



**MUSLIM SPORTS
FOUNDATION**

ACTIVE SUNNAH

THE MUSLIM SPORTS AWARDS 2024

TUESDAY 3RD DECEMBER 2024, EDGBASTON STADIUM



**SPORT
ENGLAND**



**ACTION
F.O.R
HUMANITY**

PROGRAMME

17.30	Drinks Reception (with pianist Nuhaa Javed)
18.15	Seats
18.30	Qur'an - Mikhaael Mala
18.40	Welcome
18:45	Starters
19.30	Keynote Speech
19.45	Entertainment - Colin Nell
20.00	Awards
20.30	Mains
21.00	Charity Auction
21.15	Awards
21.45	Dessert
22.00	Awards
22.30	Carriages

QUR'AN, HOSTS & ENTERTAINMENT



MIKHAAEL MALA



SADIYA CHOWDHURY



NUHAA JAVED



COLIN NELL



NA'EEM RAZA

AS-SALAMU ALAYKUM, PEACE BE WITH YOU

Tonight, we gather to celebrate the extraordinary achievements of British Muslims in sport and physical activity, highlighting their dedication, talent, and resilience. At a time when sedentary lifestyles and physical inactivity have become more widespread, this evening is also a call to action, a reminder of the transformative power of movement and its deep-rooted significance in our faith.

The Muslim Sports Awards 2024 is not just a celebration of sporting and physical activity excellence but a tribute to the Prophetic tradition that inspires us to honour our physical, mental, and spiritual well-being. In Islam, movement holds profound meaning, captured by the timeless wisdom “Fil Harakah Barakah”– In Movement, There is Blessing. This well known proverb is rooted in Islamic tradition. It reflects the ethos of Islam, which encourages an active and balanced lifestyle as part of preserving life (Hifdh al-Nafs) and fulfilling our trust (Amanah) from Allah SWT.

British Muslims, regrettably, remain among the least active communities in the UK. This evening’s event underscores the urgency of reversing this trend, celebrating role models who champion a culture of health and inclusivity in sport and physical activity. Their dedication breaks down barriers, creating unity, and inspiring future generations to embrace an active lifestyle.

As we honour these remarkable contributions, let us remember that our bodies are an Amanah, a trust from Allah SWT and our efforts to preserve them are acts of worship. May this celebration ignite a renewed commitment within us all to strive for Ihsan in every facet of life, especially in serving our communities and strengthening our collective wellbeing.



**MUSLIM
SPORTS
FOUNDATION**

FEMALE SPORTS PERSONALITY OF THE YEAR



RAJMA BEGUM

Rajma Begum, a Sport Wales Board member, champions women's rights, social justice, equality, and diversity. As Chair of Women Connect First for six years and National Sports Diversity Manager at WCVA, she drives inclusion in sport. She founded Wales's first Ethnic Diversity Sports Awards and won an EMWWAA award in 2021 for her contributions to Sport, Arts, and Culture. Rajma trains NGBs to connect communities with sport, challenging bias and fostering accessibility.



RASHIDA SALLOO

Rashida transitioned from the science industry to Sport for Development, working for 12 years to address health inequalities. She founded Ready Steady Active, promoting sport among diverse women, earning recognition for social impact. Rashida is a Director at Yorkshire Sport Foundation, an Associate Non-Exec Director at Mid Yorkshire NHS Trust, a Lecturer, and works with the Lawn Tennis Association. Passionate about equality, she champions sport's role in healthier, happier lives.



YASHMIN HARUN BEM

Yashmin Harun, BEM, is a British Muslim sports advocate and founder of the Muslimah Sports Association (MSA). With a Master's in Global Public Policy, she empowers Muslim women through sport, breaking barriers and fostering inclusion. Awarded the BEM for increasing BAME female representation in sport, Yashmin holds board roles, is a Charity Bank Non-Executive Director, and hosts the EmpowerHer Play podcast on diversity and representation in sport.



**THERE'S NO SPACE
FOR HATE IN OUR GAME.**

**ABUSE WILL NOT BE TOLERATED.
DISCRIMINATION WILL BE PUNISHED.**

ENOUGH IS ENOUGH



LOVE FOOTBALL. PROTECT THE GAME

MALE SPORTS PERSONALITY OF THE YEAR

**ACTION
FOR
HUMANITY**



ALI ABDI

Ali Abdi is a dedicated Community Organiser, recognised for his work empowering Cardiff's diverse communities. He promotes health, inclusion, and well-being by connecting individuals to sports and physical activities. Ali's collaborations with local groups, including the Grange Pavilion, offer young people access to sports, enhancing skills and confidence. His work with Cardiff University's Community Gateway bridges academia and local communities, creating opportunities for study, employment, and co-produced research.



