



MUSLIM ATHLETE
CHARTER



NUJUM



nujumsports.co.uk

MUSLIM ATHLETE CHARTER



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MUSLIM ATHLETE CHARTER

The Nujum pledge and charter is the beginning of a journey for professional sporting organisations to contribute to the equality and diversity landscape.

With the pledge we hope to assist our sporting partners and affiliates to create a framework to self- evaluate and help better understand the needs of Muslim sporting professionals and their fans.

The pledge is just the beginning and we hope that all our partners take the journey with us so we can listen, learn, and initiate positive change.

Ebs Rahman

Ebs Rahman

CEO & Founder

Nujum Sports



THE PLEDGE

The Muslim Athlete Charter creates a framework to challenge organisations to make progress on recognising and providing support for Muslim athletes.

Charter organisations set out the baseline they are starting from, set targets with timeframes to improve their provision of services and care and lay out what steps they will take to achieve their goals.

The Charter is supported by a suite of 'toolkits', resources to help organisations realise those targets.

This pledge is the first step to becoming a credited Nujum Gold Star organisation. Signatories to the pledge are making clear their support for creating positive change within their respective organisations, and collectively, across the UK sports sector.

Signatories of the pledge will have the opportunity to profile their work to improve the culture within their respective organisations. Nujum Sports will profile pledge organisations, with their permission, through blogs and social media.



MUSLIM ATHLETE
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*We are committed to building an environment
& culture that actively supports Muslim Athletes,
at all levels, throughout our organisation,
and our industry.*

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THE CHARTER

Muslim athletes will be provided with appropriate places to pray whenever training, travelling or participating in competition.



01

Muslim athletes will be provided Halal food whenever food is prepared for all athletes. This includes while travelling and at any venue they are competing.



02

Muslim athletes will be provided with alternative clothing should they request it and if they believe it contradicts their spiritual or ethical beliefs.



03

Colleagues will be informed about the non-consumption of alcohol for Muslim athletes. This is particularly important when celebrating performances with colleagues, which sometimes includes the distribution and spraying of alcohol.



04

Muslim athletes will be consulted in advance regarding their faith based needs when joining the organisation.



05

MUSLIM
CHARTER

THE CHARTER



06

Muslim athletes will be provided faith based spiritual help and support if requested, this includes access to a local Muslim chaplain.



07

Muslim athletes will be allowed to attend Friday midday prayers at a mosque when they are not competing or traveling.



08

Muslim athletes will be allowed to fast during the month of Ramadan, the ninth month of the Islamic calendar. Their nutritional needs will be discussed in advance before the commencement of Ramadan.



09

Muslim athletes will be allowed to withdraw from non-Muslim religious celebrations which the organisation partakes in. Whenever possible, discussions pertaining to these events should take place with the athlete in advance.



10

Muslim athletes will be given space to express their views on their faith without judgement. As with all comments and views, Muslim athletes must whenever possible discuss any public statements in advance with the organisation.



WHAT IS YOUR STARTING POINT?

01

Has your organisation carried out a Muslim players questionnaire?

02

Does your organisation have contact with the local Mosque/Islamic centre?

03

Has the local Imam visited the organisation?

04

Are you familiar with Nujum Sports local or nationwide Muslim athlete support services?

05

Do you have a specified time weekly a Muslim Chaplain/ Imam visits the organisation?

06

Are your Muslim athletes in touch with the local Mosque and Imam?

07

Have you discussed nutritional issues regarding fasting in month of Ramadan with Muslim athletes?

08

Have you conducted basic workshops on Islam and Ramadan for your support & admin staff as well as all athletes?

09

Do you adapt athlete training schedules in the month of Ramadan?

10

Do you send Ramadan & Eid greetings from your social platforms?

11

Do you give gifts on Eid to your Muslim athletes?

12

Do you discuss with Muslim athletes faith-based requirements during the initial induction or pre-induction?

WHAT IS YOUR STARTING POINT?

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Do you provide a separate area for worship at your organisation and any of its satellite facilities?

13

Are there facilities for ritual ablution other than a communal bathroom?

