KEY TERMS

Who is a person seeking asylum?

A person who has left their country of origin and is seeking protection from persecution and serious human rights violations who has formally applied for asylum in another country but whose application has not yet been concluded (UNHCR).

People who are seeking asylum may have to wait months or even years for a decision on their application.

(UNHCR)

Who is a refugee?

A refugee is a person who has fled conflict or persecution in their country of origin and been given permission to remain in another country for their own protection. Protection from being persecuted for reasons of race, religion, nationality, sexuality, membership of a particular social group or political opinions.

A refugee is someone entitled to seek and receive protection in a country other than their own country.

(UNHCR)

What's the difference?

A person seeking asylum is someone who is not officially recognised as a refugee and receiving the protection to which a refugee is entitled.

Once someone seeking asylum is recognised as a refugee, they are given 28 days to leave their accommodation and find work or apply for welfare benefits.



FOOTBALL WELCOMES MONTH

The Football Welcomes programme was launched in 2017 to celebrate the contribution players from a refugee background make to the beautiful game, and to highlight how football can bring people together and create more welcoming communities.

Everyone wants to live in a place where they feel safe and welcome.

Every April, Amnesty International UK engages with hundreds of football clubs across the UK. From the Premier League to the Women's Super League, to the Championship both men and women, Women's National League to grassroots clubs and organisation. Everyone gets involved in the month to spread positivity and emphasise the importance of using football as a tool to foster positive social change.

Football clubs are at the heart of many different communities, it brings people together from different backgrounds in a way that arguably no other activity can. It's a universal language, you don't need to be able to speak the local language to be able to understand the game and that's the beauty of it.

There are many ways you can get involved and show your support.



GET INVOLVED

There are many different ways that you can get involved and support the Football Welcomes month in April.

- Sharing content on social media (Amnesty provides digital resources)
- Creating supportive videos/content featuring players/managers
- Dedicated Football Welcomes page in your matchday programme (Amnesty offers digital resources)
- Host tournaments/matches for refugees and those seeking asylum
- Host community Iftars.
- Posting content on your website (Amnesty offers digital resources for assistance)
- Providing complimentary match tickets to refugees and those seeking asylum throughout the month
- Football Welcomes fundraising bucket collections at your matches
- Press release (Amnesty provides support for this)
- Call to action activity (please see 'x' page)

We are open to any other ways in which you want to get involved, we would love to hear your ideas.

DIGITAL PACK

Please feel free to access the [‘digital pack’ hyperlink](#) where you will find additional information and content you can use throughout the Football Welcomes Month.

[Digital Assets for Social Media posts](#)

[QR code for Football Welcomes Fundraising](#)

The QR code can be included in your matchday programme, website or social media.

We would love to hear about how you used the content by tagging us in your posts, **@AmnestyUK** on all platforms.





CALLS TO ACTION

- A call to action is something such as a speech, piece of writing, or act that asks or encourages people to take action about a problem
- Write short messages, these messages will be in solidarity to women across the world.
 - Solidarity meaning - If a group of people show solidarity, they show support for each other or for another group.
- What would you say to keep their spirits up?
- Also, what is your dream/hope for women across the world?

This is an activity you can do within your programmes with your participants, anyone can get involved. Please do post the messages on social media.



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