ANWAR KHATTAK BEM

Anwar Khattak is a multifaceted leader, dedicated to community and sport. As Founder of BYSA Foundation and a criminal defence lawyer, he champions justice and empowers youth. His numerous accolades, including the Queen's Award for Voluntary Service and British Empire Medal. A former footballer, he's now an FA Qualified Coach and Youth Worker, mentoring and inspiring young talent. With a vision for the future, he aims to build a stadium, establish international football clubs, and promote the sport within the South Asian community through the IPL Soccer initiative.



HAMSA HASSAN

Hamsa Hassan is CEO of Nextgen Circle, a Bristol-based organisation promoting inclusive community sports. He is a dedicated figure in two football clubs, cultivating talent and fostering a love for the game. Under his leadership, Nextgen Circle has launched initiatives engaging hundreds of young athletes, emphasising teamwork and personal development. His efforts have transformed lives and strengthened the Bristol community. Recognised as the BBC Sports Personality Unsung Hero 2023 for the West region, Hamsa is an inspiring role model whose achievements reflect the power of sport.

**ACTION
FOR
HUMANITY**

**WHEN EMERGENCIES STRIKE,
WE MOBILISE, RESPOND AND RESTORE.**

Action For Humanity is an international NGO with over a decade of experience in responding to crises and emergencies. We are the parent charity of Syria Relief, the UK's largest Syria-focused NGO. Based in Manchester, we provide life-saving aid globally and help to restore health, safety, education and stability.

Since our inception, we have supported over 15 million people globally, and now reach 10 people every minute.

To date, we've operated in over a dozen countries including Syria, Yemen, and Gaza, delivering a wide range of projects that help people survive, rebuild and recover. From supporting victims of war in Gaza, to rebuilding homes for earthquake survivors in Syria, our work is guided by our central vision: a world of crises-resilient communities."



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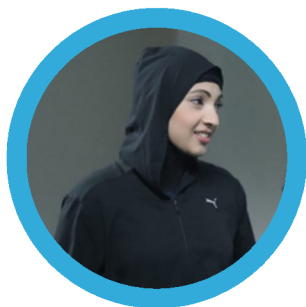


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Home Purchase Plan - *coming soon*



FEMALE SPORTS COACH OF THE YEAR



HASINA RAHMAN

Hasina is the Founder of Pink Diamond Martial Arts, an organisation focused on empowering women and girls through combat sport and self-defence. She established Pink Diamond to equip women and girls with the skills and confidence to be strong mentally and physically. The club, with around 100 students, fosters a supportive sisterhood. As head coach, Hasina runs six classes weekly. Her dedication to education and empowerment has made her a respected figure in martial arts and women's safety.



KHADIJAH PATEL (MNI)

A passionate Sport Rehabilitator with a BSc (Hons) in Sport Rehabilitation, Khadijah is a member of BASRaT and STA, committed to promoting safe sports practices. A Level 1 qualified England Netball coach and Archery GB Instructor, she leads sports and social media at the Morals and Nurturing Initiative Youth Club. Dedicated to supporting young athletes, she fosters inclusivity and community. A finalist for Female Coach of the Year at the Muslim Sports Awards 2024.



KHADIJA PATEL (KRIMMZ)

Khadija, a full-time mum to two boys and foster carer from Bolton, Greater Manchester, volunteers for KRIMMZ Girls Youth Club, founded in 2009. She plays a key role in breaking down barriers for women and girls to engage in sports and physical activity. Khadija builds community networks, ensuring young people participate in activities while fostering a lasting legacy. Her work empowers them to grow, volunteer, and become future coaches and leaders.



RAABIA AKHTER

For 12 years, Raabia's mission has been to create a positive impact through sport and life skills, from seated exercises for the elderly and fitness for women to running free community sports sessions. She worked in a Pakistani orphan school, set up Slough's first girls' and ladies' cricket club, winning leagues and producing county-level players. She leads outreach projects like feeding the homeless and supporting women to qualify as coaches, inspiring Muslim women and leaders with inclusivity and diversity.



