

LEWES

FC

IMPACT REPORT

2020-2021 Season





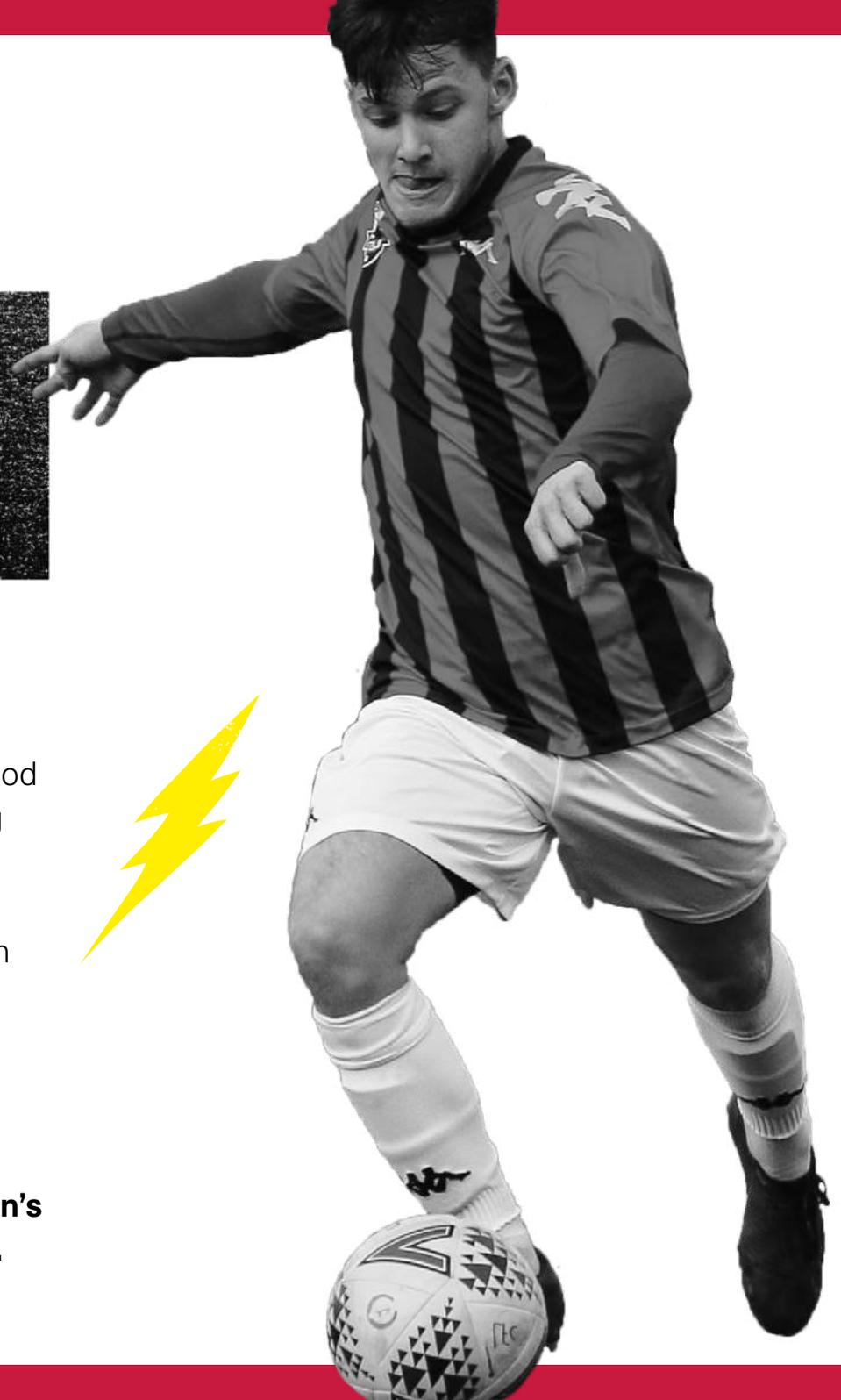
1.

IMPACT ON PITCH

COVID once again had a major impact on both our women's and men's seasons.

In the FA Women's Championship, after a brief period of having limited crowds, all matches went to being played '**Behind Closed Doors**'. However, despite the pandemic the season *was* fully completed and the team achieved its highest ever finish of 5th, even beating eventual Champions Leicester City in our final home game.

Unfortunately, after an all-too-brief number of matches, the men's Isthmian Premier League was halted and was unable to recommence, **so our men's team were starved of football, as were our fans.**

