

Obstacle Mapping

ATHLETE ALLY

CAMPUS CHAPTER RESOURCE GUIDE



ATHLETE ALLY



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Who Is Athlete Ally?

SINCE ITS FOUNDING, ATHLETE ALLY HAS MOBILIZED PROFESSIONAL ATHLETES, STUDENTS, TEAMS, LEAGUES, NATIONAL AND GLOBAL GOVERNING BODIES, AND ACADEMIC INSTITUTIONS TO CHAMPION LGBTQ INCLUSION IN SPORT, LEADING TO GROUNDBREAKING NEW POLICIES AND RESOURCES, AND MORE ATHLETES SPEAKING UP AND OUT ON LGBTQ EQUALITY THAN EVER BEFORE. MOREOVER, WE ARE LEVERAGING OUR PARTNERSHIPS WITH INDIVIDUAL ATHLETES AND TEAMS TO ADVANCE OUR IMPACT ON LGBTQ PUBLIC POLICY IN STATES THAT LAG IN LGBTQ NONDISCRIMINATION PROTECTIONS.

VISION

Liberation for every sex, sexual orientation, gender identity and gender expression in sports

MISSION

Activate athletic communities to exercise their leadership to eliminate homophobia and transphobia in sports

VALUES

Our work is action oriented and we are accountable to one another while building trust amongst our partners. We are a passionate, innovative team that acts with empathy, respect, and integrity. We lead with inquiry within intentionally diverse teams and collaborative partnerships.

Athlete Ally is a nonprofit social justice organization that believes LGBTQ individuals should have equal access, opportunity and experience in sports. We are committed to ending the rampant homophobia and transphobia in sport by activating athletes and athletic communities to exercise their leadership to champion LGBTQ equality.

We encourage all people involved in sports to respect every member of their communities, regardless of perceived or actual sexual orientation, gender identity or expression, and — this is equally important — to lead others in doing the same. We encourage every athlete with a platform to speak out for the most oppressed and marginalized individuals among us.

Together we can create a world where athlete activism is not only accepted, but expected.



Big Wins

From the beginning, Athlete Ally has been at the forefront of some of the most significant victories in the fight for a more just and equitable sports world.



ENSURING THE OLYMPICS DOESN'T DISCRIMINATE ON THE BASIS OF SEXUAL ORIENTATION

All eyes were on Sochi, Russia in 2014 as the Olympic Games kicked-off amid global protest over Russia's anti-LGBTQ laws, and the concern for the LGBTQ community's safety in Russia during the Games. In Partnership with All Out, Athlete Ally launched Principle 6, a global campaign demanding the International Olympic Committee stand with its LGBTQ constituents and update the Olympic Charter's 6th Principle of Olympism to include sexual orientation as a protected class within its nondiscrimination clause. Over 100 Olympic, Paralympic and professional athletes — together with celebrities and brands around the world — joined the successful Principle 6 campaign, which resulted in the swift addition of sexual orientation as a protected class within Principle 6 of the Olympic Charter. Following the 2014 Sochi Games, Principle 6 was added to the bidding requirements for all future Olympic hosts. As a result of our work the Olympics and Paralympics will never again be held by a country that doesn't respect and protect the rights of their LGBTQ citizens.

SECURING WOMEN IN FIFA GOVERNANCE

Athlete Ally's #WomenInFIFA campaign sought to remedy the staggering underrepresentation and under-resourcing of women in soccer. At the time, FIFA Congress was made up of 210 members, only three of whom were female. This campaign mobilized nearly 150 members of the soccer community who penned an open letter to the FIFA Reform Committee calling for an immediate increase of at least 30% presence of women on the FIFA Executive Committee. We delivered the petition to the FIFA Congress in Zurich and shortly after FIFA Congress voted to increase the number of women in FIFA governance.

ENDING FIBA'S HIJAB BAN

In partnership with Shirzanan, a media and advocacy organization for Muslim female athletes, Athlete Ally demanded that FIBA (the world governing body of basketball) immediately overturn its discriminatory headgear ban adversely affecting observant Muslim women and Sikh men wearing hijabs and headscarves. Part of this campaign included an open letter signed by over 30 WNBA and muslim female athletes calling for the overturning of the discriminatory ban. On May 4, 2017 FIBA overturned its longstanding ban, resulting in a more equitable experience for observant Muslim women and Sikh men across the world.

