



# Equal Game Fund Leicester Nirvana

## Why did you apply for the Equal Game Fund?

*"As a club, we want to make the football environment inclusive and conducive to women and girls. Equal game gave us an excuse to start doing the things that we knew we already wanted to achieve. It gave us the push we needed to start to put the ball in motion. As a club that champions equity in football, it was time for a new cohort of coaches and volunteers to be found and introduced to the club."*

## What did you use the Fund for?

*"We were able to buy much needed specific equipment for the girls and ladies. We were able to use funding to put on an event and welcome over a 100 women and girls to our venue. In the spring and summer, we will be decorating one of the men's changing rooms for women and girls."*

## What impact has the Fund had on the female opportunities at your Club?

**"Female coaches"** - We were able to start a real focus on female representation. After holding our First women and girls festival, we were able to attract 2 female volunteers who were inspired to become qualified coaches. They now volunteer as coaches and are gaining valuable experience supporting the club.

**New Trustees** - The club itself have encouraged 2 women that used to volunteer with us to become trustees. We are in the process of joining them to the charity commission website.

**Adult Women's team** - As the club continues to show a commitment to women and girls football, we have been able to secure a partnership with a women's football team, to provide a full pathway. We are working together to develop their players and supporting them with their infrastructure, with an ambition to have a participation and a competitive team."



# Equal Game Fund

## Headstone Manor Ladies

### Why did you apply for the Equal Game Fund?

*"As a one team adult club, we have always strived to provide affordable football to young women in our local community. We saw the Equal Game fund as a fantastic opportunity to enhance on our existing offer and be able to provide additional incentives, rewards and support for our players. We also saw this as a great way of showcasing the work that our club does and support with player recruitment, retainment and promotion to the wider audience as well as being able to make our existing matchday facility more female friendly."*

### What did you use the Fund for?

*"We have now created a Hardship Fund which can support individuals who might be struggling financially. We have ensured the sanitary products are available to our players free of charge at training and on matchdays. We have been able to make our clubhouse more female friendly with additional lighting, signage and bespoke club images to highlight the female offer that is available at the club. We have been able to complete some targeted adverts online to help with growing the club and recruiting players. We have been able to identify and pay local sports photographers to capture images from matchdays which can be used for future marketing of the club. This has also given us opportunity to grow our Club Committee and ensure that it is fully structured and the opportunity for individuals to access development opportunities either through The FA or externally."*

### What impact has the Fund had on the female opportunities at your Club?

*"The fund has had a massive impact on our club and although some of what we have implemented seems like small changes, being able to utilise the Equal Game fund has ensured we can create a great offer at our club which is affordable and impactful within the community. We can now reach a wider audience the support of the Equal Game Fund and can really showcase our offer which in turns leads to further growth and future engagement and recruitment for the club."*