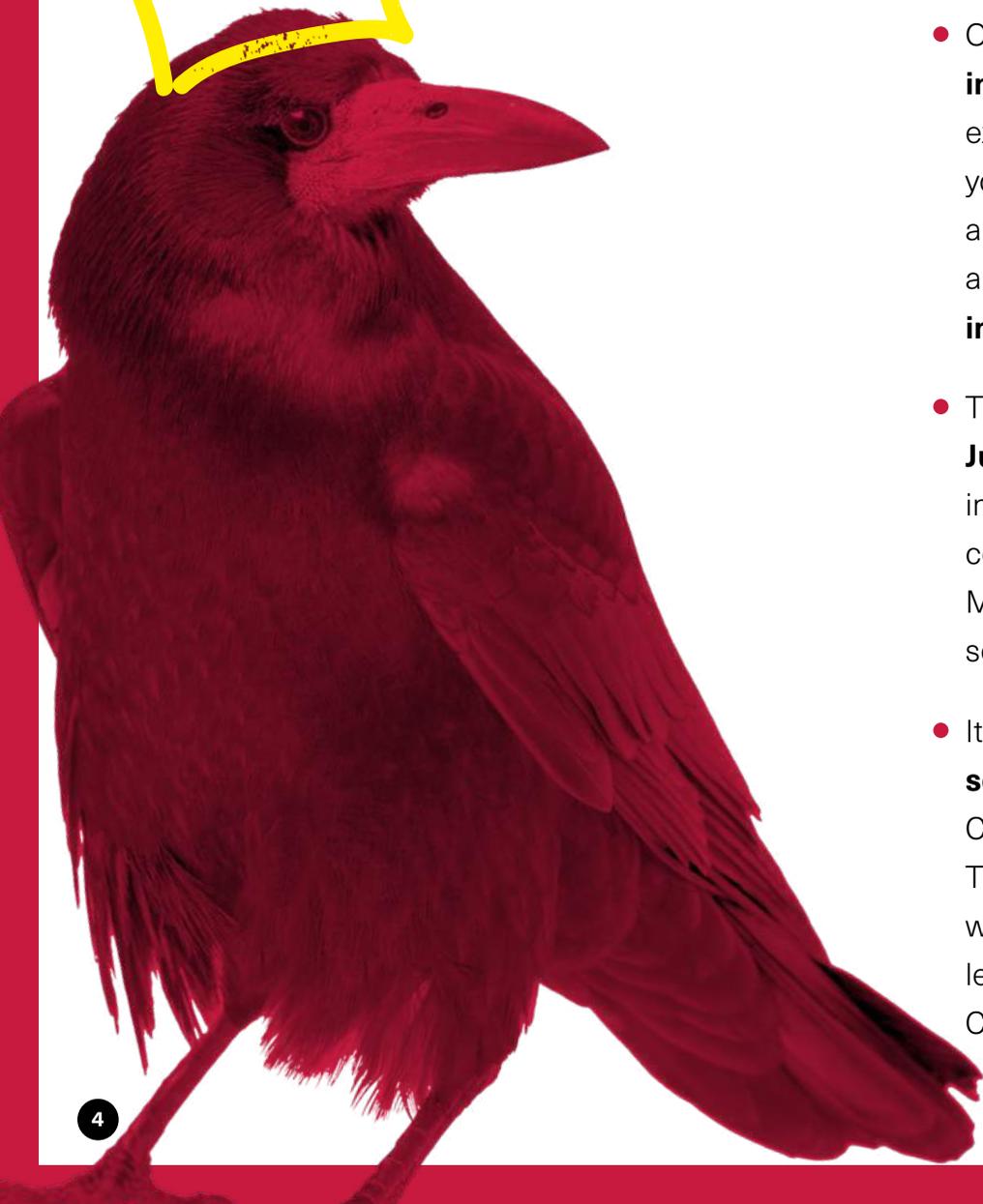


1. IMPACT ON PITCH

It must be said that the Government's furlough scheme and various grants meant that, financially, the club ended the season in good shape and a number of improvements happened at The Dripping Pan. These included the replacement of our 50yr old floodlights with a brand new set, **thanks to the generosity of supporters** via a Crowdfunding campaign.

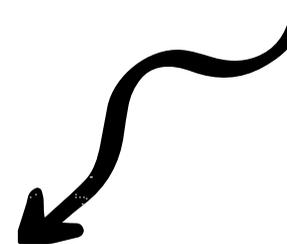


COME ON YOU ROOKS!



PATHWAY

- Our **U14's girls had their first season in the Junior Premier League**, and experienced playing against FAWSL youth sides. They came together as a brand new side forging a positive and resilient unit to make **big improvements over the season**.
- The **U16's girls also entered the Junior Premier League**, finishing in mid-table with much of their squad coming from the U15 age group. Many of these players will have a second season at this level.
- It was the **FS's last season as a squad**, coached by Kelly Newton, Charlie Carter, and Greg Cross. They were sitting in 2nd place with 4 wins and 1 loss until the league was null and voided due to Covid restrictions.



- The **Development Squad were sitting in fourth place in the league** and were undefeated until the season was named null and void due to Covid restrictions.
- **3 members of the Development Squad** (Zahra Cheeseman, Ava Hutson, Ella Newman) **were all promoted** from the DS into the First team over the course of the season.
- **A promising season with some experienced second year players was cruelly cut short by the Pandemic** and, for the second season in a row, they were not able to play the hours they deserved.

2.

IMPACT ON THE COMMUNITY



CHARITIES

As so many matches were held behind closed doors, it was harder to support charities in the usual way by having them collect at the turnstiles. **Undeterred by the Pandemic**, the club and our followers nevertheless found some more **unusual ways to support** and have donated thousands towards the following charities.



Survivors'
Network



- We participated in a town-wide effort by **Lewes Foodbanks** to collect food items from shoppers at supermarkets.
- We supported **The Survivors' Network's** 'I believe you' campaign.
- We supported **Rise's 'Rise Up'** campaign for funding.
- In collaboration with **Breast Cancer UK** our players, staff and directors took part in a sponsored skydive to raise funds.

To learn more about these, read more on the following pages.

In addition to the above, the club and followers supported a number of other charities:

- We hosted **Patina** to play capped spectator football matches for kids at the Dripping Pan;
- We hosted **The Launchpad Collective** and participated in a Beach Clean;
- We hosted an event for **Diversity Lewes**;
- We helped to fund a TV Ad for **Gambling with Lives**;
- Players held a **Big Gay Bingo** night with **Mind Out** to raise funds.