14

Do you provide options for ritual ablution and prayer for athletes while at other venues?

15

Does the organisation provide Halal meals options for Muslim athletes whenever fellow non-Muslim athletes are provided food?

16

Does the club educate all athletes on the use of alcohol around Muslim athletes?

17

Are fellow athletes, colleagues and staff at the organisation educated about the Muslim faith and their Muslim colleagues?

18

Do you have policy and guidance on raising grievances as a result of being discriminated against based on religion?

19

Do you give time off to athletes on religious grounds during Ramadan, Eid, or for performing the Pilgrimage (Hajj)?

20

Do you provide alternative clothing that allows Muslim athletes to not wear sponsor logos that are at odds with their faith?

21

Are Muslim athletes in your organisation open about their faith and discuss it openly with those in authority?

22

Do you allow athletes to be excused from non-Muslim faith-based events run by the organisation?

23

If athletes are provided accommodation, is the accommodation compliant with basic Islamic guidelines?

24

BRING COMMITMENT TO FANS

Fans are an integral part of any sport and bring their passion, love, and loyalty to their respective clubs, teams, and favourite athletes. So we thought it was important to listen to their needs.

In collaboration with Fans for Diversity and other partners we listed the four of the most discussed topics Muslim Fans would like to see their teams and sporting bodies consider and potentially adopt.

01 **Halal food** in stadiums for fans.

02 **Prayer space** for fans.

03 **Alcohol free zone** for fans.

04 **Dialogue** with the local Muslim community

FANS
FOR
DIVERSITY

KICKOUT
FOOTBALL

FSA FOOTBALL
SUPPORTERS'
ASSOCIATION

WHAT NOW

We will send you all the information along with templates so you can share your commitment to the pledge with all your athletes, fans, and your organisation.

If you have signed the pledge already you can download all the assets from our website at nujumsports.co.uk/pledge. If there is something specific you would like to us to help with please reach out to the Nujum team.

But here's a snap shot of what's in the pack to get you going.