MOVING CHAMPIONSHIPS OUT OF NORTH CAROLINA DUE TO HB2



ASHLEY, UNC CHAPEL HILL FOUNDER

Athlete Ally worked tirelessly advocating for sport governing bodies to relocate championships out of North Carolina in response to anti-LGBTQ law HB2, a law that stripped municipalities of their non-discrimination protections and made it illegal for transgender people in North Carolina to use the restroom that matched their gender identity. Our response was robust and multi-faceted, including: coordinating with student-athletes within North Carolina to call on the NCAA and ACC to move contests; working behind the scenes to meet with state-based LGBTQ groups and the NBA; and mobilizing prominent members of the athletic community to speak up and out about not wanting to compete in a state that was actively discriminating against the LGBTQ community. Our efforts were successful. The NCAA, ACC and the NBA all pulled championship games out of the state for 2016-2017, which marked the first time sport governing bodies relocated championships due to anti-LGBTQ legislation.

DEVELOPING AND LAUNCHING THE FIRST FREE COMPREHENSIVE ONLINE CURRICULUM FOR LGBTQ INCLUSION IN SPORT

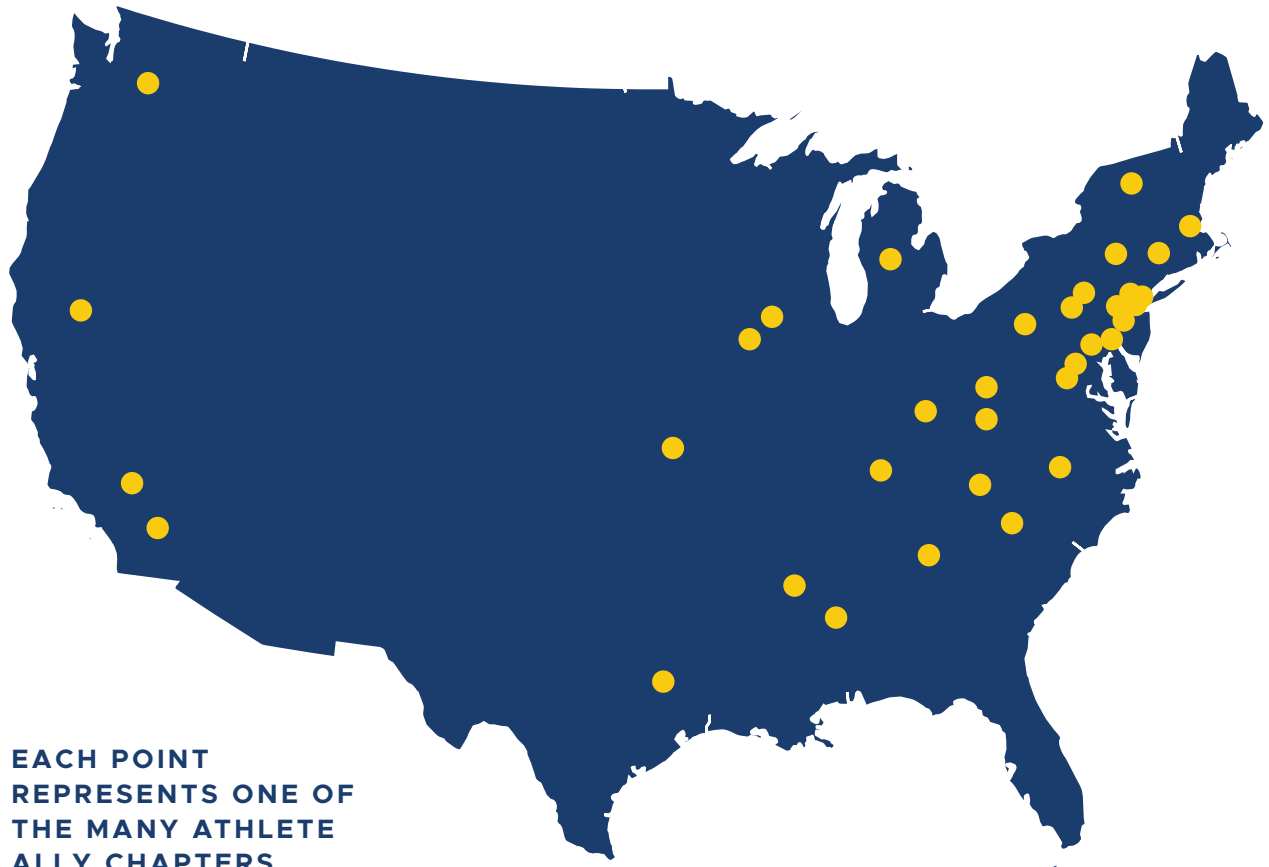
Launched in 2018, Champions of Inclusion is an online curriculum that breaks down financial and geographic barriers for coaches and athletic departments to access high quality education regarding LGBTQ inclusion in sport. Champions of Inclusion meets a critical need that coaches, athletic leaders and departments have for education and resources around critical issues facing LGBTQ athletes and tools for creating an inclusive environment for all.