RUKHSANA HUSSAIN

Rukhsana, Active Women Coordinator at Leicester City in the Community, is a decade-long community champion. After setting up a rounders session, she joined LCFC in 2022. The Active Women project, led by Rukhsana, has helped nearly 1000 women, improving wellbeing through sport. The project offers 11 weekly sessions, aiming to boost wellbeing, reduce isolation, and enhance skills. As a forty-something Muslim mum-of-four, Rukhsana embodies community and inclusion in football.

BREAKING BOUNDARIES IN YEMEN THROUGH FOOTBALL

EMPOWERING YOUTH AND COMMUNITIES AMID CRISIS

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- 1** PROVIDE MEALS, MEDICAL CARE, AND SPORTS GEAR TO 100 CHILDREN.
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- 3** TRAIN 20 SOCIAL WORKERS AND HOST SAFEGUARDING SESSIONS FOR 800+ PEOPLE.
- 4** OFFER PROFESSIONAL COACHING TO INSPIRE AND GUIDE YOUNG PLAYERS.



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Nurul Hoque, a dedicated sports coach at Oldham Greenhill Community Sports & Recreation Club, inspires athletes to achieve their potential through exceptional coaching. His sessions promote teamwork, sportsmanship, and skill development, benefiting both players and the wider community. Nurul's unwavering commitment has elevated team performance and strengthened community bonds, showcasing his passion for fostering growth and unity through the transformative power of sport.



Yasar, an inspiring figure, has profoundly impacted communities locally and globally through his unwavering dedication to humanity. Committed to service, he empowers individuals of all ages via coaching and mentorship, fostering growth and resilience. His initiatives promote personal and community development, transforming countless lives. Recognised with numerous accolades, Yasar's work inspires others, proving one person's passion and dedication can create lasting, positive change worldwide.

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FEMALE ELITE SPORTS ATHLETE OF THE YEAR



ABTAHA MAQSOOD

Abtaha Maqsood is a professional cricketer for Essex and Scotland Women. She made her debut for Scotland when she was 14 years old and, at 25, she now has over 100 caps for her country and is Scotland's leading wicket taker. She most recently featured in Scotland's first ever Women's T20 World Cup in October 2024. She has also played for Birmingham Phoenix in the Hundred competition.



REHANA KHALIL

Rehana, a hijab-wearing basketball coach and player, has dedicated 25+ years to sport, excelling in coaching, competing, and teaching primary school PE. She has played nationally and internationally, now representing GB Maxi and Manchester Mystics. Passionate about empowering girls, she coaches under-12s at regional and national levels, inspiring lifelong fitness. A trailblazer for Muslim representation, Rehana is a role model for young girls in UK basketball.



SAFIYYAH SYEED

Safiyyah, known as the Hijabi Boxer, is revolutionising amateur boxing by wearing a hijab in the ring. Her journey began at 17 after battling illness and eating disorders, prompting her to add boxing to her recovery bucket list. Two wins in, she has made her mark, with the International Boxing Association lifting its ban on religious clothing. Safiyyah aims to compete in England's National Amateur Championships and, if successful, represent Great Britain at the 2024 Olympics.

INSPIRING GENERATIONS: THE FUTURE OF CRICKET



Expand Cricket's Reach

Grow the Next Generation of Cricketers

Empower Women's Cricket

Foster Diversity and Inclusion

Ensure the Future of Professional Cricket

MALE ELITE SPORTS ATHLETE OF THE YEAR



EASAH SULIMAN

Easah, a skilled footballer, began at Aston Villa, debuting at 17. He excelled for England's youth teams, earning 50+ caps and winning the 2017 UEFA U19 European Championship. As Pakistan captain, he led them to a historic FIFA World Cup qualifying win against Cambodia. In 2023/24, Easah starred for Sumqayit FK in Azerbaijan, aiding their Conference League playoff qualification, solidifying his status as an influential figure in club and international football.



HAMZAH SHEERAZ

Hamzah Sheeraz, signed to Frank Warren's Queensbury Promotions, is a rising star in boxing. Undeclared at 19-0 with 15 KOs, he holds the WBC Silver and Commonwealth Middleweight titles and is ranked No.1 by the WBO. Named 2021's 'Young Boxer of the Year,' his career inspires young boxers, especially from minority communities. Through outreach, mentorship, and partnerships, he boosts youth participation and community support, cementing his legacy as a role model in sport.



