

Her Game Too USA

Partnerships



Introduction

UK founded Her Game Too in May 2021 and USA began Her Game Too USA in March 2022. Her Game Too is an unpaid, voluntary campaign led by a team of dedicated female football fans who are passionate about creating a positive change in football and the wider sporting world. We aim to raise awareness and educate others on the importance of inclusivity and diversity in sports.

Our ultimate goal is to create a safe and welcoming environment for everyone, regardless of their background, ability, or gender. We believe that everyone should have the opportunity to participate in sports and have access to the same resources and opportunities.

Our findings from our first survey conducted in 2021 indicated that; A staggering **91.9%** of supporters said they have seen sexist abuse online targeted towards a woman in football. **63.1%** said they have experienced sexist abuse online because of football and **58.4%** said they have experienced sexist abuse in person at a football game or in a pub.

By working with clubs and organisations, we can encourage the women of all ages to get involved with football. We can do this by:

- Creating visibility and championing female role models in the game.
- Building up a safe space for women at stadiums and areas surrounding football.
- Taking action against sexist abuse.
- Donating funds towards the development of grassroots girls football.
- Encouraging women & girls to attend live matches.
- Educating in schools and pushing the message of equality in football.





#HERGAME TOO



#HER
GAME
TOO

Vision & Mission

At Her Game Too, we not only want to raise awareness, but also offer education to promote a safe and inclusive sporting culture. Our team is committed to driving positive change and making a real difference in the world of sports.

Vision

Our vision for Her Game Too is to create a world where soccer is a sport that everyone can enjoy, regardless of gender. We strive to create a safe and inclusive environment for all female supporters, where they feel empowered to engage with the game and are treated with respect both on and off the pitch. We aim to promote the visibility of women's soccer and encourage its growth through championing the women's game and supporting grassroots girls' soccer development.

Mission

Our mission is to tackle sexism in soccer head-on by creating a campaign that empowers women in the sport. Our campaign will provide a safe and supportive environment for female supporters, promoting their involvement and engagement with the game. We will champion the women's game by highlighting the achievements of women in the game and by creating opportunities for girls to develop their skills and participate in soccer at all levels.

To achieve our mission, we will work collaboratively with our team of six directors and 6 club ambassadors. Our directors will lead the development of our campaign strategy and oversee its implementation, while our ambassadors will act as representatives for Her Game Too within their respective clubs, promoting our mission and values.



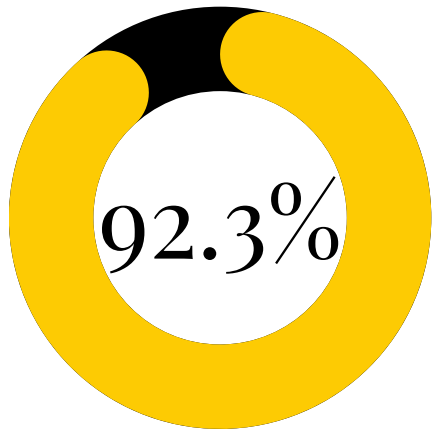


#HERGAMETOO



#HER
GAME
TOO

Statistics



**OF FEMALE FOOTBALL FANS
HAVE WITNESSED SEXISM IN
FOOTBALL**

HER GAME TOO



**OF FEMALE FOOTBALL FANS
HAVE PERSONALLY EXPERIENCED
SEXISM IN A STADIUM OR PUB**

HER GAME TOO



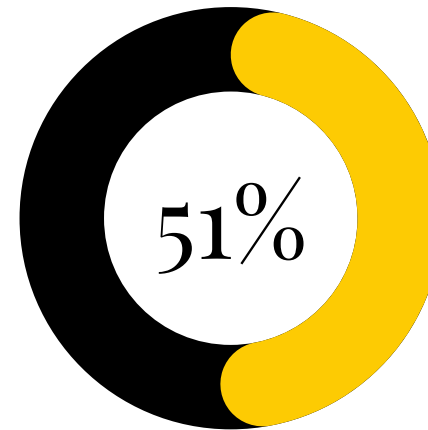
**OF 2,000 WOMEN SURVEYED SAID
THEY'VE HAD NEGATIVE EXPERIENCES OF
WATCHING FOOTBALL IN A PUB**

STONEGATE GROUP



**OF FEMALE FOOTBALL FANS
HAVE EXPERIENCED SEXISM BUT
DIDN'T REPORT IT**

KICK IT OUT



**OF FEMALE FOOTBALL FANS AVOID
NIGHT GAMES ENTIRELY OUT OF FEAR
THEY WOULDN'T GET HOME SAFE**

WALKSAFE

The Pledge

We ask all of our partners to join us by making a pledge.