CREATING EQUITABLE COLLEGIATE ATHLETIC SPACES BY BUILDING A BASELINE OF LGBTQ INCLUSIVE POLITICES AND PRACTICES

Launched In 2017, the Athletic Equality Index (AEI) was developed as a way to measure LGBTQ inclusion policies and practices in collegiate athletic spaces. This first-of-its-kind inaugural report provides a comprehensive look at how member programs of the NCAA Power Five conferences are supporting -- or failing to support -- their LGBTQ student-athletes, coaches, administrators, staff and fans. The AEI has filled a much needed gap in the industry, by helping establish a baseline of data where previously little existed. Since the launch, we've worked with Power 5 schools to adopt over 25 new, unique LGBTQ inclusive policies on their campuses, resulting in the number of trans-inclusive participation policies quadrupling.

You're in Good Company

Athlete Ally is proud to have worked with over 50 Athlete Ally chapters on college campuses across the country. Our chapters tell us that collaborating with student-athletes on other campuses is often what they love most about starting an Athlete Ally Chapter!



EACH POINT
REPRESENTS ONE OF
THE MANY ATHLETE
ALLY CHAPTERS
LOCATED NATIONWIDE.

Your Program, Your Movement

Ultimately, your program is what you make of it, and the sky's the limit. Our college chapters take part in a series of programming and policy endeavors (more thoroughly explained later in this guide).

FIRST STEPS

Organizing is about having conversations. Start by having some informal conversations with people on your campus who you think might be interested in the work of LGBTQ inclusion. Consider talking to teammates, classmates, and friends. It's particularly important to identify interested faculty, staff or coaches at your university who can provide institutional support. Just talking to a coach, athletic department staff member, or professor about what you're interested in doing with your chapter is a great first step to gauge their interest. Asking them to be your staff advisor may be a logical next step.

Registering as an official student organization or club within your university is also a great way to institutionalize your chapter so that it can continue to exist year after year. It may also get you access to student organization funding that can be used to fund events you decide to put on. If you need help writing a constitution, email us and we'll send you a template!

A great strategy to get the word out about your chapter is getting on the agenda at a Student Athlete Advisory Committee (SAAC) meeting. Here you can talk about Athlete Ally and your vision for the group. You may find other athletes who are willing to join you. Your SAAC may already have a Diversity and Inclusion initiative that you can partner with. The SAAC is often the fastest route to generate some interest in your chapter.

Another strategy is to set up a table at your Student Involvement Fair. There you can hand out information about Athlete Ally and get emails from interested students, especially Freshmen. Athlete Ally is happy to send you some swag to hand out, so please reach out to us!

Once you've generated some interest, it's time to start having meetings and deciding what you'd like to focus on for the year. Designate some time at your first meeting to settle on some core values for your group. This will help you align on the kinds of initiatives and campaigns you'd like to roll out.

Some animating questions for your first meeting are:

- **What LGBTQ inclusive policies or practices aren't in place that you're hoping to see?**
- **Are there LGBTQ inclusive programming efforts you'd like to bring to your institution?**
- **What are the main goals of starting this chapter?**
- **What words or "values" best capture the mission and interests of YOUR club?**

A person is shown from the waist down, wearing a white t-shirt and dark shorts, dribbling a basketball on an orange court. The court has white lines, and the background is a solid orange color. The text is centered in the lower half of the image.

