

# Charter Standard.

## Congratulations - your club is among the country's best

**Thank you for completing your club's annual health check. We're delighted you have chosen to continue to deliver the highest standard of football.**

### **Be proud to be Charter Standard**

As a Charter Standard club you represent the very best in grassroots football. The accreditation certifies that your club upholds values that appeal to players, coaches, officials and supporters. It demonstrates that your club offers a place where everyone can enjoy football.

Please find attached your Clubs digital certificate; your physical certificate will be delivered to your Clubs named Charter Standard Coordinator, if an individual isn't named within the whole game system under this role then your club secretary will receive it in the coming weeks.

### **Digital Asset Pack**

As a PROUD TO BE Charter Standard accredited club we encourage you to download and take advantage of a number of digital assets to promote how you create those safe, fun and inclusive environments for your volunteers, supporters and players.

<https://we.tl/t-uGTCJlrG9L>

Your pack includes the following assets along with guidance on how to use these

- Social Media Assets
- Email Banners
- Charter Standard Logos
- Additional Images

See 'getting the message out there' for some tips on how to celebrate your commitment using these assets.

### **Equipment for 2019/20 season**

The FA is pleased to announce that as a club that completed the 2018-19 annual health check you will continue to receive Nike Strike International Match Standard balls as a benefit for next season. Footballs will be distributed to your club from July 2019. In some cases these will be sent out by your local County FA. Further details will follow in the coming months.

### **Added value for Charter Standard clubs from 2018**

This season The FA will continue significant national investment into accredited clubs. We'll ensure all youth teams have at least one qualified FA Level 1 coach. Adult teams will all receive support to achieve qualified first aiders.

You can find out more about The FA's new plans and investment here [>click here<](#)

Your Local County FA will be in contact regarding access to coaching bursaries to help ensure all players gain access to a qualified coach, giving them a great experience of the game we love.

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## Supporting Adult Football - Equipment & Kit Voucher

To support the retention of adult teams the FA has from the start of the 2018/19 season revised the Adult Charter Standard Adult criteria and significantly improved the benefits package for new or renewing clubs. We are delighted to be able to also extend these benefits to the adult teams that operate in Charter Standard Community, Development or Youth Clubs. These teams will receive a £100 Kit Voucher to be redeemed at [www.faadultkitscheme.com](http://www.faadultkitscheme.com). The kit scheme offers football kit, Goalkeeper kit, training wear, bags, training aids, medical bags. A voucher can be spent on some pre-selected bundles such as 7 Match balls or 11 pairs of shorts or 22 pairs of socks or items you select yourself or as part payment of a larger kit purchase.

If as an FA Charter Standard Youth Club you have a minimum of one affiliated adult team then your voucher code will be communicated to you from January 2019.

This offer is specifically to support the retention of all adult teams in a Charter Standard Community, Development or Youth Club and the kit and equipment should be used for teams playing in Open Age Football. This kit voucher will be made available to adult teams each season upon completion of the Club's Annual Health Check.

## FA Respect

The FA Respect campaign 'we only do positive' will help your club create the best possible safe, fun and inclusive environment so head to the FA.com to get access to resources including codes of conduct [here](#).

## Getting the message out there

We've supplied example Twitter and Facebook posts to get you started. We'd encourage you to continue to share the great work you do. Include local information to make content relevant to your club and the people who care most about it.

Your social media platforms are a powerful way for you to connect with your local community. Use them to promote the great work you do and the values you stand for as an FA Charter Standard club.

We've provided some example posts to help get you started

### Facebook post:



*[insert your club name] is proud of our @FA Charter Standard status. We're committed to delivering the best possible experience for players, referees, coaches and supporters making football safe and fun for everyone. Find out more visit <https://goo.gl/Xgbe55> for all #charterstandard#proud*

TheFA

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## Twitter post:



We are @FA Charter Standard club. We make football safe and fun #ForAll. Visit <https://goo.gl/Xgbe55> to find out more #charterstandard#proud

**For best results link to activity and relevant pages on your own websites or social media pages. If you're going to use imagery remember to always use Safeguarding best practice.**

Join the conversation. Where character limit allows please use the following hash tags in all social posts

*#charterstandard#proud#ForAll@forall@FA*

Finally, I'd like to thank you for everything your club does in making football safe, fun and inclusive For All.

**Tom Lee**

**National Leagues & Clubs Operations Manager | The FA**



# RESPECT

