OUR CAMPAIGN

Educating Wales about racism
About Our Campaign

Show Racism the Red Card is the UK’s leading anti-racism educational charity and was established in January 1996. The organisation utilises the high-profile status of football and football players to help tackle racism in society.

The majority of the campaign’s output is the delivery of education to young people and adults in their schools, their workplaces and at events held in football stadiums.

Across Britain, Show Racism the Red Card delivers training to more than 50,000 individuals per year.

Show Racism the Red Card works extensively across the UK and has offices in North East England, East England (also covering South East England and London), Scotland (Glasgow) and Wales (Cardiff).
In Wales...

Show Racism the Red Card Wales delivers anti-racism workshops in schools to approximately 18,000 pupils per year.

The team visits a range of different educational establishments including Primary Schools, Comprehensive Schools and Pupil Referral Units. Educational events are held in conjunction with sports clubs up and down Wales including Cardiff City FC, Swansea City FC and the Regional Rugby Clubs.

Show Racism the Red Card Wales delivers adult training to trainee teachers and corporate establishments. The campaign also holds a number of annual high profile events including a National Schools’ Competition, Wear Red Day and other fundraising initiatives.

Our Goal:
To ensure every child and teacher in Wales receives education on anti-racism in school.

We will achieve this by:
Delivering educational workshops and providing training sessions to teachers across Wales.
Our work in schools

Show Racism the Red Card Wales delivers interactive anti-racism workshops to schools up and down the country. The team works predominantly with pupils from years 5 & 6 in Primary Schools and years 7,8 and 9 in Comprehensive Schools (workshops can be tailored to suit any age group if required).

Sessions are made up of an informative presentation, interactive activities and some fun and games (for Primary School pupils). The workshops encourage young people to critically think about and challenge what they hear, and see, from outside sources such as the media.

Workshops can be funded by local authority partnerships or by schools directly. Sessions are priced at £270 plus travel expenses (for a 2 ½ hour session with a maximum of 30 pupils) or £540 plus travel expenses for a full day of workshops ( two 2 ½ hour sessions in Primary Schools or five 1 hour sessions in Comprehensive Schools)

Pre-workshop 30% of pupils surveyed thought that the N-Word was an acceptable word to use

Post-workshop only 4% of pupils surveyed still thought that the N-Word was an acceptable word to use

“I think it is vitally important for children today to be given this information from a primary age. I was a bit apprehensive before the workshop as it is quite a sensitive topic but I was very impressed with the way it was presented.”

Ysgol Gymraeg Cwmb

“The pupils were active and enjoyed the games/activities. The pupils listened carefully and were given clear answers when they asked questions. Very good presentation and activities with elements of fun.”

Padre Pio Primary School

“I liked the way in which workshop leaders, encouraged discussion about racism, a potentially difficult subject for children to share their thoughts on and how they showed the children they valued their opinions.”

Plasmarl Primary School
Teacher Training

In partnership with NEU Cymru, Show Racism the Red Card Wales delivers training in every ITT university provider in Wales. The team travel as far west as Carmarthen, as far east as Newport and as far north as Bangor!

In the 2017/2018 academic year the team travelled over 1000 miles to meet, greet and educate over 500 final year trainee teachers. Various workshops were delivered which included; how to deal with racist incidents, educational resources to be used in educational institutes and terminology.

The programme is hugely successful and provokes some excellent discussions.

We can also deliver these training sessions to current teachers at their school, or deliver twilight sessions at the end of the school day. Please get in touch for more information or download our Teacher training information pack on our website.

At Aberystwyth University only 9% of delegates felt confident to deliver an anti-racism workshop to young people before the conference.

Post training 85% of delegates felt confident to deliver an anti-racism workshop to young people after the conference.

“I have enjoyed all parts of the workshop; the practical activities were very engaging and gave us the opportunity to understand the topic more. All the activities helped improve our knowledge and refresh anything we did already know and were unsure of.”
Club Events

SRtRC holds events at sport clubs throughout Wales, which are attended by local school children. The events involve an anti-racism educational workshop where pupils take on the role of a newspaper journalist. The young people have the opportunity to ask questions to current and former professional players about racism in sport and society in a role-play press conference. The players pass on their experiences and knowledge to the young people and highlight important messages about the negative effects of racism.

After the event the young people are asked to produce a newspaper article about the day and what they have learnt.

Over 30 clubs and around 50 players help us educate more than 1,500 pupils every year in Wales!

Pupil’s comments from events…
“I learnt that racism is not just about skin colour, it is about Nationality, Religion and Culture also. You should not be mean to someone because of these areas.”

“I liked the workshop and DVD because it taught me a lot about racism and that racism is bad.”

“I learnt not to judge people by how they look for where they come from but to get to know them first before you make judgments – Don’t judge a book by its cover!”

Teacher’s comments from events…
“Thank you very much for the warm welcome. The pupils and staff thoroughly enjoyed the day and have learnt a lot about racism in sport & society”

“Excellent workshop where all the pupils were involved throughout the day. All the pupils enjoyed the experience, had fun with the enthusiastic presenters & learnt a lot from it.”

98% of pupils felt that they knew more about racism after attending a club event
Creative Competition

Each year we run an annual creative competition in Wales, which is open to young people from year 1-11+ in schools and educational settings.

The competition features 10 categories, which include poster design, poetry, digital media and a special category that features a prevalent topic in society.

Last year SRtRC received over 7,000 entries across the whole of Wales! The campaign held an awards ceremony at the Marriot Hotel in Cardiff to celebrate these fantastic entries. This special event had over 120 adults and young people attending, who enjoyed a 2 course meal and special entertainment. 22 lucky winners received awards and prizes and had the opportunity to meet some professional sports people as well!

To enter our competition visit: www.theredcard.org/competitions
Wear Red Day

Wear Red Day takes place each October, quite simply it’s all about uniting against racism for one day, wearing something red and donating £1!

Racism affects everyone and each penny we receive from Wear Red Day will make a real difference to a young person’s life.

The funds raised during Wear Red Day will help us continue to support and educate young people and teachers throughout Wales.

Racism continues to be an issue in our society with many people suffering abuse each day.

We believe that education is key in challenging racism in society through working with our next generation in schools we can have a big impact towards eradicating racism and creating a better world.

There are many ways in which you can get involved with Wear RED Day this October.

Find out more at: www.theredcard.org/wear-red-day

“Just £50 will provide a much needed full day of training for me”

Teacher

“Just £5 will educate and support us when we need it most”

Pupil
Other Projects & Events

SRtRC Wales hold a range of other projects and fundraising events. More information can be found by visiting our website.

### Month of Action

Each October clubs in Wales show their support for Show Racism the Red Card during a match day action as a vehicle to deliver an Anti-Racism message to the community through the power of sport.

The Action Weeks form part of the Football Against Racism in Europe (FARE) Football People Action Weeks.

For more information on how to get involved visit [www.theredcard.org/actionweeks](http://www.theredcard.org/actionweeks)

### Race Equality Training

Our team of educators can visit your workplace to deliver an equality training workshop.

The training workshop is suitable for individuals of all levels, including employers, managers, supervisors, full-time and part-time workers, support/frontline staff as everyone in the workplace has a responsibility for supporting equality and diversity.

To find out more information please contact us.

### Challenging Racism in Football

The Challenging Racism in Football project aims to increase the awareness of racism throughout all levels of football in Wales. The project will provide support and resources to help eradicate discrimination both on and off the field.

To find out more information visit [www.theredcard.org/challengingracisminfootball](http://www.theredcard.org/challengingracisminfootball)
Contact us:

To discuss our campaign further please contact us via the options below:

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