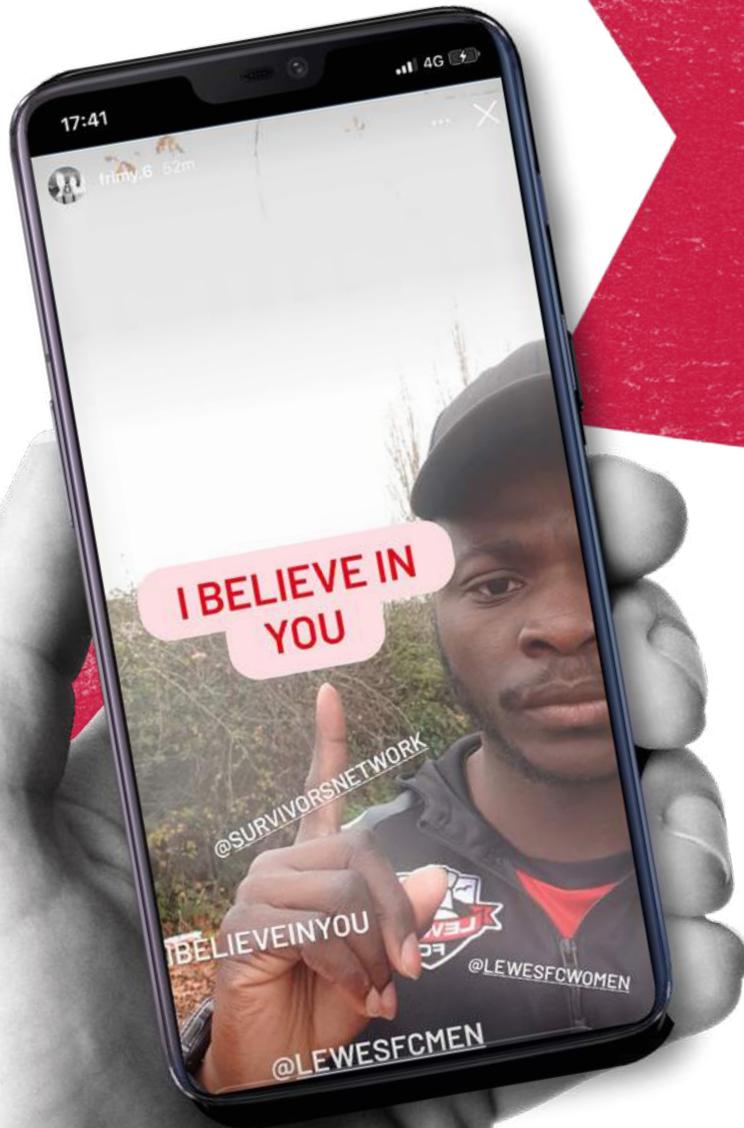
THE LEWES FOODBANKS

Throughout the season players, staff, directors and our men's and women's Vets teams volunteered for the Lewes Foodbanks during the COVID-19 pandemic, helping to raise enough for the Foodbanks to **support local families facing food poverty.**

Teddy, Tegan, Zoe and Roodie outside Tesco taking a stance on local food injustice.



2. IMPACT ON THE COMMUNITY



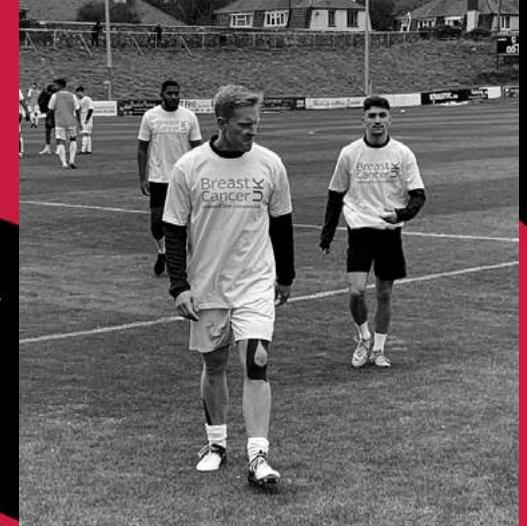
Players from both Lewes FC Men and Women supported SisterShip **The Survivors' Network's 30th Anniversary** campaign on social media. Players used their platforms to amplify the campaign to demonstrate belief (contrary to their common experience of being undermined and disbelieved).

Lewes FC was delighted to be mentioned in our SisterShip **Rise's Annual Report** as follows:

'Last year we were proud to become one of Lewes Ladies FC's SisterShips, a posse of bad-ass women-empowering vessels, which brought us together with other local women-focused groups - including Brighton Women's Centre and the Sister Society - to collaborate in **pioneering culture changes** and support each other to empower women in the local community.'

The Club invited **Breast Cancer UK** to **join our SisterShips** network after Lewes Goalkeeper Tatiana Saunders chose the charity for Breast Cancer Awareness Month. Not only did Lewes FC Men and Women wear BCUK T-shirts in their warm-ups that month, but 5 women from the club – including directors, staff and players – **raised over £3000** for the organisation via a sponsored skydive.

Lewes FC Men and Lewes FC Women in BCUK warm-up tees.



Lewes Captain Rhian Cleverly braves the clouds for SisterShip BCUK.





COVID NETWORK



The club continued to run a help network for those in Lewes needing extra support during the Pandemic. Our service ranged from a **friendly phone call, picking up medication or going shopping** for those who couldn't.

Lewes FC also joined a national network of organisations, inspired by footballer Marcus Rashford, to supply **free lunches to local children** during half-term.



Club owners/volunteers worked shifts to cook hot lunches in the Rook Inn, and players dropped by to chat with kids enjoying the food, prompting this editorial in the **Sussex Express:**



Lewes defender Sophie O'Rourke wields a delicious home-baked lasagne, cooked by Robin from the Men's Vets.



COMMUNITY FOOTBALL

The Men's and Women's Vets teams

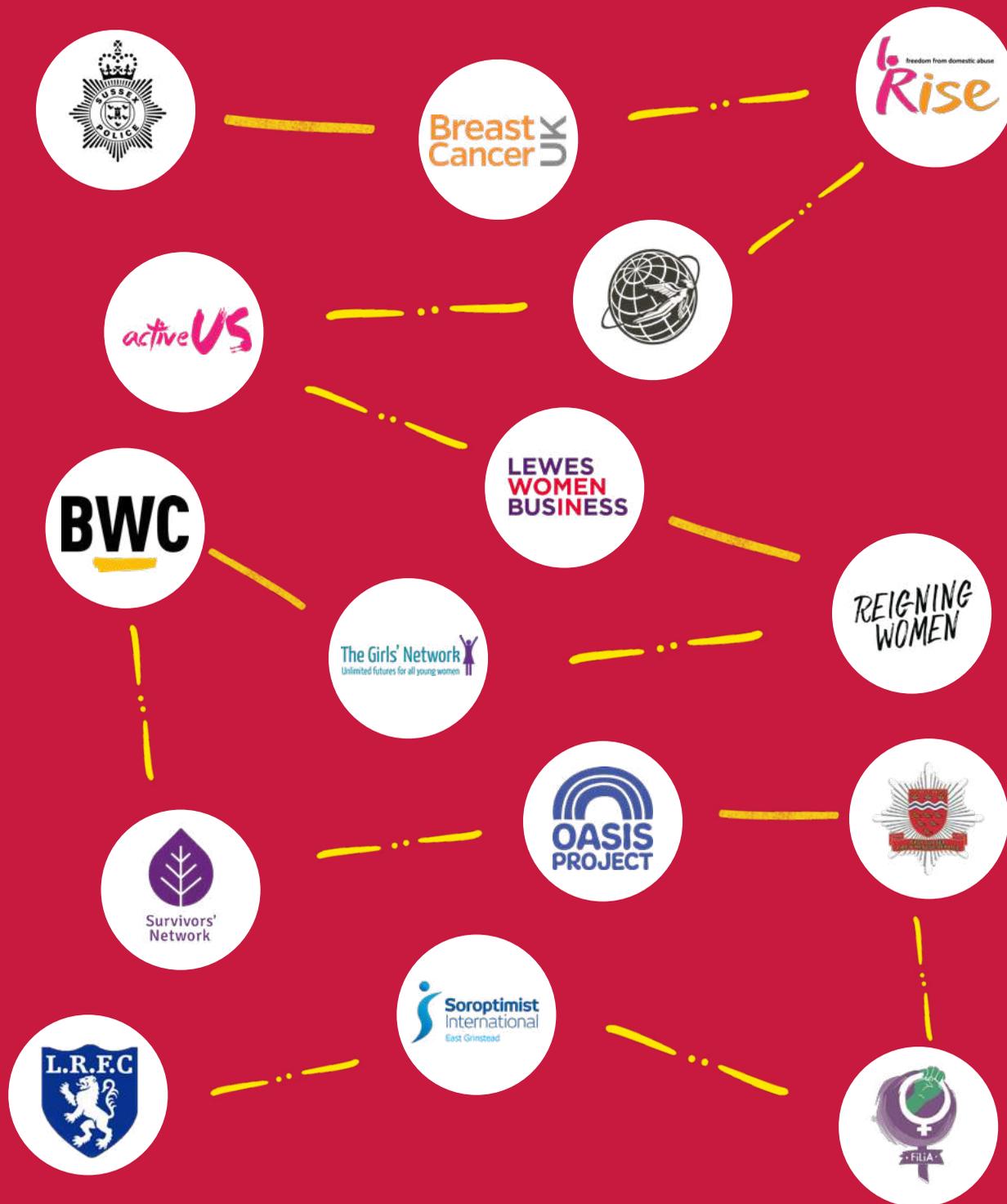
(age 35+) were welcomed back to the 3G pitch as restrictions eased, continuing their training, and making good safe use of our club house.

