

Girl Power...



**The rise of women in
sports and the world.**

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Introduction

If females were given the same opportunities as their male counterparts, hundreds of millions more girls and women would be happier, healthier and wealthier.

Equal opportunity among genders would unleash unbridled entrepreneurship, innovations, discoveries and societal advancements. Over time, problems affecting billions of people could be mitigated or perhaps eliminated altogether.

Despite the compelling need for gender equality, discrimination against females persists due to ignorance, sexism, chauvinism, prejudice, folkways, patrilineal customs and religion.

Gender discrimination's impact is magnified because it is often comingled with poverty, violent crime, racism and exploitation. Outwardly, this manifests as fewer opportunities, less income, diminished personal happiness and success.

Sports have the potential to help equalize gender opportunities in most cultures. The concept of "fair play" is an almost universal belief.

Many of today's male and female business, civic and government leaders owe their success in part to sports. Participation nurtures teamwork, diligence, problem-solving, self-esteem, confidence, camaraderie and leadership skills.

Despite some progress, today's reality is that too few girls and women are given chances to develop, hone skills or compete.

Simply stated, gender equality is the "opportunity for people to strive to attain and benefit from their effort and potential, unencumbered by man-made impediments." This is in contrast to equal outcome advocacy.

The goal of this proposal is to advance gender equality by mirroring football/soccer's (football) cultural trajectory, that included initiation, acceptance and adoption. It advocates a conceptual strategic business plan, complete with tactical actions that if enacted will spur positive change.

Because football is the most watched and played sport in the world, involving men and women, it is an ideal metaphor. Empirically, the sport, like society, falls short in terms of gender opportunity equalization.

A purpose-focused organization is needed to captain a creative, ambitious and sustainable gender equality effort. This proposal could be that organizations' cohesive, synergistic and actionable game plan.

To cause positive change, more people, organizations, media outlets, educational institutions, foundations and businesses must work together to reshape tomorrow's thinking and actions, for the sake of every girl and woman. The benefits for society could be beyond measure!

Team Captain

A trailblazer in today's unorganized global gender equality movement is Lewes Community Football Club (LCFC). Supporter owned-and-operated, it is on the forefront of the movement.

It is recommended that (LCFC) captain this important effort, called Equality FC (EFC).

Lewes Community Football Club

LCFC is not all talk. It leads by example. LCFC was the first football club in the world to provide its professional men's and women's teams and employees with equal working conditions, support, marketing and payroll.

It fields many community teams, ranging from youth to persons with disabilities, and path-to-pro teams. Two of its teams are professional squads: Lewes FC Women and Lewes FC Men.

Lewes FC Women play in The FA Women's Championship league, the second tier of women's football, in England. The Isthmian League - Premier Division, England's sixth men's football tier, hosts Lewes FC Men.

LCFC is more than a gender equality practitioner. It is a subject-matter expert. It encourages all clubs and teams to emulate its game plan.

LCFC's Background

Lewes Community Football Club is unlike most football/soccer (football) clubs. Its positive community impact extends far beyond its pitch and parochial locale.

LCFC has demonstrated a strong passion to improve the treatment of females in football and the world, via its Equality FC (EFC) initiative. It is mostly known for its progressive work.

Nestled in a small 11.4 square kilometer country town in southern England, with a population of less than 12,000 people, LCFC's field of play is global.

Twelve years ago, when LCFC transitioned to supporter-owned, and in 2017 when it initiated EFC, the club's hard and smart work has opened minds, created allies and attracted significant community and corporate sponsorship support.

LCFC deserves high praise. Unlike many passionate social change advocates, it presents its equality message in non-evangelical ways. It is very likeable.

LCFC's actions have caused football players and managers, clubs, sports' governing bodies, schools and universities, businesses, governments and the public to take notice.

A more fully developed EFC can do even more good while spotlighting and magnifying LCFC's impact on gender equality. LCFC will always have an unending, maternal-like connection to EFC.

Transition Equality FC from an Initiative to a Program

If EFC became a full-fledged program of LCFC, its teams' success and gender equality work would be more sustainable and impactful.

EFC's appeal can be greater than any single club or team. Its theoretical audience is every person who opposes the unequal treatment of many of the world's 3.7 billion girls and women.

The Game Plan

Beyond its broad strategy, this proposal includes an operating structure, programs, staffing plan, tactical actions, marketing and public relations insights.

It contains ideas to attract partners, recommends donor classifications, includes operating budget projections and more. Here's an overview of EFC's operating structure.

- Dynamic staffing plan
- Signature programs with positive outcomes
- Use of powerful, low-cost tools that will attract and sustain engagement
- Tactics to cause measurable, positive societal change.
- Means to communicate progress to stakeholders and the public.

EFC's First Team

A good idea is one thing; working a plan to fruition is another. EFC will need winning team players who are willing and able to harness and leverage a great cause. This is EFC's "First Team."

- Executive Director (full-time, paid staff member)
- Community Engagement Director (full-time, paid staff member)
- Community Engagement Manager (year three - full-time paid staff member)
- LCFC Liaison (LCFC employee, board member or LCFC designee)
- Volunteer Teams

- Equality Coalition
- Equality FC Advisory Board
- Social Media Team
- Speed Merchant Team

Executive Director

The Executive Director (ED) is responsible for coordinating, directing and rallying a diverse team of women and men who implement LCFC's strategic plan for EFC.

The ED is the chief fundraiser for EFC. This work is coordinated with EFC's staff, advisory board, LCFC liaison and teams.

Recruiting, coordinating and supporting the Equality FC Advisory Board, in concert with LCFC, is a key responsibility.

The ED leads the collaborative conceptualization, creation, dissemination and response to all EFC campaigns and media messaging.

The ED is the chief spokesperson of EFC; however, many media appearances involve EFC's Advisory Board members and others.