KALEEM BARRETO

Kaleem Barreto is an international 7s Rugby player and the new captain of the Men's Great Britain Rugby 7s Team. His journey began at his local rugby club in Dundee, Scotland, leading to notable achievements: representing Glasgow Warriors, Scotland U16s-20s, Vice-Captaining Scotland at the Rugby 7s World Cup and Birmingham 2022 Commonwealth Games, and winning Silver with Team GB at the Krakow 2023 European Games. His accomplishments were recently honoured at the Scottish Muslim Awards, where Kaleem won the 'Muhammad Ali Sports Award'.



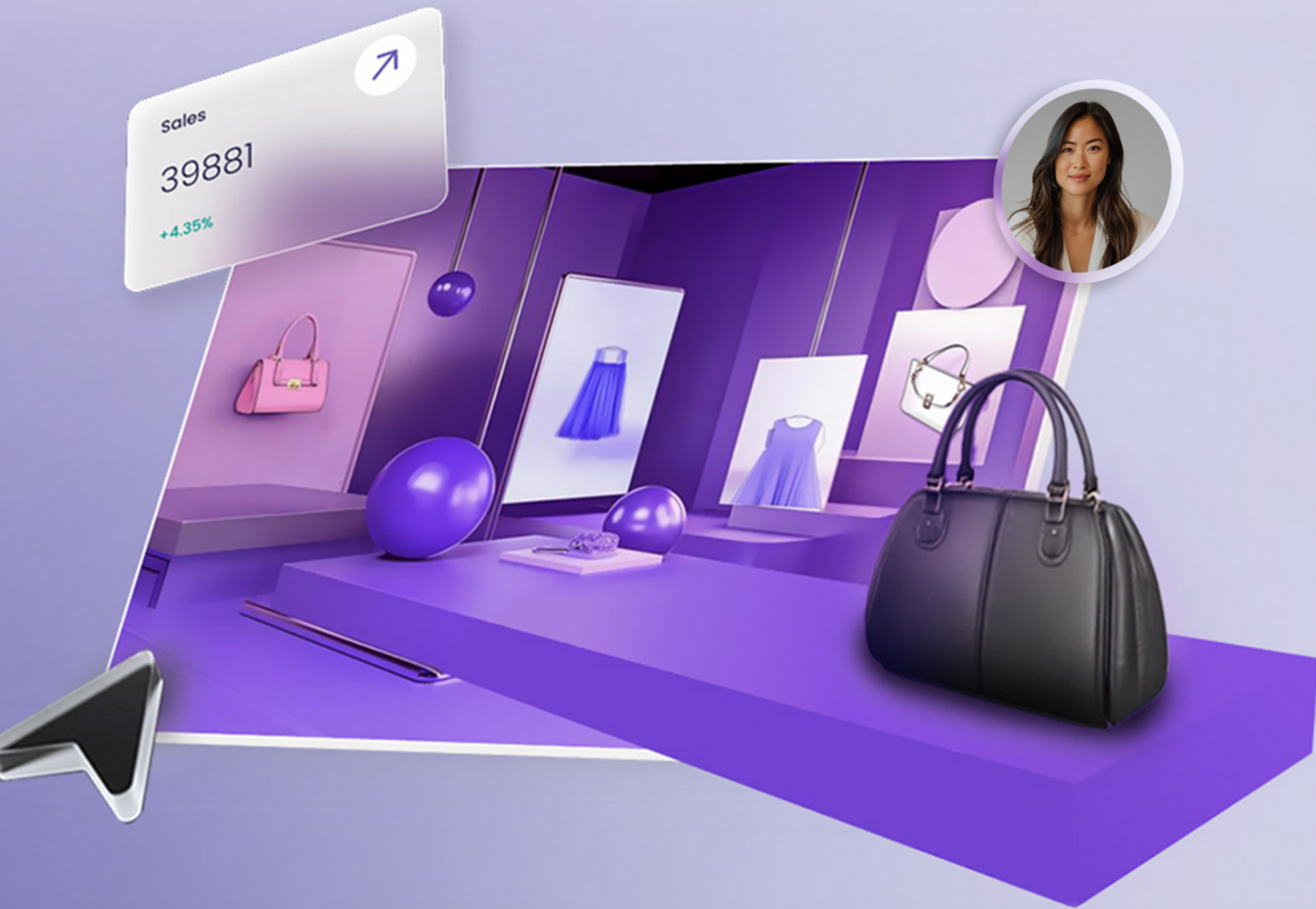
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Muslim Aid has been tackling poverty and relieving human suffering guided by our Islamic values. Since our inception we have worked in over 70 countries. Last year alone we supported over 2.5 million people through 124 different projects, many of which were overseen by our shariah compliant Zakat Policy.