Football Therapy – Our Lewes FC mental well-being team returned too – along with their coach and support worker, for weekly training sessions. The team is open to anyone over the age of sixteen, who would like to reap the benefits of playing a team sport in the open air, buoyed by expert support and tuition, and run in conjunction with Southdown Housing.

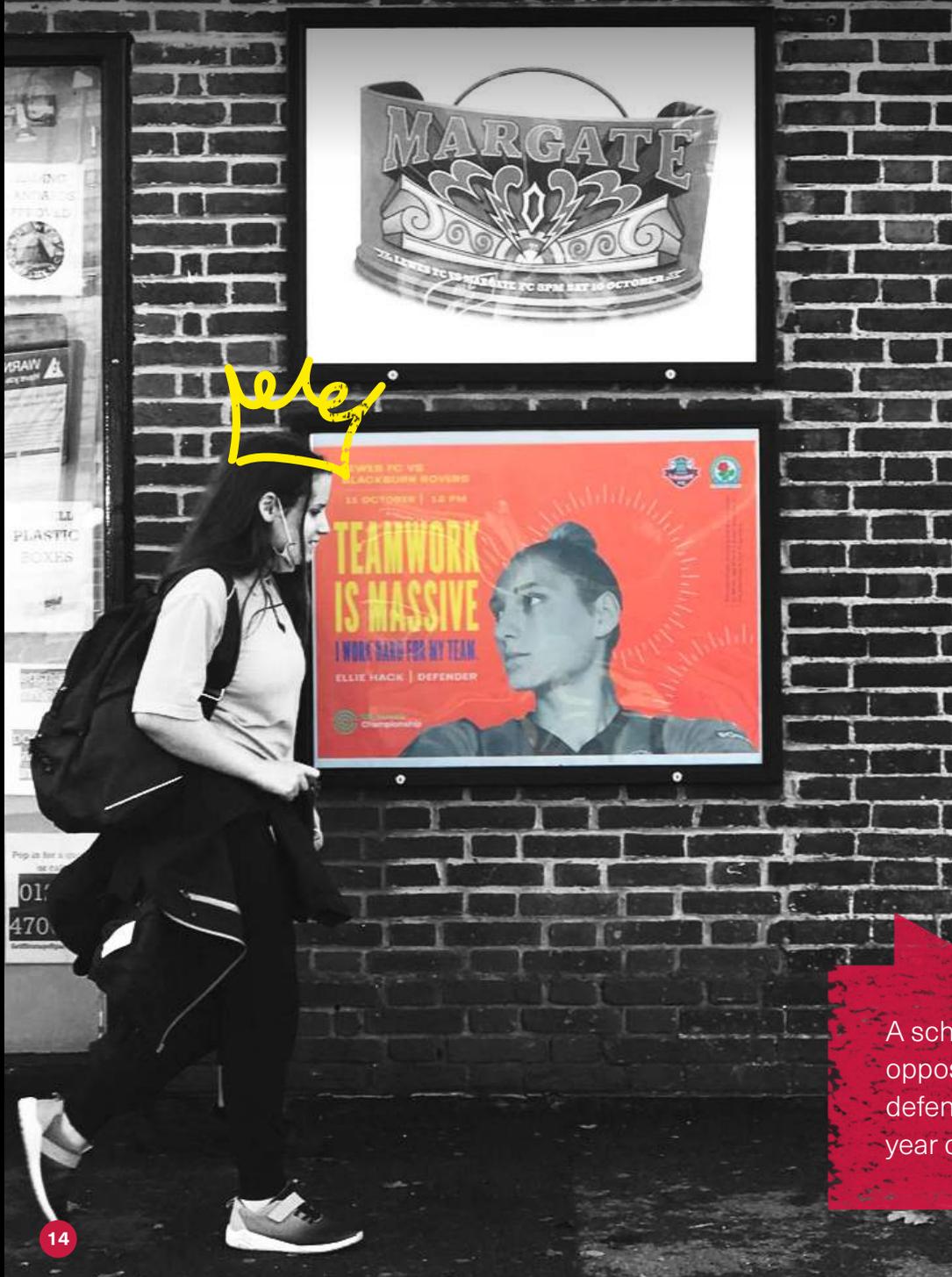


LEWES FC SISTERSHIPS

Although it wasn't possible to network at women's matches as usual, we were active with our **SisterShips network** of organisations – **empowering and supporting women and girls in our communities** – this season. Fifteen organisations now collaborate and support each other, working together on concrete projects.



2. IMPACT ON THE COMMUNITY



Sisterhood



New SisterShip 'Sisterhood' collaborated with us, to **teach our pathway girls** new skills:

Photoshop, interviewing and virtual photography skills were all covered, **empowering them to design our women's first team posters** over Zoom.

The posters with their zoom photos, bold colours and interview pull-quotes, chosen by the girls, were perfect for the 20-21 season zeitgeist. They created a great connection between our pathway and the first team.



A schoolgirl walks past our matchday poster opposite Lewes station. This poster features defender Ellie Hack and was designed by 13 year old pathway player Amelie Purcell.



Lewes girls have designs on the future

Football
www.sussexpress.co.uk
t:01323 810001

Lewes FC Women's captain Rhian Cleverly nipped down to a training session for the club's under-14s training before Christmas with some presents.