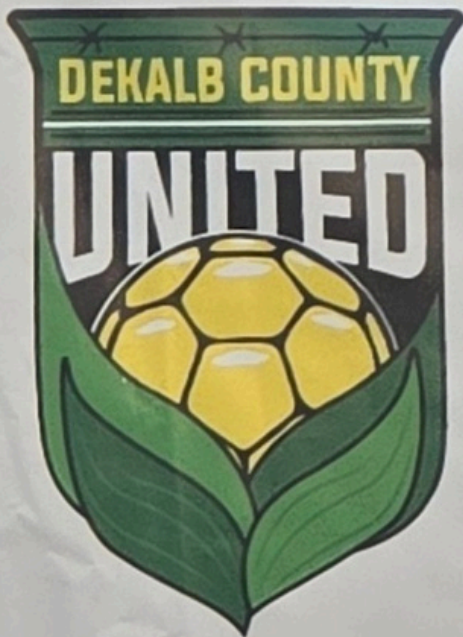
Making a pledge to stamp sexism out of soccer and collaborating with Her Game Too is crucial in promoting inclusivity and equality within the sport.

Soccer is a global phenomenon that brings together diverse communities, and ensuring that it is free from sexism will foster an environment where individuals of all genders feel valued, respected, and welcome.

By actively addressing and eradicating sexism, soccer clubs demonstrate a commitment to creating an inclusive culture that reflects the diversity of its fan base and participants.

In today's society, fans and sponsors increasingly expect organizations, including soccer clubs, to take a stand on important social issues. By aligning with Her Game Too, clubs signal their dedication to actively contribute to the betterment of society, beyond the realms of the pitch.





×



**#HER
GAME
TOO**



Messaging

Clubs must commit to prominently displaying Her Game Too messaging and symbols that promote gender equality in and around the stadium. This may include but is not limited to banners, signage, and digital displays that communicate the values and mission of Her Game Too.

Showcasing positive values and important Her Game Too messaging provides clubs with the opportunity to expand their fan base and strengthen ties with the community.

By actively engaging with Her Game Too and other initiatives that promote gender equality, clubs attract a more diverse audience, including female fans who may have felt marginalised or excluded in the past.

This expansion of the fan base not only contributes to a more vibrant and engaged supporter community but also has the potential to increase revenue streams through greater ticket sales, merchandise purchases, and enhanced sponsorship opportunities.





#HER GAME TOO

Taking Action

Taking swift and decisive action against reports of sexism, both online and at soccer matches, is paramount in creating a safe and inclusive environment for everyone involved in the sport.

Addressing reports of sexism is crucial for protecting the reputation of the club and the broader reputation of soccer as a whole.

In the age of instant communication and social media, incidents of sexism can quickly gain attention and tarnish the image of the club and the sport.

A zero-tolerance approach sends a clear message that discriminatory behavior is unacceptable and will not be tolerated. This commitment ensures that soccer matches and online spaces associated with the club remain welcoming and respectful.





#HER
GAME
TOO



Increase Attendance

Clubs will need to actively try to encourage more female attendance at games.

Connecting with grassroots girls' teams and local schools is an effective way to inspire the next generation of female players and fans.

By providing opportunities for young girls to witness live matches, interact with players, and engage with the soccer culture, clubs can play a pivotal role in nurturing passion and talent from a young age. This inspiration can lead to increased participation in girls' teams, contributing to the growth of women's soccer at both grassroots and professional levels.

Engaging with women in the local community will also create an environment where everyone feels welcome and represented.

This inclusivity not only enhances the matchday experience for female attendees but also contributes to building a fanbase that reflects the diversity of the broader community.





Remove Barriers

Making soccer matches an inclusive environment for women, including providing free sanitary products and access to sanitary bins, is a crucial step in promoting gender equality and inclusivity.

Providing free sanitary products and access to sanitary bins removes practical barriers that women may face when attending football matches.

By offering essential amenities, soccer clubs ensure that female attendees can fully enjoy the matchday experience without concerns about personal hygiene. This proactive approach not only enhances the overall satisfaction of female fans but also encourages increased attendance.

Soccer matches are increasingly becoming more of a family-affair, so considering families and caregivers is important. Clubs could look to implement baby-changing facilities for parents, particularly mothers, so that there are no barriers to stop parents attending with small children.





#HER
GAME
100

W FERGUSON 99 MARK GASTINEAU 60 ... GRANTHAM 75 WINSTON HILL 73 JOE K

adidas

Recommendations

As a valued partner in the Her Game Too initiative, you are already making strides towards creating a more inclusive and welcoming environment for women in soccer.

To further enrich this partnership, we've outlined several ways your club can go the extra mile in supporting female staff, fans, and players. While participation in these activities is entirely optional, we encourage you to consider these suggestions to make an even greater impact.

We hope these recommendations inspire you to explore new avenues in your Her Game Too partnership.

By considering these options, you can help foster an even more inclusive environment that not only supports women but sets a standard for equality in soccer. To reiterate, these initiatives are completely optional and designed to enhance your club's efforts to support women in every aspect of the game. Together, we can make a difference.





FLATIRONS F.C.

#HER GAME TOO

#HER GAME TOO

#HERGAMETOOSOCKER IS A GAME FOR ALL



[@hergametoousa](#)
[@hergametoousa](#)
[@flatironsfc](#)
[@flatironsfcuslw](#)

Dedicated Fixtures

With Her Game Too

Clubs are at the heart of their communities, and dedicated fixtures offer a unique opportunity to strengthen these ties. By dedicating a match to Her Game Too, clubs can demonstrate their commitment to gender inclusivity to their supporters and the wider community.

