

# SUPPORT CHELSEA, SUPPORT EQUALITY



We are proud to be a diverse and inclusive club which is open to all, whatever their background or identity, and it is through our Building Bridges campaign that we promote equality, celebrate diversity and make everyone feel valued throughout our club, stadium and wider community.

We work with everyone from children and young people in schools to community groups, anti-discrimination organisations and our men's, women's and Academy teams, to create a club where everyone feels welcome.

That includes our work with the Chelsea Disabled Supporters' Association, a range of charities and football authorities including Kick It Out, and our LGBT fans' group, Chelsea Pride, which was established in 2016 to increase visibility and give LGBT people a representative voice at the club.

In celebration of our equality and diversity work, our annual Game for Equality for 2018/19 took place when West Ham United were the visitors to Stamford Bridge. The squad wore Game for Equality T-shirts during the warm-up and proudly displayed the Building Bridges logo on their kit.

The club's Say No To Antisemitism continued throughout the season with highlights including the men's first team travelling to Boston for the Final Whistle on Hate and women's team meeting Holocaust survivor Susan Pollock MBE.



**“I’m proud to play for a club where everyone is welcome, whoever they are, whatever their background and wherever they come from. At Chelsea being different is what makes us strong and helps us to be successful on and off the pitch. The Game for Equality is a great opportunity to celebrate that”**

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## Celebrating diversity



Pupils at a Fulham school after taking part in one of our many equality and diversity workshops



Players from our men's first team show their support for Chelsea Pride



Academy players help promote the Premier League's No Room for Racism campaign



The club remain committed to working with and supporting equality organisations like Kick It Out

**95**  
equality and diversity themed sessions delivered in schools

# Say No To Antisemitism

With the leadership of club owner Roman Abramovich, Chelsea Football Club has been working alongside a number of key partners to help create a programme to tackle antisemitism that has a deep and meaningful impact.

The Say No To Antisemitism project, which was launched in January 2018, is now setting the standard for combating discrimination, not just at Stamford Bridge, but also in schools and in our wider communities, as shown when the campaign was honoured at the London Football Awards 2019 and received the Gold award from the International League Against Racism and Antisemitism.

As part of the campaign, our men's senior squad visited America to join forces with New England Revolution for the Final Whistle On Hate match, spreading a message of inclusion and delivering education workshops in schools throughout our visit to Boston, as well as raising more than \$4 million for organisations tackling antisemitism.

Ahead of that match, representatives from Chelsea joined a delegation from New England Revolution, and thousands of others from around the world, at the annual March of the Living at former Nazi concentration camps in Poland.

Chelsea became the first Premier League club to send a delegation in 2018 and returned for a second year on the walk from Auschwitz to Birkenau on Israel's Holocaust Memorial Day.

Thanks to the important work of the Holocaust Educational Trust, the club was also honoured when a number of holocaust survivors met Chelsea players and fans during the 2017/18 season.

This continued last season when Susan Pollock MBE shared her story with the Women's team.

All present were enthralled by the 88-year-old's story which was both horrific and inspiring.



Holocaust survivor Susan Pollock MBE and Chelsea Women captain Karen Carney share an emotional embrace



Representatives from Chelsea joined a delegation from New England Revolution, along with thousands of others from around the world, at the annual 'March of the Living'

Support Chelsea, support equality



Chelsea chairman Bruce Buck collects the London Football Award for Best Community Project



The Chelsea players in Boston for the Final Whistle on Hate match against New England Revolution visit the city's Holocaust memorial