She handed over to the club's young designers and footballers some of the Championship side's recent matchday posters that they had designed.

Girls from Lewes' pathway teams were invited to a girl-led design project facilitated by London-based duo Sisterhood, which involved the youngsters designing the first team's matchday posters for the season.

The girls interviewed and photographed first team players over Zoom during lockdown and learnt expert skills in Photoshop, photography, design and presentation over a six-week course.

Skipper Cleverly was impressed by young Amy Knock's questions over her Zoom interview. She said: "Amy grilled me like a pro - she could have given Alex Scott a run for her money!"

Lewes' Pathway coordinator Alison Palmer said: "The girls were buzzing after the project. It was a superb distraction in a tough year, and it was wonderful to see them share

Rhian Cleverly and Amy Knock link up on Zoom

their ideas and try stuff out. "There was a clear and direct link from being brave and creative in design to being brave and creative on the pitch too!"

"I'm seeing confidence build and it's great." Club co-director Karen Dobson added: "We were delighted to work with Sisterhood."

"It felt powerful to link our girls with their elders in this creative way, because Lewes FC Women are excellent role models to aspire to. The project has in fact enabled all our female footballers to inspire each other."

"We love the posters we've seen so far - the Zoom pictures and fierce quotes in bold colours really reflect how we've carried on safely during the pandemic. "We've been playing matches behind closed doors, or with Covid-capped crowds, - using our creativity and connections, and refusing to allow our Rooks spirit to be dampened!" Lewes FC, formed in 1885, became the first professional or semi-professional football club to pay its women's team the same as its men's team in 2017.



Top: Lewes Pathway co-ordinator Alison Palmer, Lewes FC Women's captain Rhian Cleverly and under-14s designers Emae Clarke, Ffion Corwell and Amelie Purcell; above, a poster for Lewes' Our home game at the Dripping Pan on January 10, designed by Tala Willis, 12, and featuring goalie Laura Partley



Lewes defender Sophie O'Rourke featured on a matchday poster by Ffion Corwell, and Lewes defender Ellie Hack featured on a matchday poster by Amelie Purcell

PARENTS

AMAZING EXPERIENCE FOR THEM ALL.

My daughter is so proud to be part of the Sisterhood

IT WAS AN EXTRAORDINARY OPPORTUNITY

for them all. Thank you!

Thank you for such an amazing experience.

SHE LOVED IT!

COACH

There was a clear and direct link from them being

BRAVE AND CREATIVE

in design to them being brave and creative on the pitch too!

PROS

What Lewes FC Women Captain Rhian Cleverly said of Amy Knock 13,

"AMY GRILLED ME LIKE A PRO

- she could have given Alex Scott a run for her money!"





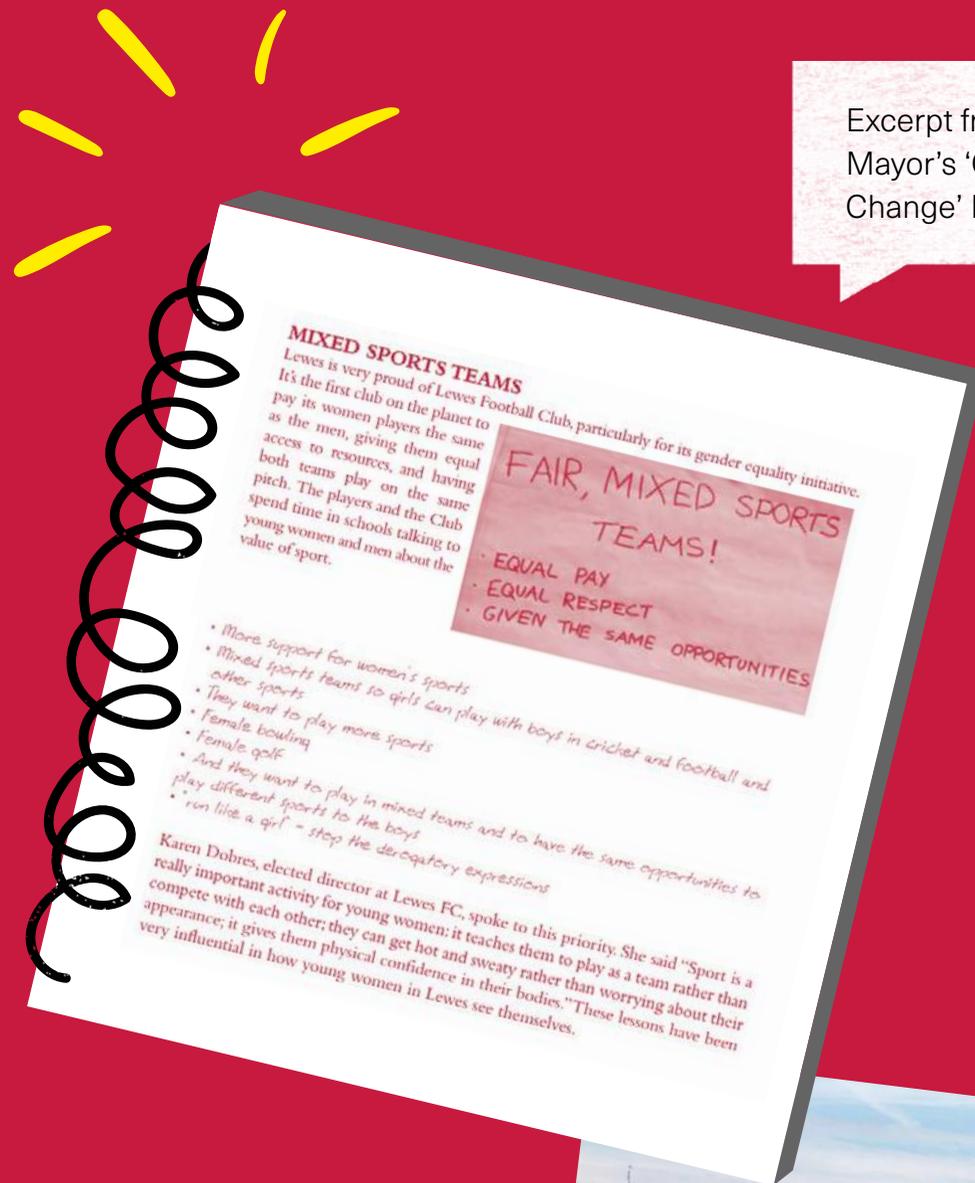
Lewes players, directors and staff also gave talks on the subject of leadership for East Sussex Fire Service, another of our SisterShips. **Chief Fire Officer Dawn Whittaker promptly sponsored striker Simran Jhamat** in a gesture of mutual support.