Authentically making EFC's supporters, members and volunteers feel valued and needed are also strong attributes of the ED.

The ED is a highly skilled manager and salesperson who has mastered the art of selling intangibles.

The ED reports to the CEO of LCFC.

Community Engagement Director

The Community Engagement Director (CED) coordinates EFC's programs and manages the Equality Coalition, Social Media and Speed Merchant teams.

The CED is also responsible for EFC's online merchandise store, updating website content. And other duties as assigned.

The primary point person for EFC supporters and members ("Join Up") is the CED. This responsibility transitions to the Community Engagement Manager (CEM) in year three.

The Community Engagement Director reports to EFC's Executive Director.

LCFC Liaison

The LCFC Liaison is a volunteer Lewes Community Football Club board member, LCFC staff member or LCFC designee.

The Liaison is kept apprised of EFC's activities, including its work to create LCFC-EFC collaborations, and helps share ideas and organizational resources.

The Liaison's primary EFC point of contact is its Executive Director.

Volunteer Teams

Equality Coalition (EC) is a committee composed of globally-based EFC "Join Up" member and certified member representatives (see below).

People on this team have a strong and passionate desire to inform third-party football clubs, community organizations and the public about gender equality news and best-practices.

This effort involves creating and identifying, curating and sharing the findings, conclusions and recommendations of people and institutions related to the gender equality movement.

Vehicles for internal and external information dissemination are, EFC's website (see below), Zoom calls, news media interviews and no-cost social media platforms.

The Equality Coalition's chairperson reports to the EFC Community Engagement Director.

Equality FC Advisory Board members are well-known, respected influencers from football, non-profit organizations, government, business and entertainment sectors who care about gender equality and want to speak up.

EFC solicits their involvement and feedback and helps them share their feelings, insights and calls to action to the public, through social and traditional media outlets.

EFC and LCFC also benefit from their insights and connections. Some board members may want to help LCFC and EFC pitch business sponsor prospects or become LCFC board members.

EFC thanks Equality FC Advisory Board members publicly and regularly for embracing and growing the global gender equality movement.

EFC's executive director and LCFC liaison work directly with Equality FC Advisory Board members.

Social Media Team is composed of media-savvy volunteers who keep EFC's objectives, activities and goals front and center on major, free social media platforms.

Social Media Team members are recruited, oriented, coordinated, supported and monitored by EFC's Community Engagement Director.

Speed Merchant Team (see online store, below) is composed of globally-based volunteers who help keep EFC's online store shoppers happy.

EFC supplies merchandise in bulk to Speed Merchants who then ship items directly to buyers who reside in their home countries.

The result is that store to door shipping time is reduced from up to 21 days to perhaps two or three days. This will also reduce shipping costs.

Initially, Speed Merchants could be based in the United States, Japan, Australia, European Union and other EFC, LCFC strongholds.

Speed Merchants report to the Community Engagement Director.

Equality FC's Programs

EFC should offer five high-impact programs. They will cause real, positive, measurable change and rally people inside and outside football to the gender equality cause.

They are sponsorable and enable businesses and individuals to target their advertising, marketing, community, public relations and philanthropic spending.

Each program can engage one title sponsor, several presenting sponsors and many business boosters. "Team Up" also has the potential to attract two or more in-kind sponsors.

Programs include:

- Coach Up
- Team Up
- Build Up
- Join Up
- What's Up

Program are designed to require minimal tending. This is possible due to their design and by leveraging low-cost, readily available, off-the-shelf, web-based technology.

Here's a brief description of each program.

Coach Up helps women become accredited football coaches.

Coach Up covers all or part of the funds needed for aspiring women coaches with low economic means to earn their first coaching license.

Because many teams require third-party accreditation, Coach Up eliminates a key impediment to employment.

Applicants can review the program's term and conditions and apply online via EFC's website. EFC evaluates applicants and determines recipients on a quarterly basis.

Promotion

Coach Up is promoted by EFC on its website and social media platforms, and by EFC's allies directly from their social media accounts.

Team Up supports youth football programs located in impoverished communities.

EFC advances gender equality, social skills development, self-esteem and good health of girls and boys through exercise and football participation.

Specifically, this grass-roots program provides football equipment and EFC-developed coaching guides that help children play, learn and have fun.

Special consideration is given to organizations that have pre-existing, community-based partnerships with entities that promote the holistic development of children, including education and good nutrition.

Team Up recipient organizations agree to recruit, support, engage and play girls and boys during practices and matches.

Here's an example of what a typical Team Up kit could include:

- Youth-size footballs (4)
- Ball inflation pins (4)
- Ball pump (2)
- Field markers (cones) (20)
- Arm bands (44) (four colors (4X11) denote sides)
- Referee whistle (2)
- EFC player recruiting guide
- EFC's practice guide
- EFC's program reporting outline and form

- FIFA's rules of the game guide
- "Team Up" kit welcome letter, from EFC and the program's title sponsor

Team Up will require recipient organizations to document and share their outcomes with EFC. This will enable EFC to consider feedback, determine impact, report outcomes to stakeholders and tell stories that demonstrate EFC's tangible value.

Recipient organizations will also be encouraged to show their athletes in action on social media if they have the means to do so. This will help drive perceptions that EFC is an organization that acts and is worth supporting.

Sponsorship

Team Up has the greatest potential of the five programs to attract significant sponsorship funding.

If the entry-level sponsorship is priced at £1,000, this would be a low-cost on ramp for companies to initiate relationships with EFC. Annual title sponsorship of "Team Up" could fetch in the range of £20,000 - £50,000 over time.

While a line item is included in EFC's operating budget for programs, it may also be possible for EFC to secure in-kind vendor partners to provide kit contents and low or no-cost shipping.

Promotion

Team Up is promoted by EFC on its websites and social media platforms. Recipients are determined, and kit shipments occur quarterly.