Pledge Certificate



Pledge Posters

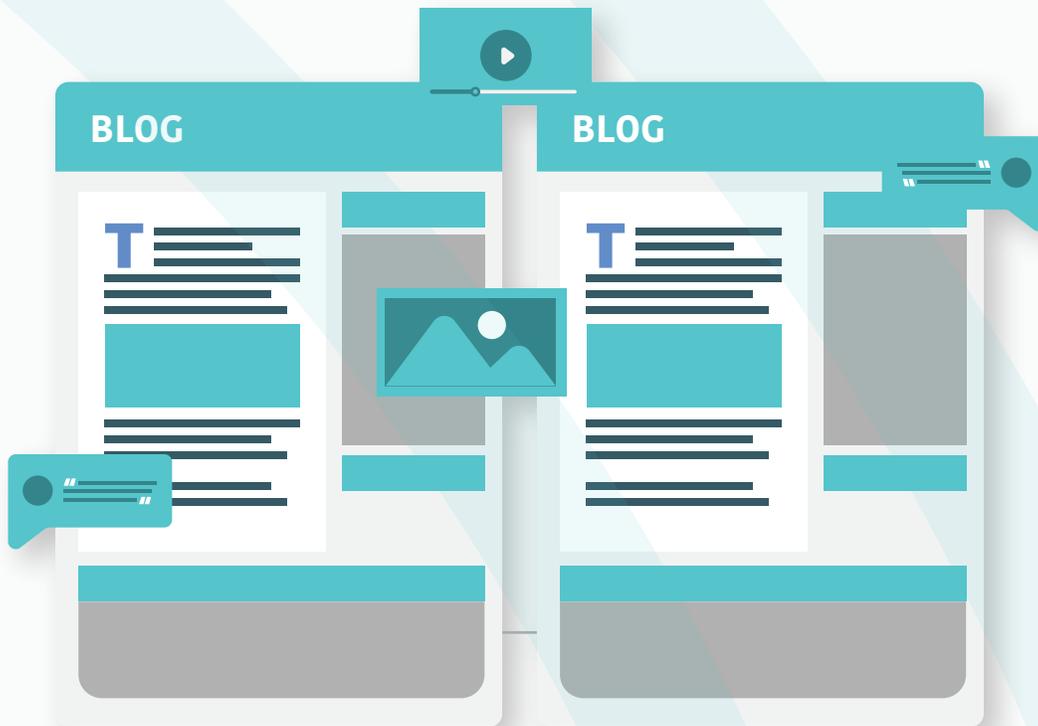


MUSLIM ATHLETE CHARTER

Pledge Logo



Press Release



Pledge Posts

SHOUT IT OUT

To help you get the message of your commitment to a wider audience we have designed some media assets that should get you going all of which can be downloaded ready for you to post.

It is so important to share this with everyone as it will not only show your commitment to the pledge but open doors and opportunities for other voices.



FACEBOOK, LINKEDIN, AND INSTAGRAM



We are committed to building an environment and culture that actively supports Muslim Athletes, at all levels, throughout **(your organisation):**
<https://www.nujumsports.co.uk/charter>



We want our athletes to be proud of the organisation/club they represent and its values. That's why we've just taken the **#MuslimAthleteCharter** pledge - to show our commitment to our organisation/club culture & putting our athletes first. Find out more about the pledge and the benefits it could bring your business here:
<https://www.nujumsports.co.uk/charter>

TWITTER



Committed to building and inclusive community? Join a growing movement of organisations in taking the **@MuslimAthleteCharterPledge**. We've signed and you should too! <https://www.nujumsports.co.uk/charter>



We want our athletes to be proud of the organisation/club* they represent and its values. That's why we've taken the **#MuslimAthleteCharter** pledge - to show our commitment to our organisation/club's culture & putting our athletes first. <https://www.nujumsports.co.uk/charter>



Did you know investing in your athletes helps drive business growth? Find out how your club can benefit from signing the **#MuslimAthleteCharter**! Ours did!
<https://www.nujumsports.co.uk/charter>



PRESS RELEASE

[Your company name] has signed the Muslim Athlete Pledge to demonstrate its commitment to equality and diversity for all.

With an increase of more Muslim players in the profession as well as support from Muslim fans **[Your company name]** sought to sign the Muslim Athlete Pledge to listen, learn, and adopt good practice to help our players flourish and our fans feel loved and supported.

The Pledge is a commitment and start to recognising muslim needs in the sport as well as the club and a check list addressing muslim players needs.

This pledge is part of our wider work around equality and diversity and an important aspect for us to understand, grow, and adopt good practice.

The pledge is the beginning of a journey to be fully accredited with the Nujum Sports Muslim Athlete Charter which will help us strengthen our voice and zero tolerance towards any form of discrimination.

Example Quote:

[Your company director] commented:

‘We believe this is a positive step for **[Your company name]** and integral to our work with supporting our players. By understanding their faith and cultural needs we can better position ourselves as a team/club as well as making our players and fans feel valued and appreciated’.