**The Athlete Ally Campus Chapter program
is a grassroots initiative that engages
student-athletes across the globe to challenge
homophobia, biphobia and transphobia in
sports and encourage other athletes, coaches,
and fans to do the same.**

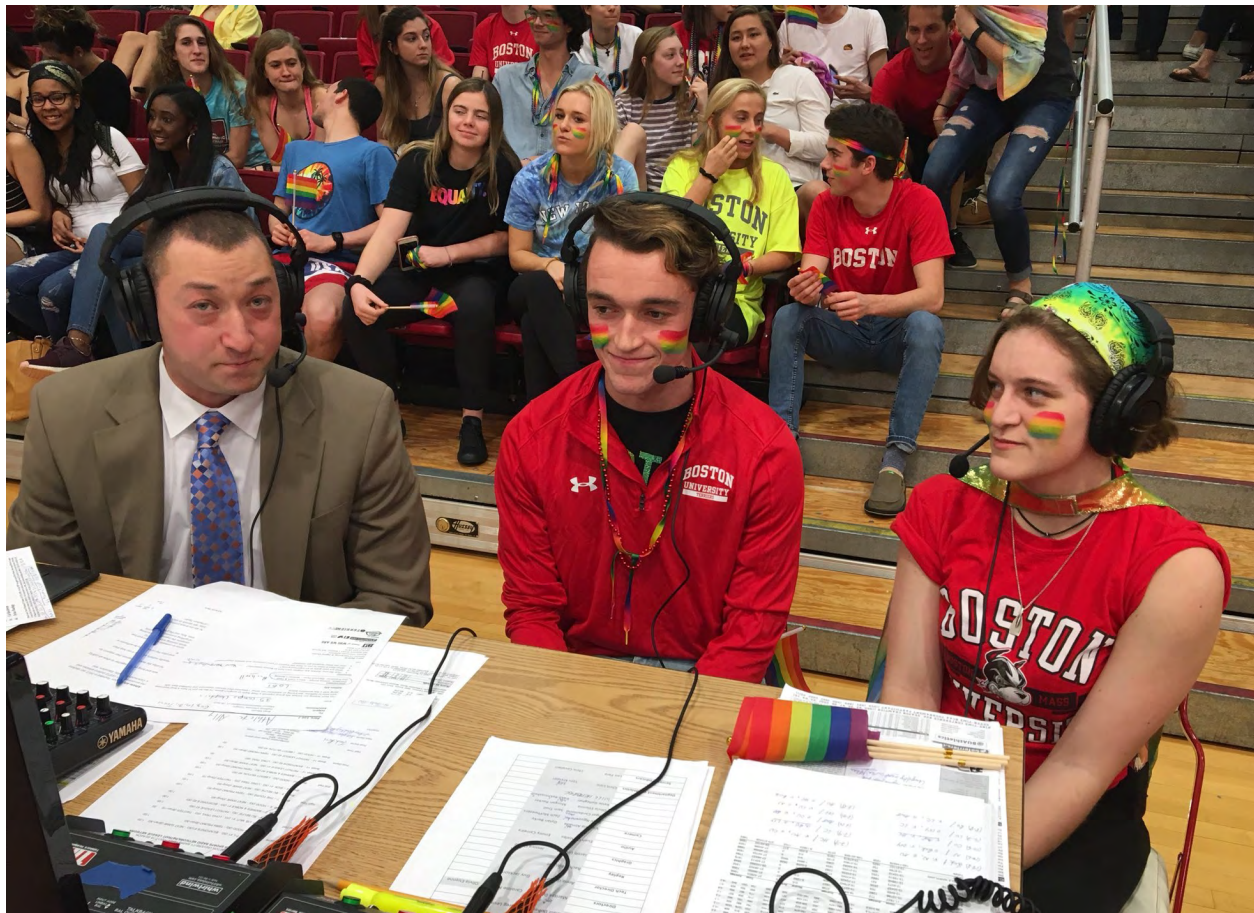
Ideas For Your Chapter

To help get you started, here are a number of sample initiatives that have been successful at other college chapters. If none of these seem to fit for you, its ok.

What's going on at your campus and on your teams? Would your campus benefit from a panel engaging students, staff and faculty in conversations around Athlete Ally's mission? Does your coaching staff need more awareness around relevant LGBTQ issues? Is there a particular cause on campus that you feel would mobilize students? Maybe your athletic department is in need of educational resources?

The opportunities are endless!

**Run with whatever takes root at your chapter!
It's your program and your movement.**



BOSTON UNIVERSITY CHAPTER MEMBERS AT A PRIDE NIGHT THEY ORGANIZED

“When I was starting a chapter at BU I felt pretty overwhelmed by all the things I wanted to accomplish. But just inviting people into a room and ordering pizza while we talk about the issues on campus is easy and leads to some amazing progress forward. There's no shame in starting small.”