Build Up provides unrestricted funds to Lewes Community Football Club.

Funding from EFC could support LCFC's operating budget, help anchor capital spending, accelerate debt reduction and grow its rainy day fund.

More specifically, monies could help fund physical plant maintenance, purchase "The Dripping Pan" and underwrite new construction projects, like an onsite community center with kitchen, classrooms, meeting spaces and locker rooms.

EFC will Lower LCFC's Financial Risk

EFC's funding will enable LCFC to lessen its reliance upon large annual financial contributions from Board members and others to balance its books.

This funding has amounted to more than £1 million since LCFC became a community-owned enterprise.

The obvious risk is that board members' lives, circumstances, priorities, philanthropic objectives and financial capabilities could change quickly, without much notice.

LCFC Funding Justification

As EFC's flagship partner, LCFC is a demonstration of gender equality in action, proof of concept and a replicable model.

What's Up shapes and shares EFC's gender equality call to action message to the public.

This is what Equality FC mostly does today.

As EFC's primary public relations driver, the Equality Coalition volunteer team seeks to sway public opinion by keeping gender equality a front-burner issue among the public.

It utilizes relevant news and events as hooks and pegs to pitch gender equality stories to third-party owned and operated media outlets, including websites, social media, blogs and vlogs, print, radio and television outlets.

The EC also connects its corps of subject matter experts, from the Equality FC Advisory Board and other allies, with media outlets. These people are interesting, have good ideas, are problem solvers or have first-hand experiences, essential to good story telling.

The What's Up team also curates, organizes, adapts, creates and disseminates interesting gender equality news and opinions via the EFC website and social media channels. This includes but is not limited to the utilization of findings from pollsters and researchers.

Here's an example message.

"Girls are more than twice as likely as boys to drop out of sports by age 14, according to the Women's Sports Foundation's "Go Out and Play: Youth Sports in America" report.

Equality FC works to level the playing field for girls. Its "Team Up" program increases organized play, exercise time and self-esteem of youth and teen girls and boys, on and off the pitch of play."

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(EFC provides the names of willing and able Team Up recipients and their contact information to media so they can connect with them if they choose to do so.)

With help from EFC's Community Engagement Director, What's Up volunteers produce quarterly newsletters, that EFC distributes via email to its "Join Up" members (see below).

Join Up is EFC's grassroots membership and gender equality certification program.

It is EFC's most comprehensive engagement program. It has strong potential to create more opportunities for girls and women.

Join Up engages four major constituencies.

- People
 - Ally
 - Advocate
 - Supporter
 - Goal Keeper
- Community Organizations
- Colleges and Universities
- Professional Sports Organizations

Membership affiliation corresponds with a person or entity's feelings, aspirations, proclamations, policies or actions.

It is easy to understand why passionate people who support gender equality would support EFC.

But why would well-established community organizations, schools, colleges, universities and professional sports organizations (teams, leagues, regional and national sports governing bodies) join EFC's cause? Six good reasons come to mind.

- Appear special and differentiable in communities where they operate.
- Leverage third-party EFC validation, making their parochial fundraising and partnership development efforts more successful.
- Recruit better players who value gender equality.
- Engage more like-minded supporters who place a high importance upon funding gender equality and fair play.
- Build ongoing partnerships with their local businesses that embrace good corporate citizenship and social responsibility.
- Low-cost means to meet a moral obligation, compounded by pressure exerted from constituents.

Importantly, EFC creates up to 18 annual touch-points among Join Up participants to encourage donors to sustain and increase their involvement.

Here are the entity types, who and what's included and supporting rationale. Let's start with People.

An **Ally** is a person who joins EFC's email list.

Allies receive an introductory message and can opt-in to receive quarterly EFC updates via email.

Email messaging spotlights what EFC is doing and encourage Allies and their friends to become Advocates, Supporters or Goal Keepers.

An **Advocate** is a person who endorses gender equality and makes a one-time, annually renewable contribution to EFC of £25.

An Advocate receives a welcome email and "Advocate" certificate that includes their name, start and renewal dates, via email.

They can opt-in to receive EFC's quarterly electronic newsletters via email. Their name, or anonymous is listed on the EFC website as an Advocate.

Newly signed up Advocates, who opt-in, receive a shout out on EFC's Facebook page monthly as a thank you. Otherwise, their names appear as anonymous.

A **Supporter** is a person who endorses gender equality and makes an annually renewable contribution to EFC of £40.

Supporters receive Advocate-level benefits and more. They can opt-in to receive EFC's progress reports and updates on quarterly Zoom calls.

LCFC may want to extend a £10 discount to Supporters who also want to buy ownership shares of LCFC. This would be consistent with the discount LCFC offers current owners who may invite a limited number of their friends and family members to buy shares.

A **Goal Keeper** is a person who wants to keep EFC a progressive organization by making annually renewable contributions to EFC of £100.

Goal Keepers receive Supporter-level benefits, plus a personalized thank you letter from EFC's executive director, sent by snail mail.

LCFC may want to offer Goal Keepers a 15% discount on purchases made at EFC's online store (see below). A Goal Keeper would need to spend £667 in one year for EFC to realize any profit margin reduction, presuming a 35% average cost of goods.

Community Organizations

Any community organization that plays football can Join Up as a member.

Classifications and Fees

- School Team (K-12) - £5
- School System (K-12) - £.25 per player or £25, whichever is greater.
- Community Youth League - £.25 per player or £25, whichever is greater.
- Community Adult Team - £10
- Community Adult League - £.25 per registered player or £25, whichever is greater.

Member Benefits

Members' names are listed on EFC's website as affiliated Community Organizations. This action may help them attract local supporters and sponsors.

Community Organization can opt-in to receive quarterly electronic newsletters and invitations to join EFC's quarterly Community Organization Zoom calls.

Each member receives a certificate with their name, start and renewal dates, via email.

