



Waterloo Minor Soccer Club
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Reid Calder
Waterloo Minor Soccer Club - Member Services
November 24th, 2020

Waterloo United Supports Kick it Out

Waterloo United is proud to be supporting Kick It Out's campaign, Take A Stand, which is calling for action in the fight against discrimination in football. Through Take A Stand, Kick It Out - football's equality and inclusion organization - want to create a culture where individuals take personal responsibility for being part of the change. That includes fans, players, managers, CEOs, stewards, governing bodies, shop assistants and social media organizations – everyone on and off the pitch.

Most football fans will have witnessed some form of discrimination in football – on the terraces, in dressing rooms or on social media – but more needs to be done to move from awareness to action. Take A Stand is both a challenge and an invitation for individuals and organizations to publicly commit to their pledge. It is also a movement that everyone can play a part in.

Waterloo United is supporting the initiative by creating the 'Speakers Series' featuring notable figures from within the Canadian Sporting Community and abroad. With 12 speakers over a 12 month period, We will ask a variety of questions regarding mental health and the struggles that are faced primarily by athletes and individuals. We hope to give #WMSC1971 athletes, as well as athletes around the province an opportunity to listen, relate and learn with each speaker.

Sanjay Bhandari, Kick It Out Chair, says: "Our Take A Stand campaign aims to tackle discrimination, but also create a culture where everyone belongs and individuals take personal responsibility for being part of the change. We can all do something to take a stand against hate and promote a more inclusive society. Our ambition is to turn bystanders into activists and to crowdsource solutions by capturing pledges of individual action. We want to use those pledges that we receive from the public and organizations, to turn them into insight and make anti-discrimination strategies better informed by understanding more about what people are doing on the ground.

"We know that social media can be a battleground of hate, which is why we're working closely with Facebook and Twitter to improve that through looking at better regulation and enforcement, as well as updated and new reporting methods."

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Edleen John, The FA's International, Corporate Affairs and Co-Partner for Equality, Diversity and Inclusion Director, says: "We are committed to delivering a game that is free from discrimination and it is important that everybody plays their part in helping to achieve that. Take A Stand will give fans and others involved in the game the impetus to support us on this journey and tackle this issue head-on. We know that discrimination exists in society and often manifests itself through football, and only by working together across the game to drive meaningful change through action, can we truly ensure the game is a safe and enjoyable environment for all."

Kick It Out has been working throughout the football, educational and community sectors to challenge discrimination, encourage inclusive practices and campaign for positive change, Kick It Out is at the heart of the fight against discrimination for everyone who plays, watches or works in football.

Contact Us

Email: info@kickitout.org

Website: www.kickitout.org/take-a-stand

Facebook: <https://www.facebook.com/kickitoutofficial>

Twitter: [@kickitout](https://twitter.com/kickitout)

Instagram: [@kickitout](https://www.instagram.com/kickitout)



Waterloo United has been serving the community of Waterloo for 45 years. The club's mission is to mentor youth as they engage in an active lifestyle, learn life skills and values while they pursue their goals.

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