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ATHENA BASHAR

Athena is Founder of ModestMoves, empowering women through martial arts and personal development. With a background in boxing and Muay Thai, she's a qualified coach and psychology graduate. As a youth mentor at Fight for Peace, she supports young people facing adversity. Athena aims to expand ModestMoves, helping more women unlock their potential.



SAFIA KADA

Safia Kada is an academy player at Brighton & Hove Albion's Academy. She is diligent, humble, polite and consistently displays the club's values on a daily basis. What is most special about Safia's involvement within the club is her extracurricular work in developing awareness around EDI and the challenges young Muslim players may face when they are part of an academy.



SANAH MEHDI

Sanah, a talented footballer, started her career at Burnley Girls and has played for Accrington Stanley Women and Chorley Women FC. She recently represented Pakistan in the South Asian Football Federation Championships, showcasing her skills on the international stage. Sanah is also a first-class honours graduate from Lancaster University.



SARA AMER NAVEED

Sara Naveed is a rising sports star from Dundee, passionate about basketball and netball. She's involved in community development, promoting sports participation among young girls from diverse backgrounds. Selected for Pakistan's national netball team and Vice Captain in their first international tournament, Sara's athletic career is on the rise. With a decade of volunteering and work experience in Dundee, she's well-equipped for future challenges.



HELP US SEND SURGEONS TO GAZA

Since the start of the latest Middle East crisis in 2023, Islamic Help has deployed skilled surgeons from the UK to Gaza to provide life-saving care in desperate conditions and at considerable risk to their own safety. From October 2024, as Lebanon came under bombardment and hospitals were overwhelmed, we expanded our work immediately by deploying surgeons to Lebanon. This vital work can only be carried out, where it's desperately needed, through the support of our donors and partners.



WWW.ISLAMICHELP.ORG.UK



We are delighted to be part of the inaugural Muslim Sports Awards as a sponsor of the **‘Male Rising Star Award’** which forms part of our three pillars

I Creating equality and diversity in deprived areas of the country in sport and community projects

II Bursary programmes for talented young athletes

III The creation of future role models





AYAAN ANSARI

Ayaan Ansari, a passionate fencer, discovered his passion at 8. As a former Loughborough University fencing club leader, he balanced academics with international competition. Representing Great Britain and aiming to join the Pakistan national team, Ayaan is dedicated to elevating Pakistan's fencing profile. He is a highly skilled fencer with a proven track record of success in both national and international competitions. He is a natural leader and has a great deal of experience in coaching and mentoring other fencers.



HAMZA UDDIN

Hamza Uddin, a 21-year-old boxing sensation from Walsall, is signed with Matchroom Boxing and promoted by Eddie Hearn. He is undefeated as a professional boxer, with 8 national titles and 7 international gold medals, is the youngest 2x Senior Elite National Champion. With a business management deal with Riz Khan, Hamza's future in boxing is bright.



QACE ALI BUTT

In 2023, at the age of six, Qace stepped onto the mat for his first tournament, having only started training three months earlier for the English Open 2023. His rapid rise in Brazilian Jiu-Jitsu has been nothing short of extraordinary. By 2024, he had already secured gold at the English Open, a testament to his hard work and natural talent. Over the past year, his achievements have continued to mount and he has amassed an impressive 17 victories, including a silver medal at the World Championships.



UZAIR CHOWDHURY

Uzair Chowdhury, born in 2009, is a rising British gymnast. He has represented Great Britain in several junior competitions, including the 2003 European Championships, where he contributed to the British team's gold win in the junior team event. Uzair trains at Huntingdon gymnastics club, which has produced other elite athletes. At just 14, he continues to impress with his performances across multiple disciplines, showcasing his potential for future international success.



YUSUF MOHAMMED

Yusuf Mohammed is a talented 18-year-old Muslim wrestler from the UK. Starting at 10, he quickly excelled in youth competitions, becoming English and British champion. Yusuf has achieved international success, winning gold in Hungary and medals in Sweden and France. He's a role model for young Muslim athletes, inspiring them to pursue their dreams. With aspirations for the Olympics, Yusuf's journey is a testament to hard work and dedication.



ACTIVE INCLUSION NETWORK

Active Inclusion Network is a trailblazing organisation committed to promoting diversity, inclusivity, and accessibility in outdoor fitness and adventure. Our mission is to empower underrepresented communities, particularly South Asian and Muslim groups, to engage with and thrive in the great outdoors. We believe that everyone should have equal opportunities to enjoy the benefits of physical activity, nature, and adventure. Under the Active Inclusion Network umbrella, we've launched several impactful projects, including Muslim Hikers, Muslim Runners, and Muslim Cyclists.