**EMPOWERING
WOMEN
AND GIRLS**

OUR TOWN

Locally, it was gratifying to be granted money from our Town Council to erect hoardings around the pitch referencing our campaigning for gender equality and for the anti-gamblification of football, and also to be featured in **Visit Lewes' Top Ten places** to visit in the town.

Furthermore we were delighted that **The Times** newspaper led with the football club in an **article** about why people should live in Lewes, and that local girls, when asked by our Mayor, were quick to talk about wanting **equality in sports** in the future.... our local influence is indeed showing itself in all sorts of ways.

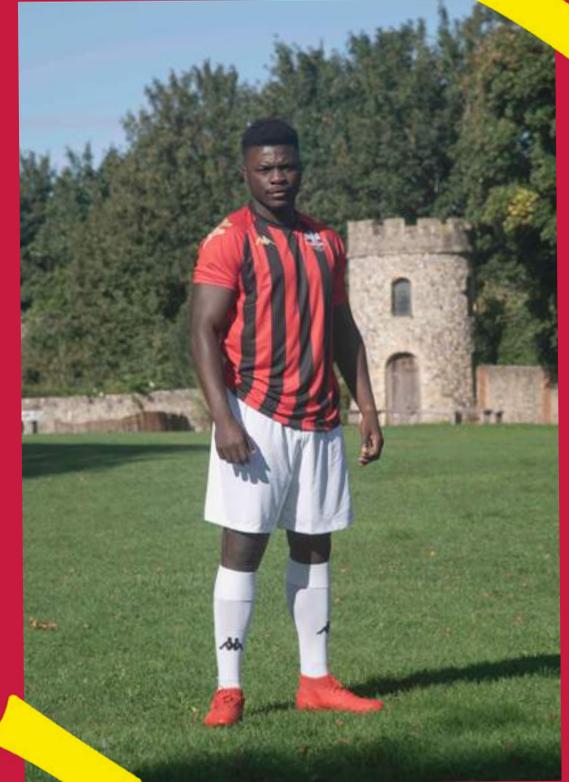


Excerpt from Lewes Mayor's 'Girls For Change' Report.



2. IMPACT ON THE COMMUNITY

For the **season's kit launch** we chose to feature both the town and the players, referencing the way that the club reflects the historic and pioneering spirit of Lewes itself, [have a look here.](#)



PATINA

We hosted the local charity's football matches for Year 6 children moving on to senior school, albeit without crowds this year. **The kids really appreciated the opportunity** and the first team players' support.



Lewes midfielder
Zoe Cross on Patina's
Instagram feed.



ROOKIE KICKERS

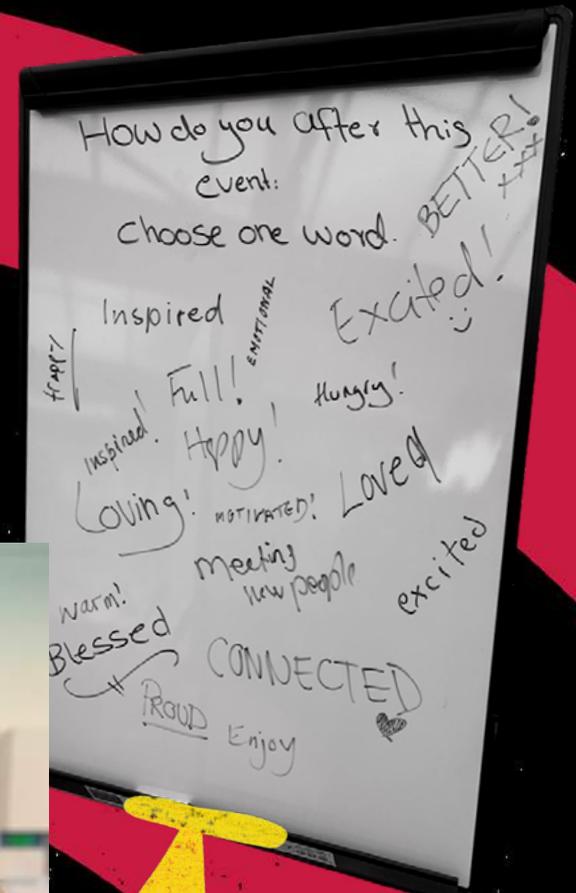
Lewes FC launched 'Rookie Kickers' offering community football sessions for kids aged 6-13 years old on our 3G, with expert tuition from first team players. Starting with 20 children the Kickers soon reached **70-80 participants** across their Lewes and Kingston sites.



WE WERE DELIGHTED TO ALSO:

- Provide a suitable outdoor space for **New Sussex Opera** to rehearse safely and with low risk of infection in our terraces.
- Host an event to 'stand in solidarity against inequality' with **Diversity Lewes**.
- Facilitate an outdoor buffet supper with **The Launchpad Collective** for refugees and volunteers.

Rook Inn bar manager Hannah with Syrian refugee Manal Gharzeddin and her stuffed vine leaves.



FOOTBALL WELCOMES REFUGEES

Working further with The Launchpad Collective and galvanised by the FA and Amnesty International's campaign **'Football Welcomes Refugees'**, Lewes FC Women wore the campaign T-shirts in warm-ups, and in the spirit of deeds as well as words – **the club reached out to welcome Abdul from Eritrea** as a steward at our BCD matches. As a refugee, Abdul said he **'was made to feel really welcome'** at the Dripping Pan, and will continue stewarding next season, when we hope to extend the offer to more refugees working with The Launchpad Collective.

Bantz

This is a great initiative. Many of the best footballers in Northern European countries are from immigrant backgrounds.

Article from The Argus, encouraging comments which appeared underneath.



Ava1

Lewes FC I think you are amazing to do this. People helping people get on in life is brilliant. What a nice uplifting article to read.

Kropotkin's Chair

Great story, well done Lewes FC!

PAN YARD SALE

To raise funds to send old kit to two Kenyan projects using football as a vehicle for social change, **we held our first ever Pan Yard Sale!** That's right, we cleared out the Old Grey Container in the corner of the Pan (soon to be removed to make way for new toilets), and sold everything at the top of the home terrace. Staff, directors, volunteers and players worked together to welcome in the public and **made over £1500 to send used kit to two Kenyan football projects** who resonate with our mission to use football as a vehicle for social change.