To help Community Organizations approach, achieve and sustain a higher level of gender equality, EFC develops and shares two user guides.

- Gender Equality 101. A standard operating procedure (SOP) to help community organizations jumpstart and sustain gender equality best practices.
- Operational Checklist. A guide to player recruitment and support.

These guides add significant membership value. Once the SOP and checklist are written, they will only need to be reviewed and updated annually.

Community Organization members also receive a digital copy of the Equality FC logo, via email, to include on players' jerseys, their websites and social media, if they wish to do so.

Additionally, EFC should advocate that its school team, school system and community youth league members offer comparable off-pitch assistance to girls and boys.

- Provide equal sums of financial aid, calculated on a per person basis, enabling disadvantaged boys and girls to participate, if fees are charged and aid is offered to some players now.

- Equal assistance when helping girls and boys obtain attendance, academic and athletic-based financial aid, grants and scholarships to attend colleges and universities, if currently offered to some players.

Colleges and Universities

All colleges and universities (institutions) that endorse gender equality are encouraged to join EFC as members.

Annual and Renewable Fee: £100.

Membership Rational and Benefits

Institutional members receive a digital copy of the Equality FC logo, via email, to include on players' jerseys, websites and social media, if they wish to do so.

They are listed on EFC's College and University webpage as member institutions. Their verifiable support of EFC may help them attract additional sponsors and supporters.

Institutions can opt-in to access quarterly EFC College/University Zoom calls and newsletters. Each institution receives a welcome message and certificate that includes their names, start and renewal dates, via email.

Why Not Certify Colleges and Universities?

Athletics is not the primary mission of institutions. Generally, sports are offered to provide students with a well-rounded higher-education experiences, whether they are athletes or spectators. Also, a relatively small percentage of students typically play varsity sports.

Other motivations include student enrollment stabilization or increases, reputational enhancement and goodwill, spur alumni engagement and giving, endowment growth and corporate sponsorship facilitation.

Key factors that challenge equality's economics include, low fan attendance, lack of alumni giving, sponsorships, booster engagement and gate, concession revenue and merchandise sales.

These factors usually generate less income than it costs many colleges and universities to field women's and men's teams. Consequently, many reliant upon student fees to support sports.

Despite this cost versus income imbalance, many institutions offer a variety of varsity sports that welcome men and women.

In the United States the federal government is the principal reason why.

Title IX of the United States Educational Amendments of 1972 prohibits sex-based discrimination at institutions that receives federal funding, like research grants and government-backed student loans.

The result is that many institutions offer and support more female than male sports. This does not mean there are more female athletes, nor does Title IX mandate equal budgets, training and playing conditions. There is indeed room for improvement.

Here's a fictitious but realistic example.

American Union is a liberal arts college with 3,500 undergraduate students. It supports and fields numerous varsity sports teams. Approximately 15% of Unity's students play varsity sports.

Male-only sports include American football, baseball and wrestling. Female-only sports include softball, volleyball, field hockey, cross country, rifle and crew. AU fields women's and men's soccer/football, basketball, cheerleading and tennis teams.

American Union offers more women's teams than men's teams. But based upon roster spots male athletes outnumber female athletes three-to-two.

For every dollar Union spends on men's sports it spends .87¢ on women's sports, mostly on coaching salaries and transportation to and from games.

It is likely that fewer than 5% of colleges and universities profit from sports in America, when student fees are excluded.

Also, EFC should not certify institutional because it would be too time consuming and costly for institutions and EFC to establish criteria, reporting, review, evaluation and compliance standards.

Professional Sports Organizations - Members and Certified Members

Professional Organizations (enterprises) include all sports that operate teams composed of players who are paid money.

Enterprises also include:

- Organizations that set and enforce rules of play
- Professional sports membership entities

- Entities that collect dues from professional teams
- Sports bodies that provide prize money
- Organizations that provide teams with funding

Annual Fee for Professional Sports Members and Certified Members

EFC's annual fee is 1/10 of 1% of an enterprises' annual operating budget or £100, whichever is greater. Here are four operating budget examples:

- £25,000 = £100
- £250,000 = £250
- £2,500,000 = £2,500
- £25,000,000 = £25,000

Due to the low fee, cost should not be an impediment for the majority of professional enterprises that want to support gender equality and EFC.

What is a Member Versus a Certified Member?

A member is an enterprise that endorses gender equality. It may have achieved some equality benchmarks, but equality is mostly aspirational.

By default, a one gender enterprise without a formal affiliation with an opposite gender club may join EFC as a member. It would not be eligible for certification. Here's an example.

Oakshire FC has fielded a professional men's football team in England since 1911.

Last year, it started an amateur women's football club composed of unpaid local high school and college amateurs. OFC hopes to make OFCW a professional squad within five years.

Oakshire FC can join EFC as a Professional Sports Organization Member.

What is a Certified Member?

Certified enterprises operate professional men's and women's teams. They have attained a high degree of gender equality and have equalized the following benchmarks:

- Equal operating budgets (Adjusted for key factors. See #2 below.)
- Comparable practice and playing conditions for home matches
- Locker room accommodations at home matches

- Operating policies and procedures
- Safety protocols
- Coaches' credentials and experience
- Trainers, strength and nutrition, injury rehabilitation
- Supervised practice time
- Player tryout process
- Away match support (travel, accommodations, meals)
- Marketing budgets
- Player recognition and awards
- Social media promotion
- Player recognition and awards
- Match ticket and concession pricing
- Advertise paid jobs, internships and volunteer openings to men and women and extend interview opportunities to all pre-qualified applicants
- Prize money (applicability: tournament and derby organizers, leagues, national and international organizations)

Three Tier Certification System is Recommended

Due to its extensive criteria, few enterprises are currently able to attain comprehensive certification. EFC should establish three categories of certification.