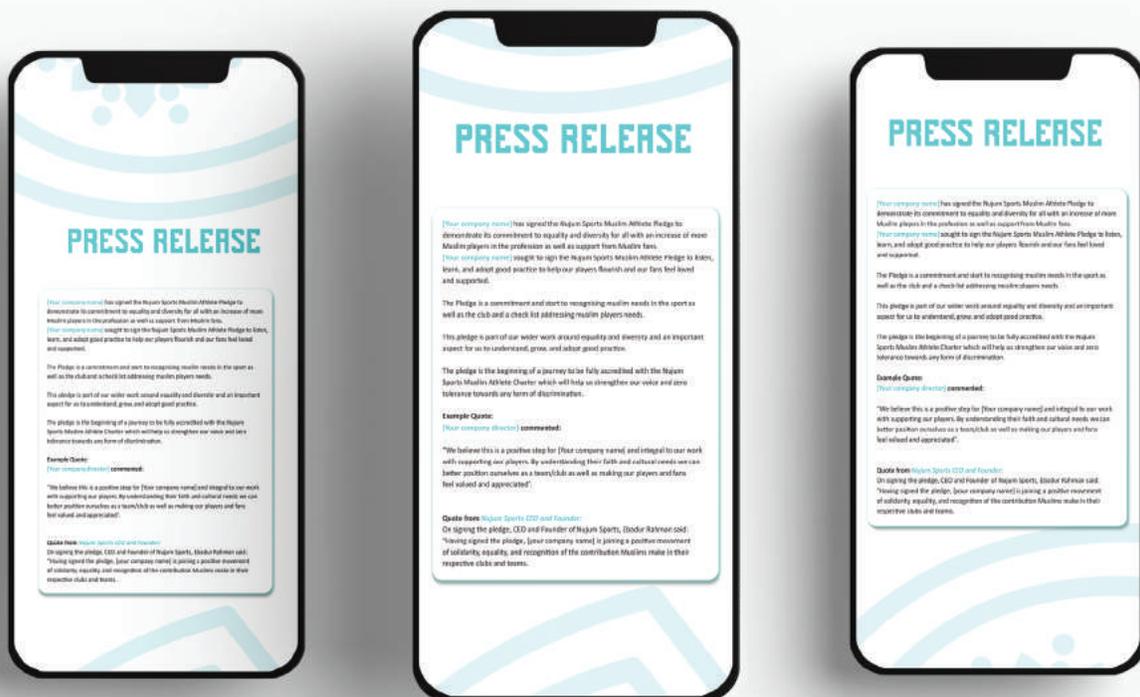
Quote from Nujum Sports CEO and Founder:

On signing the pledge, CEO and Founder of Nujum Sports, Ebadur Rahman said: “Having signed the pledge, **[your company name]** is joining a positive movement of solidarity, equality, and recognition of the contribution Muslims make in their respective clubs and teams.

Nujum is here to support professional clubs and their players and contribute positively to their equality and diversity agenda. We are here to help them aspire to be even more inclusive and build on the passion and love we have for our respective clubs, players, and fans.

By signing the pledge we have now started our journey working with Nujum Sports and hope to continue working with them to get fully accredited in the future.

To learn more about Nujum sports and the pledge please visit nujumports.co.uk/pledge or visit [your website and social media].



ABOUT NUJUM SPORTS

Nujum Sports officially launched in Aug 2020 as a non-profit CIC to help and support Muslim professional athletes.

Our key objectives mission is 'to see a world where Muslim athletes flourish and fulfil their potential. Nujum's work with athletes started by consulting and researching the various services and support structures required for a professional athlete in their respective sports.

Our research involved discussing and mapping services from mainstream organisations, professional athletes, and faith based organisations which enabled us to create a road map and identify gaps where we can positively contribute the message of faith, sports, and health.

At Nujum Sports we want to empower all Muslim athletes to be positive and inspirational members of society with a proud connection to their faith.

Muslim sports personalities like Khabib Nurmagomedov (UFC), Mo Salah (Football), and the late Muhammed Ali (Boxing) are positive examples of professional athletes that have drawn inspiration and values from their faith and have been instrumental in advancing the conversation

around equalities and diversity and a shared value system that we can all contribute towards.

Since the launch of Nujum Sports we have supported over 100 Muslim athletes directly from a range of disciplines and support structures including mental health, professional services, faith based services, legal services, and general advice and guidance all led, tailored, and personalised for each respective athlete.

Our underlying 'golden thread' has been to educate and portray the positive message of Islam and to work towards building more tolerance, peace, and mutual understanding for all.



NUJUM

PLEDGE CHECK LIST

- | | |
|---|--|
|  | Add Pledge logo to our website and email signatures |
|  | Print the Certificate of Commitment and clearly display in the office |
|  | Brighten up the workplace with pledge posters. |
|  | Share them with colleagues too so everyone can use them. |
|  | Add the supplied text block about the Pledge to our website |
|  | Share the good news on social media using post templates |
|  | Create a press release using the template |
|  | Write and published a blog post about the Pledge |
|  | Read the steps to 'creating a positive culture' found in this guide. |



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