These fixtures can include special events, such as pre-match ceremonies, players in Her Game Too warm up tees, linking in your local grassroots girls teams, halftime shows, or post-match Q&A sessions, that celebrate and engage with the community. This not only enhances the matchday experience but also fosters a sense of belonging and pride among fans.

Your designated Ambassador will be able to help with ideas for how we can make our dedicated fixtures as successful as possible.

info@hergametoo.co.uk





Women's Health

With Sarah Wilsher Coaching

Sarah Wilsher specialises in women's health training, focusing on essential topics like menopause, menstrual health, and overall female well-being.

For soccer clubs, working with Sarah Wilsher is crucial in ensuring that their staff is well-equipped to understand and address the unique needs of women, whether they are staff members, players, or fans.

By providing comprehensive training on these topics, clubs can create a more supportive and informed environment, ensuring that women receive the best possible care and understanding during critical life stages.

This proactive approach not only enhances the well-being of women within the club but also strengthens the club's commitment to inclusivity and equality.

sarah@themenopauseatwork.com





#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

#HER GAME TOO

Mental Health Support

With Melp Co

Melp Co is honoured to align with sports teams and initiatives, bolstering the exceptional women involved in every facet of sports. They are committed to providing comprehensive mental fitness support, ensuring athletes can confidently face any challenge, both in competition and in life, with resilience and determination.

Their goal is to ensure they are not only supported in their physical endeavours but also in their emotional well-being, equipping them with the necessary tools to succeed and thrive.

Melp Co are focused on ensuring good quality mental health information, tools and supports are available to everyone, and Melp app is one way of moving closer to that goal. Melp is easily accessible whenever you need it, free to download and the subscriptions are very cost effective. Which means Melp Co can support more people than just traditional therapy options, although this is also available via Melp should it be needed.

sophie@melp.group



melpco
SUPPORTING YOUR MENTAL HEALTH

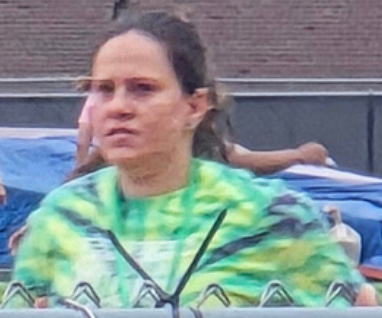


x



**#HER
GAME
TOO**

BOSMA DENTAL BOSMA DENTAL BOSMA DENTAL



Neurodiversity

With Nook Pods

Nook Pods are innovative, flexible spaces designed to provide quiet, comfortable environments for people who may be overwhelmed by sensory stimuli. They are particularly beneficial in supporting neurodiverse individuals, such as those with autism, ADHD, or anxiety, by offering a calming retreat from the noise and crowds typical in places like football stadiums.

Installing Nook Pods in a stadium can significantly enhance the matchday experience for neurodiverse fans, allowing them to enjoy the game in a more controlled, stress-free setting. This thoughtful inclusion not only promotes accessibility but also shows a commitment to creating a welcoming environment for all fans.

Nook Pods can also be branded up with your logo.

david@nookpod.com





Women's Safety

With WalkSafe

WalkSafe is a free safety app that empowers individuals, particularly women, with journey-sharing features, an SOS button, and a safety map with verified safe spaces and areas to avoid based on community reports.

For soccer clubs, partnering with WalkSafe is an important step in ensuring that female fans feel secure when attending matches. By making their stadium a designated safe space on the WalkSafe app, clubs can offer a tangible sense of security, helping fans navigate safely to and from the venue.

This collaboration demonstrates a club's commitment to the safety and well-being of their female supporters, fostering a more inclusive and welcoming matchday environment.

asia.worgan@walksafe.io





BoyleSports

BoyleSports

BoyleSports

BoyleSports

BoyleSports

BoyleSports

BoyleSports

BoyleSports

BoyleSports

BoyleSports

#HER
GAME
TOO

#HER
GAME
TOO



Psychonutrition

With Feed Your Body Not Your Mind

Feed Your Body Not Your Mind - Psychonutrition, led by Anna, offers a specialised approach to understanding the intricate link between nutrition, mental well-being, and athletic performance.

For football clubs, collaborating with Anna Strozek to provide psychonutrition training is vital in helping players optimise their eating habits to enhance both their physical and mental performance.

This training emphasises the differences in how men and women process nutrition, recognising that tailored dietary strategies can significantly impact energy levels, focus, and recovery.

By integrating psychonutrition into their player development programmes, clubs can ensure that their athletes are not only physically fit but also mentally resilient, leading to better overall performance on the pitch.

Anna@feedyourbodynotyourmind.com





C O N T A C T

For general enquiries, you can email us on
hergametousa@gmail
and we will get back to you as soon as possible.

To find out if we have an Ambassador for your club - please visit:
www.hergametoo.com/club-ambassadors





#HER
GAME
TOO