(1) Full (payroll, benefits compensation, working conditions)

(2) Pay & Monetary Benefits Compensation

The total sum of money an enterprise allocates for labor and monetary benefits compensation is divided equally between its men's and women's professional teams, based upon five factors.

- Roster size
- Total work hours
- Number of matches played
- Length of season
- Per diem

So, the pool of funds for the women's and men's teams may be different yet equal.

Pay and benefits compensation allocated to specific players and staff members (at all three levels) need not be the same, reflecting the reality that some players and employees are more important to their enterprises and deserve to earn more overall compensation.

(3) Working Conditions

Compliance - Honor System

Certified Member attainment is based upon the honor system. An entity's leader or CPA must attest to its compliance in letter form on its letterhead, electronically submitted to EFC.

These attestations will be made available for public view, linked to each entity's listing on EFC's website and can be reviewed and challenged by anyone or organization by name or anonymously.

Third-Party Certification Challenges

In the event of a certification challenge, the subject enterprise would be asked to produce documentation supporting its level of certification.

If the subject enterprise does not comply within 90 days, EFC would reclassify it as a Member.

If supporting materials is submitted to EFC by the enterprise, EFC would determine if the challenge was founded or unfounded. The enterprise and challenger would be informed by EFC as to its decision.

Member and Certified Member Benefits

Professional sports organizations can utilize EFC's logo on their jerseys, websites, social and print media publications and elsewhere as a means to associate themselves with the gender equality movement and EFC, if they wish to do so.

Enterprises are listed on EFC's website. Reciprocal links enable people, organizations and companies to verify enterprises' current EFC membership. Here is a theoretical example of how affiliation can create value for enterprises.

Fiddle Town FC is seeking a £5,000 corporate sponsorship from Lum Bright Inc., a local light fixture retailer.

LBI is intrigued because FTFC noted its commitment to gender equality and its EFC membership. Lum Bright has developed some interest in gender equality over the past few years, sparked by insights and suasion from employees and customers.

LBI visits EFC's website to verify that Fiddle Town FC is indeed an EFC member enterprise.

Based upon FTFC's overall proposal and to some degree its EFC membership, LBI decides to sponsor FTFC.

Lum Bright Inc. decides to showcase its support of gender equality at its five Fiddle Town stores during the football season with signage and via social media posts.

Professional sports enterprises allied with EFC can opt-in to receive a monthly newsletter and invitations to join quarterly Zoom calls.

EFC emails Professional Sports Organization members certificates with their names, start and renewal dates.

Strong Incentives for Enterprises to Join EFC’s Cause

Many professional football and basketball clubs, in particular, face growing pressure from fans, sponsors, employees and vendor partners to address gender inequality. EFC is part of the solution.

Enterprises may also be keen to join EFC because of its “Coach Up” and “Team Up” programs. They can lay claim to being helpful.

EFC Program Funding

Program funding will be determined by EFC’s priorities and their ranking order, established by LCFC during EFC’s strategic planning process and when annual budgets are set.

Here’s the recommended programmatic budget baseline breakdown by percentage. These figures are direct allocations and exclude program management personnel costs and other support.

Program	Budget Allocation (%)
Build Up	66%
Coach Up	15%
Team Up	10%
Join Up	7%
What’s Up	2%

Businesses Engagement

Business engagement has the greatest potential to raise large sums of recurring revenue to support Equality FC’s mission.

Equality FC will appeal to diverse industry groups because it is a global program with potential local, community, state, country, continental and global impact.

Corporate Social Responsibility

Many businesses want to spend portions of their community relations, advertising, marketing and philanthropic budgets on social issues that align with their goals and constituents' values and expectations.

Because almost half of the world population is female, with many facing gender discrimination, gender inequality sits near the top tier of the social-causes pyramid. Injustice is indeed a strong call to action. EFC's programs are an answer to this problem.

Companies that fund EFC also gain a subjective form of third-party validation. They can use this goodwill to drive perceptions of caring and engagement among their employees, customers, prospects, vendors and the public.

Old School Advertising Tactics versus Equality FC's Innovation

Equality FC will not have the typical inventory of sponsorable assets that most football clubs utilize to raise money. This includes placing logos on jerseys, branding sponsors' names with teams, ground signage, player appearances and more.

This is why programs play such an integral role for Equality FC going forward.

In contrast to many sports teams, most of EFC's programs will require little tending, thanks to their design and use of web-based technology. They are evergreens, never out of season. Advantage, EFC.

Also, due to a typical club's small area of dominant influence, most of its sponsorable assets do not compete well on a cost per thousand or message frequency basis against other advertising options.

Consequently, many businesses sponsor their local club due to feelings of obligation or altruism.

Memorandum of Agreement

EFC should pitch most business prospects in two ways: programmatic sponsorship and memorandum of agreement (MOA).

An MOA will empower a business to use its marketing and advertising power to promote its association with EFC and the gender equality movement in ways that work best for them.

Here are two fictitious examples:

1. Universal Motors (UM), a global vehicle manufacturer, is licensed by EFC to place the EFC logo on its website's Social Responsibility page for three years.

Along with the EFC logo, a written narrative appears that quotes EFC's executive director, thanking UM for its commitment to gender equality.

The MOA also calls for one EFC representative to visit a UM worksite annually to speak with its mid-level managers and affinity groups including, D&I (Diversity and Inclusion) and LGBTQF.

Annual support to EFC: £25,000.

2. Tom & Billy's, a Canadian-based sellers of ice cream, pays EFC for a license to self-promote its association with EFC's "Team Up" program, via signage at all 330 of its franchise locations for the two weeks leading up to International Youth Day.

One-time support to EFC: £3,330.

In addition to offering program sponsorships and marketing rights on a global basis, EFC should create more inventory by granting industry-specific and territorial rights opportunities, where it makes sense to do so.