MURABIYOON SPORTS

MurabiYoon Sports empowers Muslim students in over 175 UK schools by providing access to a wide range of sports, breaking down barriers and fostering inclusivity. We bridge the gap between Muslim schools and the sports sector, addressing challenges and ensuring that sports are accessible and welcoming to all Muslim students. By introducing sports into schools, we cultivate essential life skills like discipline, teamwork, and resilience, setting students up for success in all aspects of their lives.



CYCLE SISTERS

Cycle Sisters offers inclusive and empowering cycling activities which transform the lives of Muslim women and girls. We aim to address inequalities in accessing physical activity and in doing so, improve physical and mental health, build confidence and reduce isolation. We also advocate for increased accessibility and inclusion in cycling through our representation and partnership work, working with stakeholders including British Cycling, Transport for London and London Marathon Events.



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MOEEN ALI

Moeen Ali has made a significant impact on English cricket. His international debut came in 2014, and he quickly became a vital member of England's limited-overs and Test teams. Known for his aggressive batting style and crafty bowling, Ali has consistently delivered match-winning performances and he was a key player in England's 2019 Cricket World Cup triumph.



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- Albanian Alps **Sept 2025**
- Pakistan Hunza Challenge **Sept 2025**
- And more!

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MASJID/MADRASSAH OF THE YEAR



CHELMSFORD MUSLIM SOCIETY

The Chelmsford Muslim Society (CMS) was established in 1979 to serve the local Muslim community. In 2021, CMS acquired a local leisure centre, offering sports facilities open to the public. Additionally, CMS runs programs for the elderly, refugees, and youth, operates a food bank, and hosts a café. CMS also established Makarim Academy, a model madrasah offering comprehensive Islamic education, including Arabic language, character development, and youth mentoring.



GREEN LANE MASJID & COMMUNITY CENTRE

Green Lane Masjid & Community Centre (GLMCC) in Birmingham is a vibrant hub for the community. Established in the 1970s, GLMCC offers diverse services, including sports, fitness, education, and interfaith initiatives. The centre is committed to youth development and community engagement, fostering a positive and inclusive environment. GLMCC continues to inspire and serve its community, acting as a beacon of hope and activity.



UNITY MADRASSAH

Unity Madrasah nurtures spiritual and intellectual growth, empowering students to engage positively with society. Our Sunnah Sports Academy offers diverse sports for boys and girls, with a focus on girls' cricket. Through "Unity in the Community", we support foodbanks, aid the elderly, and fundraise for global causes. Our students exemplify holistic faith and compassion. They are actively involved in community service, demonstrating a commitment to helping others and making a positive impact on the world.

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Deployments

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CLUB/ORGANISATION OF THE YEAR



BEAP COMMUNITY PARTNERSHIP

BEAP Community Partnership is a multi-award-winning organisation dedicated to improving physical and mental wellbeing through accessible sports programmes. Serving low-income families, BEAP offers football, rugby, cricket, and tennis. Partnerships with Bradford City AFC and Yorkshire Cricket Foundation provide professional coaching and pathways for young talent, including girls' programmes and walking football. BEAP's initiatives focus on social cohesion, female empowerment, and health improvements, making a lasting impact on the community.



SÄHĒLĪ HUB

Säheli Hub, founded in 1998, challenges health inequalities and empowers Muslim women in Birmingham. Our innovative, culturally sensitive programs inspire women to become active and break stereotypes. We've trained over 3,500 women to cycle and enabled over 16,000 to participate in diverse sports, from running to skiing. By nurturing homegrown leaders and coaches, we've created role models who empower the community.



MUSLIM GOLF ASSOCIATION

The Muslim Golf Association (MGA) is a pioneering organisation making golf accessible and inclusive for the Muslim community. With over 500 male and 600 female members, MGA fosters a vibrant golfing community. Expanding internationally, MGA introduced golf to 85 Muslim girls in New Jersey. The organisation advises England Golf and The R&A, advocating for diversity and inclusion. Recognized by major media outlets, MGA's transformative programs are reshaping golf for future generations of Muslim golfers.

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AYAZ BHUTA MBE

Ayaz Bhuta MBE is a Paralympic gold medallist and a double European Champion in Wheelchair Rugby. Ayaz represented Great Britain 158 times and retired from sport in 2022. He is now the assistant coach for the GB Talent team. Ayaz is keen to change the perception of disability and empower young people to achieve their goals. Ayaz often visits schools where he delivers inspirational speeches, activities and educational workshops in schools and events inspiring the next generation.