JOHNNY, BOSTON UNIVERSITY
CHAPTER MEMBER

PRIDE NIGHTS

Hosting a pride game/match is a powerful symbol that your team and school is committed to LGBTQ inclusion. We're happy to work with you on planning an upcoming pride match, which could include (but isn't limited to), the following:

- Wearing rainbow laces, or rainbow wrap tape, or modifying the playing field/court with banners or Pride related signs.
- Including a statement before the game about your school's commitment to diversity and LGBTQ inclusive athletic spaces.
- In advance of the game, placing an op-ed in the student newspaper and/or a PSA on social from a Chapter leader, athlete or team on the importance of LGBTQ inclusion. (If you decide to take this route, please send along to Athlete Ally so that we can promote it as well!)

THE ATHLETIC EQUALITY INDEX

In 2017, Athlete Ally launched the Athletic Equality Index (AEI), a first-of-its-kind assessment of the LGBTQ inclusiveness of the Power 5 conference's 65 member institutions. This historic inaugural report provides a comprehensive look at how member programs of the NCAA Power Five conferences are supporting their LGBTQ student-athletes, coaches, administrators, staff, and fans. We're now working on ensuring that every NCAA Division 1 institution has an AEI Ranking.

To do this, a weighted scale was developed that scored the implementation and accessibility of a number of critically important LGBTQ-inclusive policies and best practices. These policies and practices provide a framework for how your school can and should be supporting its LGBTQ constituents. Any number of campaigns can be generated to improve your school based on the below criteria. Please feel free to reach out to Athlete Ally to better understand how your school is performing, and what they can do to better support LGBTQ inclusiveness.

POLICY CHANGE

One of the best ways to make lasting change on campus is to identify an area of improvement on your campus and shift policy to that end. For example, does your school's fan code of conduct include gender identity and sexual orientation? Has your school adopted the NCAA's guidelines for transgender participation in sport? When you identify an area of improvement, you can help galvanize support and raise awareness about the mission more broadly. Think about running your own on campus campaign or petition and reach out to Athlete Ally to let us know how we can help.

CO-PROGRAMMING WITH OTHER SOCIAL JUSTICE ORGANIZATIONS

Intersectionality is crucial to our movement. A great way to get the word out about Athlete Ally's work and to build relationships that can help inform the work you do is to hold co-programmed events with other social justice organizations and clubs on campus. Reaching out to the LGBTQ Center on your campus is a natural partnership. But other social justice oriented organizations also make natural partners. Some ideas would be to host a movie night, to hold a pizza party to allow the clubs to mingle and share ideas, or to collaborate on a campaign. Friends or teammates involved in other social justice oriented clubs on campus may make natural partners. Reach out!

WRITINGS AND OP-EDS

Your campus publication, whether online or in print, is a great way to get the Athlete Ally message in front of readers in the broader campus community. Author an op-ed or an article using factual information about inclusion in athletics. Not a confident writer yourself? Ask your membership if anyone would be willing to step up and write one to help out the club. Journalism and Communication students are typically great people to ask! And, be sure to connect with your advisor for help. Athlete Ally may also be able to review and assist, and ultimately feature your piece on the main website; so don't forget to tell us about it.

SOCIAL MEDIA

Social media is a powerful tool to help spread the Athlete Ally message. Twitter and Instagram are some of our most effective methods of communication with our followers. It is very helpful to tweet at us, retweet us, and favorite our tweets.

We love to highlight what our Campus Chapters are doing, so please share photos, writings, news and other updates with us, and tag us @AthleteAlly on Twitter and Instagram.

We encourage you to think about creating your own Athlete Ally chapter pages. The objective is to gain followers and engage with your club members on a medium where they are most active.



Talking About Athlete Ally (Talking Points)

Talking about Athlete Ally on your campus will be an important component of creating a successful campus chapter program. There are a few different audiences on campus you can consider connecting with.

FOR EXAMPLE:

Speaking to individual teams is a great start, and can help boost membership among student-athletes that are interested in joining the cause. You can use the Talking Points provided later in this document, and Athlete Ally staff is here to help if you have any further questions.

Consider connecting to the LGBTQ resource center on campus to make sure you are each aware of the other's work. Speaking with administrators and department staff is an important step to ensuring your school partakes in the programming and policy work needed to create a LGBTQ inclusive athletic environment.