SAT 12TH JUNE, 1PM
THE
**PAN
YARD
SALE**

THE DRIPPING PAN,
BN7 2XA

PAY WHAT YOU LIKE!

JERSEYS, SHORTS,
T-SHIRTS, BEER
GLASSES AND EVEN
A KITCHEN SINK!



EMPOWERING AND SUPPORTING WOMEN AND GIRLS

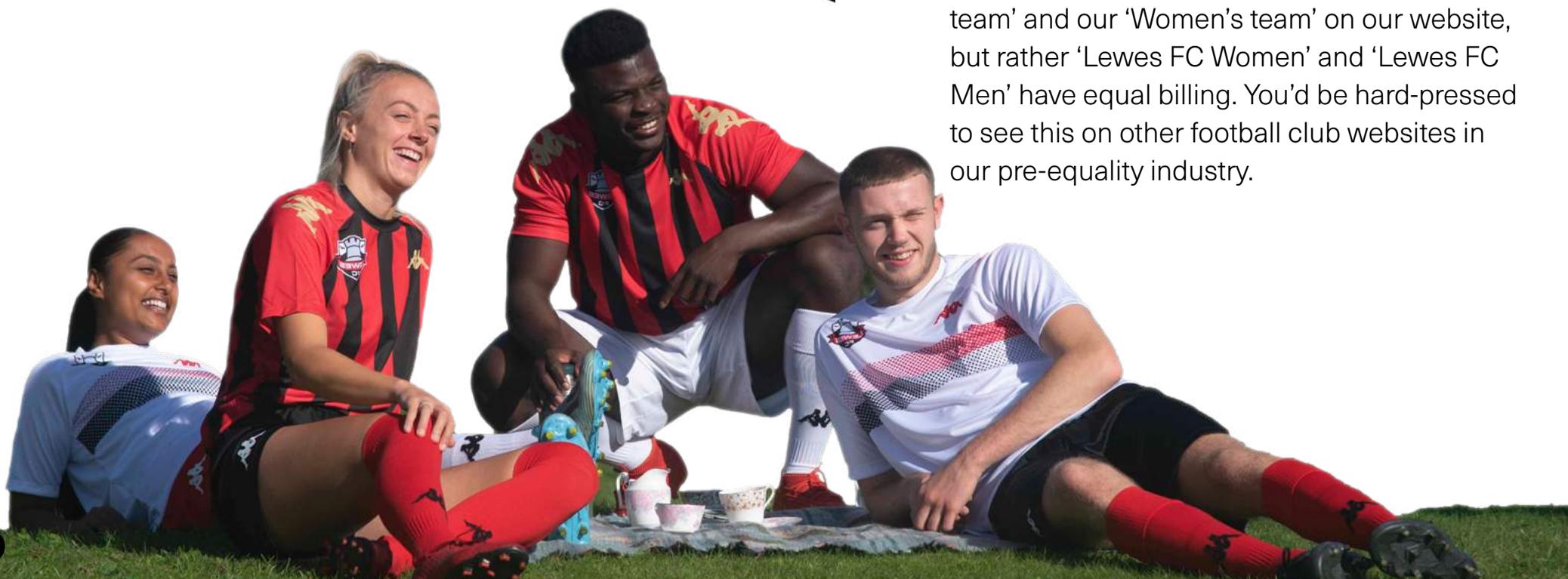
3.

IMPACT IN THE WIDER WORLD

GENDER EQUALITY

We continued apace with our campaigning, and commitment to take decisive action to **model gender equality** in the male bastion of football.

Our social media handles are now all divided between Lewes FC Men and Lewes FC Women so that we are gradually rendering the 'Lewes FC' handle defunct. This is because the umbrella name otherwise becomes the men's team by default as is the case with most other clubs. By the same token we don't refer to our 'First team' and our 'Women's team' on our website, but rather 'Lewes FC Women' and 'Lewes FC Men' have equal billing. You'd be hard-pressed to see this on other football club websites in our pre-equality industry.



3. IMPACT IN THE WIDER WORLD

We once again drew attention to the **gender-based prize gap** in the **FA Cup Prize Fund** – which perpetuates the cycle of limited investment leading to limited growth – with think pieces and media coverage. And we also came up with a solution to stop clubs outside the Premier League going into financial crisis using the FA Cup Prize Fund – read all about it here.

We were heartened to see that Hastings United and the London Ambulance Service both put out statements affirming their commitment to gender equality in their football teams... inspired by Lewes FC.





The year 2021 marks the **100th Anniversary of the FA's ban on women's football**, so it would have been wrong not to mention the curtailed history of the women's game. Lewes director Claire Rafferty interviewed historian and author Gail Newsham about the history of the 50 year ban, and Lewes director Charlie Dobres talked to striker **Ini Umotong** about the context of the ban – both as part of the club's full week programme of events for International Women's Day. The theme for IWD 2021 was **'Choose to Challenge'**, so we hosted a zoom story-telling evening during which seven women in different roles within the club told their personal stories of challenges and victories in football – on and off the pitch.