DIMA AKTAA

Dima Aktaa is a powerful advocate for individuals with disabilities, inspiring others through her own journey of resilience and determination. With the support of rehabilitation programs and advanced prosthetics, she has overcome physical and emotional challenges, proving that limitations are often self-imposed. As a motivational speaker, she shares her experiences and encourages others to embrace their unique abilities, redefine their potential, and pursue their dreams. Her message is a beacon of hope, reminding us all that true strength lies in overcoming adversity and embracing life's challenges.



SYED ADIL AHMED

Syed Adil Ahmed is a profoundly Deaf all-rounder cricketer. He captains the England Cricket Association for the Deaf (ECAD) Midlands team and plays for the Black Cats DPL team. He aspires to represent the England Deaf Cricket Team, having already attended a training session. His dedication and skill have made him a valuable asset to both teams, and he is determined to continue his journey towards representing England at the highest level.





Helping community groups survive to help young people thrive.

"If it was not for the help we have received from Sported we would not exist"
- Community Sports Group Leader

Sported is a charity which delivers expertise, resources and vital support to clubs and groups that use sport and physical activity to make a positive impact on young people - and on our communities - throughout the UK

Groups in the Sported network use the power of sport to transform the lives of over half a million young people facing disadvantage, helping to make communities stronger and safer.

Sported provides FREE support to these groups, empowering local heroes with much needed professional expertise, to ensure they can continue to help young people in their community for years to come.

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DEAF WORLD

Deaf World is a registered charity, since 2009, that works in partnership with deaf and hard hearing young people aged between 11 and 25 living in the West Midlands. Deaf World aims to enable and empower deaf and hard of hearing young people to access challenging opportunities and take ownership of the decisions that impact their lives through education, social, leisure, sports and cultural activities.



NAQEEB ALI

Naqeeb has a plethora of experience across the sports industry. His lived experience within the disability sports sector brings a unique insight on challenging stereotypes, tackling perceived barriers in the sports system and consulting on EDI principles in physical activity strategies.



**UNLOCKING
POTENTIAL**

Unlocking Potential Deaf and Hearing was founded from Malikah Khan through personal experiences from being hard of hearing. There was a barrier of communication therefore Unlocking Potential Deaf and Hearing took on sports as a way to get people to form bonds with each other and stay fit. The organisation supports the deaf and hearing community through a range of activities which support physical and mental wellbeing.

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IMPROVE ACCESS IN CITIES

- INVEST £3.5M IN THE MOST ETHNICALLY DIVERSE AREAS
- BUILD 450 NEW FACILITIES IN URBAN AREAS
- PROVIDE 25,000 FREE OPPORTUNITIES FOR YOUNG PEOPLE TO PLAY

TACKLE AND PREVENT RACISM

- TACKLE RACISM THROUGH ROBUST REPORTING AND DISCIPLINARY PROCEDURES
- TRAIN 150 COUNTY BOARD COMMUNITY DELIVERY STAFF IN HOW TO BETTER ENGAGE ETHNICALLY DIVERSE COMMUNITIES
- TRAIN CRICKET'S 150 MOST SENIOR LEADERS IN RACIAL LITERACY

MAKE CRICKET REPRESENTATIVE OF OUR COMMUNITY

- SUPPORTING THE ETHNICALLY DIVERSE WORKFORCE ACROSS THE GAME
- INCREASE ETHNICALLY DIVERSE REPRESENTATION IN THE GAME'S GOVERNANCE
- SUPPORTING MORE DIVERSITY WITHIN OUR COACHING AND UMPIRING COMMUNITY

CONSIDER AND CELEBRATE CULTURE

- CELEBRATE CULTURALLY SIGNIFICANT EVENTS
- INVEST IN FURTHER RESEARCH TO DEEPEN UNDERSTANDING ACROSS SPORT
- WORK WITH COMMUNITY EXPERTS SUCH AS THE NACC AND ACCA TO SUPPORT COUNTY BOARDS

DEVELOP THE NEXT GENERATION

- INVEST £2M OVER FOUR YEARS TO SUPPORT TALENT FROM ETHNICALLY DIVERSE COMMUNITIES
- SUPPORT 70 PLAYERS A YEAR THROUGH SACA
- ENGAGE 21,000 YOUNG PEOPLE THROUGH ACE





**ARON
HARPER-ROBINSON**

Aron founded Squash from the Mosque™, a programme aiming to make squash more accessible to Muslim communities. In 2022, it was adopted by England Squash and has introduced hundreds of new players. With Mohamed El Shorbagy as ambassador, the programme continues to grow. Aron also runs Calder Community Squash, providing weekly sessions and training opportunities for local people.