Aside from in-person meetings, think about how you can get the word out about your chapter in other ways. Are there school-wide announcement boards for use? Can you post announcements and flyers in the LGBTQ Center or Academic Counseling Center? Can you send a blast email to a relevant listserv that includes people that might be interested? How will you activate your membership on social media, and other digital platforms?

We're always here to help you think through strategies for outreach on campus. Don't hesitate to reach out if you have any questions.

TALKING POINTS:



Hi, my name is [X] and I started an Athlete Ally chapter on campus because [...]. We're proud to be one of over 50 college campus chapters in the organization's history.

Athlete Ally is a nonprofit that works to educate and activate athletic communities to eliminate homophobia and transphobia in sports and to exercise their leadership to champion LGBTQ equality.

At Athlete Ally, we believe that sports has the power to change the world when it welcomes and empowers all people. Everyone should have equal access to sport regardless of gender identity or expression.

Our work as a campus chapter is so important because LGBTQ people still face major barriers.

Did you know that:

Over 80% of people have witnessed or experienced homophobia in sports ¹

Only 1% of people globally think LGB folks are accepted in sport ¹

Only 24% of LGBTQ youth currently play a sport ²

Numbers are lower for trans and non-binary youth.

Only 14% of trans boys, **12%** of trans girls and **14%** of non-binary youth currently play ²

80% of LGBTQ student-athletes are not out to any of their coaches about their sexual orientation ²

83% of trans student-athletes are not out to any of their coaches about their gender identity ²

The good news, though, is that our work as a campus chapter is trying to impact these statistics.

Athlete Ally's goal is to encourage athletes, coaches, fans and other members of the sports community to stand up and do what's right and to challenge a sports culture that is too often homophobic, and transphobic. There are three major pillars of Athlete Ally's work: LGBTQ Education, Sport Policy and Athlete Activism.

Athlete Ally's education work is focused on making sure that athletic communities at all levels -- sport governing bodies, athletic departments, teams and individual athletes -- understand the obstacles to inclusion for LGBTQ people in sports and how they can build inclusive communities on their teams or within their organizations.

This work is done through a series of in-person trainings. Athlete Ally also launched a free online curriculum focused on LGBTQ inclusion in sports in October of 2018.

You can visit it at learn.athleteally.org.

Sport policy rarely reflects the diversity of people playing sport, which is why Athlete Ally works to make sure sport policies are uniform and are inclusive of LGBTQ coaches, athletes and fans.

An example of this work is Athlete Ally's Athletic Equality Index (AEI), launched in 2017. The AEI is a first-of-its-kind report that ranks and reports all 65 of the NCAA Power 5 schools on 9 key LGBTQ inclusive policies and practices.

[If your school has an AEI score, you can say: Our school's score is [X] and we're looking to change some key policies to get that score higher.]

Finally, Athlete Ally believes that Athlete Activism should be accepted and respected. That's why they have an Athlete Ambassador program of over 200 Pro, Olympic and Paralympic athletes and coaches who have decided to use their platform to speak up and out on LGBTQ human rights.

Some ambassador examples include Megan Rapinoe, Sue Bird, Reggie Bullock, Michael Sam and... [You can find a full list of our ambassadors on our website!].

¹ Denison E, Kitchen A. (2015). Out on the Fields: The first international study on homophobia in sport. Nielsen, Bingham Cup Sydney 2014, Australian Sports Commission, Federation of Gay Games. Accessed through: <http://www.outonthefields.com/>

² Johnson, A., Miranda, L., Lee, M. (2018, June). Play To Win: Improving the Lives of LGBTQ Youth through Sport. Human Rights Campaign

Staying In Touch

**WE CARE ABOUT
YOUR SUCCESS,
AND WANT TO BE A
RESOURCE FOR YOU
AS YOU STRIVE TO
CREATE GREATER
INCLUSION AND
ACCEPTANCE WITHIN
YOUR COLLEGIATE
ENVIRONMENT!**

Athlete Ally staff organizes quarterly all chapter calls where chapters from across the country can connect with one another and share the work they are doing, while receiving updates and support from Athlete Ally.

Thank you again for joining the Athlete Ally movement. We can't wait to partner with you, and look forward to seeing your chapter flourish.

Reach Out!

Hill Donnell
Policy and Programs Manager
hill.donnell@athleteally.org



ities, and Organizing: ampus Campaign





WWW.ATHLETEALLY.ORG
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