Message Clarity and Intellectual Property Protection

It would be helpful if EFC's current logo included a tagline that clarified EFC's mission and purpose. Here are two suggestions.

- "Equality FC Stands for Equal Opportunity"
- "Equality FC...For a Level Playing Field"

What is "FC?" It is likely that most people in the world have no idea that "FC" is an abbreviation for "Football Club." LCFC may want to include "Football Club" in first reference.

LCFC should attempt to trademark "Equality FC" in the United States, and in England, European Union and internationally if it has not already done so.

Leverage Efficient Web-Based Tools

Creating and updating a feature-rich website that includes a mirror mobile site for under £300 a year is possible. Add enhancing functionality modules, the cost can be under £1,000 a year.

Website building (WYSIWYG) software, offered by WiX and others is inexpensive. They are easy to design, deployment, update and optimize for search. The learning curve is also quite low.

A URL (website address on the Internet) typically costs £1 to £20 a year.

Equality FC Website & Social Media

LCFC should create a website for EFC and activate no-cost social media handles.

“Equality FC, the global gender equality program of Lewes Community Football Club,” appears on the header of its website’s pages and is its social media handle description.

A website will enable EFC to efficiently promote its message, engage more people, organizations, colleges and universities, professional sports enterprises and businesses, and raise awareness and funds 24 hours a day.

The EFC website will:

- Showcase its mission, purpose, work and programs.
- Recruit and process “Join Up” program members.
- List members, certified members and supports.
- Outlining its programs, enabling people and entities to apply for EFC’s support, including “Coach Up” and “Team Up.”
- Enable people and businesses to express interest in sponsorships.
- Host the online store.
- Feature a multi-currency conversion payment portal.
- Share news about upcoming virtual and in-person events.
- Host videos, blogs, vlogs and social media feeds to keep people engaged and coming back for more.
- Disseminate gender equality best-practices.

EFC Online Store

Let’s help people proudly display and promote EFC by standing up an online store. The potential global audience is huge.

Initially, the store could offer popular, light weight, items like, Equality FC t-shirt, bandanna, socks, pin and sticker.

Online promotional item suppliers, like 4imprint Outlet, also offer brandable items in bulk for extremely low prices.

Having a few SKUs to start will make packing and shipping items easy and low-cost.

Budget Projections

Three years of budget estimates are included in this report. They total £150,350 in year one, £345,210 in year three and £527,500 through year five.

It is recommended that two-thirds of all funds earmarked for “program” be allocated to “Build Up.” This will provide direct and needed support to LCFC. This should also incentivize LCFC’s implementation of Equality FC as a full-fledged program.

If the following three budget estimated come to fruition, annual funding from EFC to LCFC via “Build Up” would range from £20,000 to £180,000.

Since many businesses plan some or all of their marketing, advertising, community relations and philanthropic spending one to three fiscal year in advance, it is likely that some seed funding will be needed to jump-start EFC. The Donors line item appears in year one and is £24,000.

Here are EFC’s operating budget estimates for years one, three and five.

EFC’s Operating Budget Year One		
ITEM	NUMBER	ANNUAL REVENUE/EXPENSES
REVENUE		
Supporters	300	£12,000
Community Organizations	125	£1,850
Colleges / Universities	30	£3,000
Professional Organizations	20	£7,000
Businesses	35	£87,500
Online Store	1	£15,000
Donors (philanthropic appeal)	12	£24,000
REVENUE TOTAL		£150,350
EXPENSES		
Executive Director Employee	1	£45,000
Community Engagement Director	1	£32,500
Programs (excludes LCFC allocation)	4	£10,000
“Build Up” program allocation to LCFC.	1	£20,000
Website (Wix)	1	£1,000
Office Space	1	£6,000
Smart Phone and Data Plan	1	£2,500

Laptop Computer	2	£2,000
Software (Office 365, Adobe Suite)	2	£900
Zoom License	1	£200
Insurance	1	£3,500
Business Operating Licenses	3	£500
Travel and Per Diem	1	£2,500
Cost of Online Store Goods	-	£5,250
Shipping and Postage	-	£2,000
Miscellaneous	-	£5,000
Taxes/Fees	-	£5,000
Accounting/Audit	1	£6,500
Reserve Fund	-	£0
EXPENSES TOTAL		£150,350

EFC's Operating Budget Year Three		
ITEM	NUMBER	ANNUAL REVENUE/EXPENSES
REVENUE		
Supporters	935	£37,460
Community Organizations	350	£5,250
Colleges / Universities	100	£10,000
Professional Organizations	50	£17,500
Businesses	50	£250,000
Online Store	1	£25,000
Donors (philanthropic)	-	£0
REVENUE TOTAL		£345,210
EXPENSES		
Executive Director Employee	1	£49,175
Community Engagement Director	1	£35,515
Community Engagement Manager	1	£30,000
"Programs (excludes LCFC allocation)	4	£50,000
"Build Up" program allocation to LCFC.	1	£100,000
Website (Wix)	1	£1,000
Office Space	1	£7,000
Smart Phone and Data Plan	1	£3,500
Laptop Computer	0	£3,500
Software (Office 365, Adobe Suite)	2	£1,800