JAMES GREGORY

James has a strong record of showcasing remarkable dedication, skill, and resilience and has an impressive record of achievements. James has demonstrated excellence both on and off the field, beyond athletic performance and actively contributes to the community, inspiring young athletes and serving as a role model for dedication and sportsmanship. Through his commitment, James represents the values of perseverance, integrity, and community.



MICHAEL MANLEY

As GLL's Partnership Manager, Michael runs two community leisure centres in Preston. Focusing on 'Customers & Communities at our Hearts', 'Tackling Health Inequalities', and 'Better Ways of Doing Business', he has led significant changes including adapting facilities and programs, implementing recruitment and staff development plans, and creating Real Living Wage jobs, training, and development opportunities for local people.



At England Athletics we work to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

Our Diversity Action Plan



This details our ongoing commitment to equality, diversity and inclusion.

For more info: scan code or go to www.englandathletics.org/diversity

Our Vision

Athletics and running will be the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable and trusted governing body.

We are proud of our sport's support of the Muslim Sports Awards and are delighted to be sponsoring the Ally of the Year award. An award that recognises individuals or organisations from outside the Muslim community that have demonstrated exceptional support, understanding, and collaboration in fostering unity and building positive relationships with the Muslim sports community.

Laura Booth MBE
our Board Diversity Champion



"Equality, diversity and inclusion is a responsibility for all of us and we are committed to ensuring it is a golden thread that runs through everything we do. We must continuously ensure that we are embracing and involving perspective from wide ranging backgrounds and experiences."

BEST PRODUCT OR SERVICE



NUJUM SPORTS

Nujum Sports is a holistic support organisation for athletes, providing faith advice, guidance, and counselling. We bridge the gap between athletes, organisations, and communities, fostering connections through mentorship and community-building initiatives. Our collaboration with sporting organisations enables current and future generations of athletes to reach their full potential. Nujum are committed to creating a supportive and inclusive environment for all athletes, regardless of their background or belief system.



UMBRELLA FAITH

Umbrella Faith provides customised prayer mats for businesses to promote inclusivity and enhance the employee experience. These luxurious prayer mats, ethically produced in Turkey, are crafted from a blend of premium materials, offering a comfortable and stylish solution for prayer and well-being. The mats are designed to be both functional and aesthetically pleasing, providing a serene and peaceful space for individuals to connect with their faith. With their elegant design and high-quality construction, these prayer mats elevate the prayer experience and contribute to a more inclusive and welcoming workplace.



SWEATY BETTY FOUNDATION

Sweaty Betty is a leading activewear brand empowering women and girls to get active. With a focus on inclusivity, they prioritize supporting women and girls from diverse backgrounds, including those from Black and South Asian heritage. Sweaty Betty's mission is to create a world where every woman and girl is active, healthy, and happy. Additionally, they are committed to breaking down barriers and creating a more inclusive fitness industry for all.

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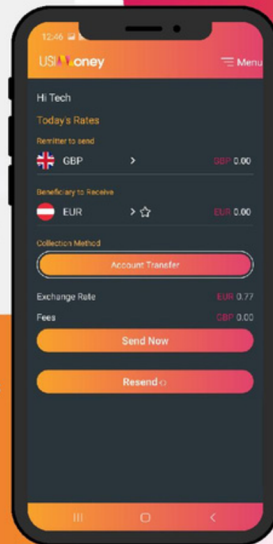


ISLAMIC SOLIDARITY SOCIETY

The Islamic Solidarity Sports Association (ISSA), an esteemed organisation affiliated with the Organisation of Islamic Cooperation (OIC), plays a pivotal role in uniting nations through the transformative power of sport. With 57 member National Olympic Committees, ISSA fosters collaboration and camaraderie among Islamic countries by promoting sports development and organising flagship events such as the Islamic Solidarity Games. These initiatives not only celebrate athletic excellence but also uphold the values of unity, peace, and mutual respect, embodying the spirit of global solidarity. Through its visionary leadership, ISSA continues to inspire future generations, championing inclusivity and amplifying the voice of Muslim athletes on the global stage.



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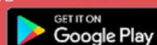
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