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Kick It Out is football's equality and inclusion campaign.

The brand name of the campaign - *Let's Kick Racism Out of Football* - was established in 1993 and Kick It Out established as a body in 1997.

Kick It Out works throughout the football, educational and community sectors to challenge discrimination, encourage inclusive practices and work for positive change.

The campaign is supported and funded by the game's governing bodies, including founding body the Professional Footballers Association (PFA), the Premier League and The Football Association.

AIMS AND OBJECTIVES

Kick It Out is primarily a campaigning organisation which enables, facilitates and works with the football authorities, professional clubs, players, fans and communities to tackle all forms of discrimination. The campaign has been pivotal in persuading and supporting the game's stakeholders to take their equality responsibilities seriously.

VISION

Football is a sport where people flourish in a supportive community, and where fairness is openly and transparently practiced and enforced for the good of all participants.

CORE AIMS

To be football's equality activist, campaigner, advocate and facilitator.

To be an effective, influential and proactive champion of equality, acting as a conduit and working in partnership with communities, players, coaches, fans and footballing bodies to achieve fairness for all.

STRATEGIC OBJECTIVES

To significantly increase the awareness of inclusion and diversity, and the consequences of inappropriate behaviour across all levels of football (the voice of ethical football).

To actively share good practice, critical actions, and partnership working to empower and support football organisations to develop their own responsibility towards greater equity and fairness.

To clearly show the importance of exposing inequalities and the positive value and impact that can be made through collective preventative action.