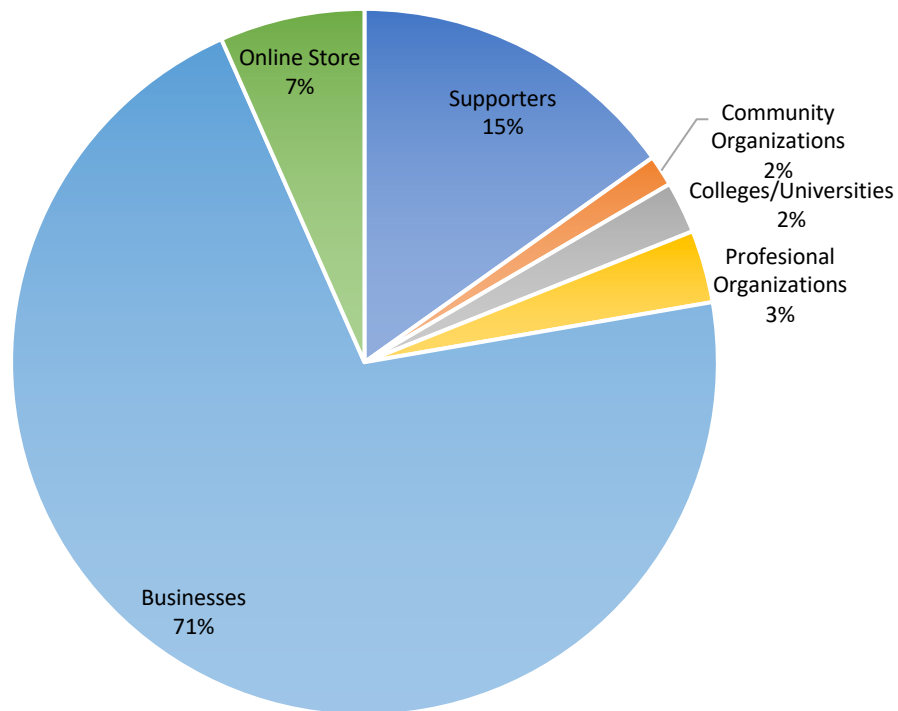
Zoom License	1	£370
Insurance	1	£5,000
Business Operating Licenses	3	£600
Travel and Per Diem	3	£10,000
Cost of Online Store Goods	1	£8,750
Shipping and Postage	-	£3,500
Miscellaneous	-	£5,000
Taxes/Fees	-	£7,500
Accounting/Audit	1	£8,000
Reserve Fund	-	£15,000
EXPENSES TOTAL		£345,210

EFC's Operating Budget Year Five		
ITEM	NUMBER	ANNUAL REVENUE/EXPENSES
REVENUE		
Supporters	2000	£80,000
Community Organizations	500	£7,500
Colleges / Universities	125	£12,500
Professional Organizations	50	£17,500
Businesses	75	£375,000
Online Store	1	£35,000
Donors (philanthropic)	-	£0
REVENUE TOTAL		£527,500
EXPENSES		
Executive Director Employee	1	£52,170
Community Engagement Director	1	£37,678
Community Engagement Manager	1	£31,827
Outsourcing Select Project-Based Work	1	£25,000
"Programs (excludes LCFC allocation)	4	£90,000
"Build Up" program allocation to LCFC.	1	£180,000
Website (Wix)	1	£1,250
Office Space	1	£8,000
Smart Phone and Data Plan	1	£5,000
Laptop Computer	0	£4,000
Software (Office 365, Adobe Suite)	2	£2,000
Zoom License	1	£450

Insurance	1	£6,000
Business Operating Licenses	3	£750
Travel and Per Diem	3	£12,500
Cost of Online Store Goods	1	£12,250
Shipping and Postage	-	£5,875
Miscellaneous	-	£7,500
Taxes/Fees	-	£10,000
Accounting/Audit	1	£10,000
Reserve Fund	-	£25,000
EXPENSES TOTAL		£527,500

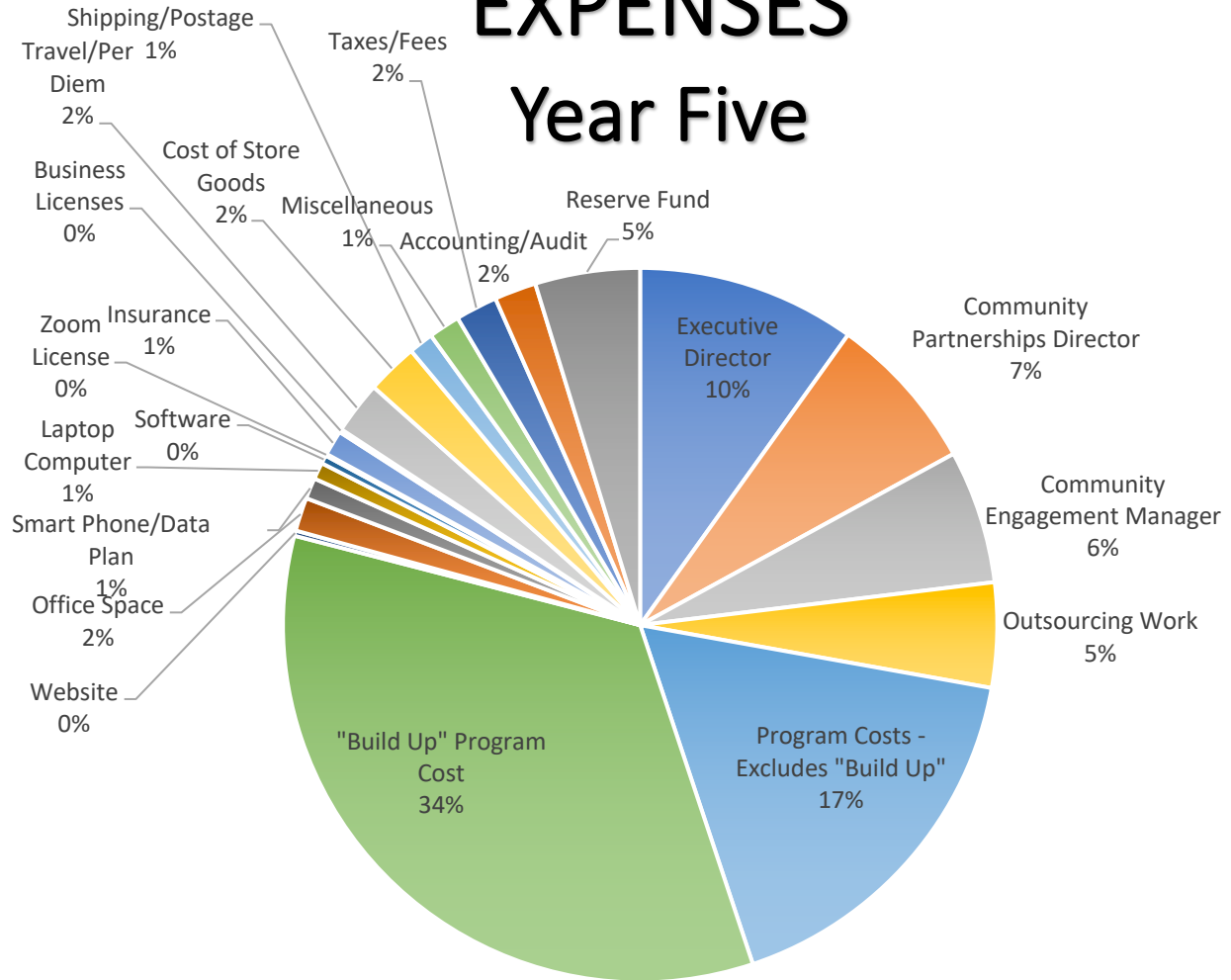
Here are pie charts that break down income and expenses for Year Five. These illustrations are too imprecise, as indices are numerically one or greater. Line items with less than 1% of budget value indicate as equaling 0%. But they have some illustrative appeal.

