



HOW DO YOU SHOW UP ON THE PITCH?



PLAYERS

- **It's not a game of keep-away.** When players work together on a team, everyone wins. Don't shun other players for showing up authentically.
- **Active listening** builds trust and fosters inclusivity, and it helps us communicate better as teammates. Showing we're listening shows we care.



PARENTS

- Showing up for kids excited about getting on the court is everything, and **allowing them to be authentically themselves** means you're supporting them to show up as their best.
- Just like you want your kid to learn from being on a team, families grow when they have a support network. Seek out other groups, connect with other families, and **foster a supportive community** for your whole family.



FANS

- We love to **represent** the teams we support--the same should go for your community and peers. Symbols + signals like a pin, a patch, a roll of pride tape in your duffel bag--anything can be a signal to those searching for support, understanding, or simply a safe place to play.
- Remember that our **words matter**. Rooting for our team, our favorite players, and each other with inclusive language makes sure the court stays a fun place for everyone to play.





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THE WAY A TEAM PLAYS AS A WHOLE DETERMINES ITS SUCCESS.

- BABE RUTH

You Can Play has been working in sports inclusivity training and advocacy for almost 12 years, exponentially multiplying the impact of sports organization's inclusion work and focus. We are calling upon organizations, players, coaches and fans for their visibility. Commitment to the LGBTQ+ community tells generations of participants that basketball welcomes everyone.

If you can play, you can play.

84%



North Americans witnessed or experienced homophobia in sport

24%



LGBTQ+ youth that participate in sport vs 65% of straight youth

20%



North American Gen Z & Millennial that identify as LGBTQ+ community



3 EASY WAYS TO SUPPORT INCLUSION IN SOCCER

I. SIGNALS + SYMBOLS

Nothing is too small: a pin, a patch, a roll of pride tape in your duffel bag--anything can be a signal to those searching for support, understanding, or simply a safe place to play.

If you can play, you can play.

2. HIT THE BOOKS

Learning how to play a game includes **learning how to be on the same team**. When we get better at communicating about what we're doing, we all play better! Educating yourself on inclusive terms is the best way to make sure we're open to learning how we can better show up for each other -- on and off the pitch.

3. SPEAK UP

When we know something hurtful has been said, or if we ourselves have said something hurtful, showing up as our best means taking accountability for it, and saying something about it. Encouraging ourselves and our teammates to do their best by each other is the winning move. Apologizing, learning, and trying to **do better is key to being a good sport**.

CONNECT WITH YOU CAN PLAY



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You Can Play, Inc. is a registered non-profit organization. All donations are tax-deductible.





OUR APPROACH TO INCLUSIVITY TRAINING



ALLYSHIP IOI

- LGBTQIA+ terminology and identities
- Language and verbiage workshop
- Intersectionality, intent, and impact
- Inclusive spaces over



ALLYSHIP IN SOCCER

- Creating inclusive sports culture: locker room conduct
- Barriers and challenges to basketball players, fans, and leaders
- Support systems for players, coaches, and fans
- Addressing homophobia and trans phobia in the court



ALLYSHIP IN YOUR ROLE

- Understanding role-specific influence
- Creating a safe and respectful environment
- A deep dive in supporting peers relative to your role
- Active listening and effective communication strategies



ADVOCACY IOI

- Understanding the difference between allyship, advocacy, and activism
- Amplifying marginalized voices
- Shifting mindsets from individual change to systemic action
- Navigating pushbacks and challenges to inclusivity efforts in athletics
- Localized activation and next steps equitable involvement



PRIDE 365 - OUR APPROACH TO AUTHENTIC INCLUSION



Club & Community Education



Social Media & Communications



Pre-Incident Prep & Issue Management



Pride Nights & Events

Our comprehensive support of your programs ensure you have a You Can Play contact at the ready, at all times to work with your organization.

We work with ticketing, marketing, education and communications teams to appropriately access new communities. We help organizations bring visibility front and center for Pride Nights; your community outreach to bring your brand to local coaches and teams through inclusive education and programs; and your executive and HR teams to ensure your policies and crisis processes are on point.

MULTIPLYING YOUR IMPACT THIS SEASON

1.5m raised for LGBTQ+ Charity

5.8M social media reach from 1 game

4 Front Offices Educated

Sold out pride ticket packages