INCOME Year Five



EXPENSES

Year Five



Notes

Lewes FC Asks for Ideas and Feedback from its "Owners."

Thank you for the opportunity to share and express my conceptual business plan outline for Equality FC. Hopefully you will find it well-intentioned, logical, creative, debatable, but most of all actionable.

Competition?

Let's address this now. Rather than do harm, EFC will accentuate LCFC. There is also significant mission and brand differentiation between LCFC and EFC to attract and engage supporters and advertisers who have various objectives in and outside the realm of football.

Business as usual for LCFC. It will continue to seek and attract significant sponsor and advertiser support from individuals, organizations and businesses.

By operating EFC as a subsidiary program or business, LCFC will have two major assets to market instead of one. Here is a fictitious and positive example of a how expansion, dedication, innovation and diligence can accentuate success.

Doodle Noodle Co. (DNC) is a sixth-generation wholesaler of popular pasta products to the grocery store industry.

It recently bought a dairy, created a new subsidiary and held a public contest to design its new “Pasta Pete” and “Mooreen,” the dairy cow logos.

In addition to booming grocery store sales, DNC now sells macaroni and cheese directly to consumers. Sales quadruples and profits doubled within 24 months.

If LCFC were a piece of cake, EFC is the entire cake with ice cream, whipped cream swirls, multi-color sprinkles and cherries on top.

Risk

No matter how smart, diligent and hardworking EFC’s staff and volunteer plan, strive and collaborate, there is no assurance that Equality FC will be successful.

However, with its strong mission, purpose, effective programs, good outcomes, multiple revenue streams and strong marketing, a passionate can-do team could exceed this report’s anticipated impact and revenue projections.

Equality FC’s Legal Structure

LCFC is advised to engage a business consultant to determine the best legal structure for EFC. Should it be a stand-alone independent business, subsidiary of LCFC or a LCFC program?

Should EFC be a not-for-profit enterprise or something legally comparable? While this status would affect business operations, tax-exemption might not be an advantage if most funders live outside of the United Kingdom. A donation to a foreign non-profit would not be deductible, for example, on a USA federal income tax return.

Perhaps, most important is adopting an operating structure that enables supporters to write-off 100% of their business-related expenses. This report does not express finance or tax advice.

Banking Fee Surcharges

If legal, LCFC should establish bank accounts with United Kingdom-based banks with branches where its supports live and work, including the United States, European Union, Australia, Japan, etc., allowing patrons to avoid possible currency conversion transaction fees.

In the United States, for example, many banks charge fees, £10 per transaction to convert currency. Hypothetically, a £10 surcharge to join EFC as a £25 Advocate-level member would be quite a surprise. Some US-based banks also regularly challenge international transactions.

Currency Conversion Calculator

Equality FC's website should include a currency conversion calculator. This will clarify what engagement actually costs.

Trademarks, Copyrights

This report is original to the author and intended for educational purposes. No claims are made to any trademarked or copyrighted property or material. Any similarities, if they exist, are coincidental.

About the Author

Chris Allen is one of over 2,000 Lewes FC "owners" and a multi-year, women's first team player sponsor (Sophie O'Rourke, #20).

He has a 35 year track record of leveraging the power of people and organizations to improve The Human Condition. His motto: "It takes people to help people."

Chris has helped raise nearly \$60 million in zero-interest micro-loans, helping 130,000 disadvantage people in 94 countries, via Kiva. Females account for approximately 73% of loans. More than 38,000 people from around the world have joined Kiva teams captained by Chris.

As the founding executive director of Hands On Orlando (1999-2022), Chris led teams that produced thousands of corporate and community-based volunteer projects that engaged over 200,000 volunteers from all 50 states and 60 countries. Projects helped more than 300 non-profit organizations, public schools and parks. HOO's corporate partners included, Nike, Pfizer, GE, National Basketball Association, HP, Rockwell, Marriott, Orange, Merck, Verizon, Hyundai, Deloitte, Siemens, FIS, Apple and many more.

Before leading HOO, Chris was television news reporter in Baltimore, Maryland (ABC-2) and he freelanced for CNN and CBS News. He is a recipient of the "Service to Children Award," from the National Association of Broadcasters and the "National Journalism Award," from Scripps Howard Foundation, among others.

President Bill Clinton named Chris a "President's Service Award" Citationist (later called President's Community Volunteer Award), America's highest honor for volunteer service.