CHOOSE TO CHALLENGE

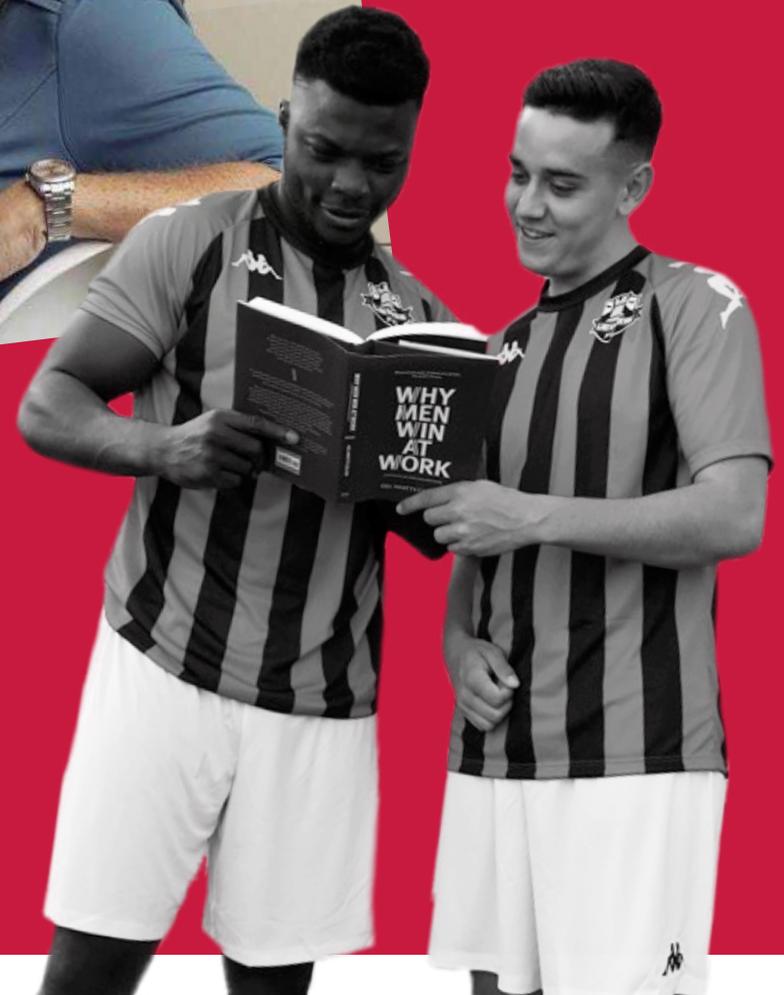


INTERNATIONAL WOMEN'S DAY

We held a Webinar on Gender Equality in the Workplace with author of **'Why Men Win at Work'** – Gill Whitty Collins, Lewes Goalie Tatiana Saunders, and Lewes directors. The full maximum quota of 100 people attended, enjoying an informative discussion on the wider effects in the workplace of gender equality on the pitch. Club Chair Stuart interviewed two female coaching pioneers, whilst director Charlie hosted a discussion with the Women's Sport Collective on Clubhouse asking **'What if Women Ran Football?'**.

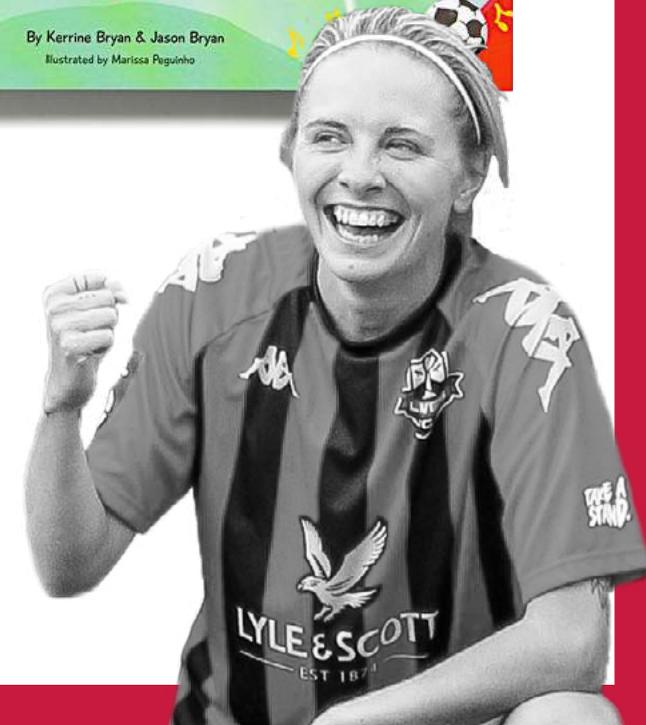
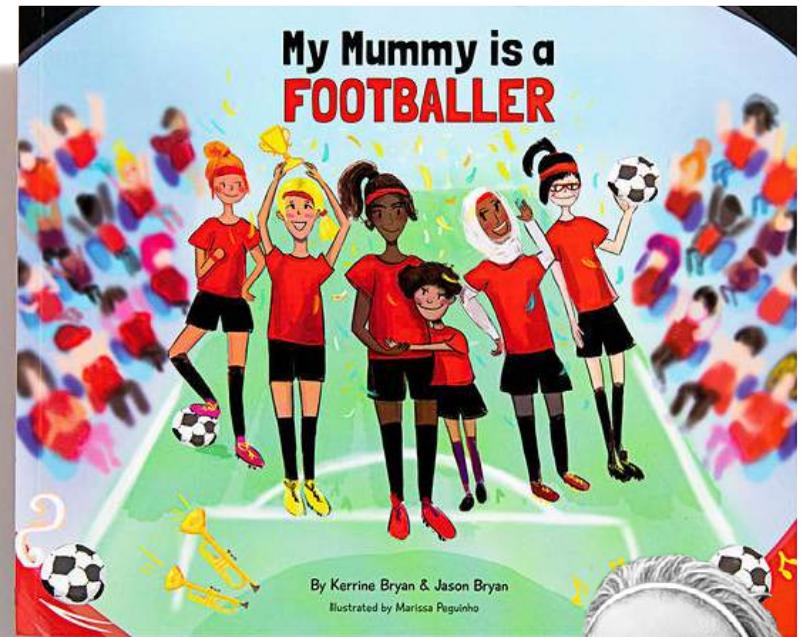


Lewes players Chris Frimpong and Ross Barclay reading Gill Whitty-Collins 'Why Men Win At Work'.



3. IMPACT IN THE WIDER WORLD

We rounded off International Women's Day with a special reading by Rook Paula Howells of **'My Mummy is a Footballer'** launched that very day. This book was inspired by Lewes' equality stance, and is part of a series of career-themed books for young children that **improve diversity and address gender stereotyping** (by not doing it!)



3. IMPACT IN THE WIDER WORLD

Meanwhile we continued to relate our campaign for gender equality in football to gender inequality in the wider world. Women's GM, **Maggie Murphy**, spoke at an event for women in **STEM**, and director **Karen Dobres** at an event for women in business, eliciting the following responses:



'Hi Karen, your talk at Business Brunchin' had a massive impact on me. Thank you so much. Completely made me feel more accepted as a woman who has always been a bit into football and more 'male stuff'. It's not male stuff, there are many ways to be a woman, you brought that home.'



'Hi Maggie. I'm a software engineering manager at Photobox and I really enjoyed your talk today! I just wanted to say that the part that really resonated with me was when you talked about feeling like you were accepted at your new club and feeling like it was a place where other people didn't feel like accommodating women players was a burden. The world of software engineering is not always very welcoming to women either, though fortunately it is not acceptable for people to be so overt about it. Your talk opened up a conversation between me and one of my colleagues and I shared some of my challenges with him. Anyway thank you very much for sharing your experiences and good luck in the future!!'

ANTI-HOMOPHOBIA

This season we were delighted that staff and players wanted to record their feelings around how it feels to work at Lewes FC if you are LGBTQ+ for **Rainbow Laces week**. The result was this honest video shared many times on different social platforms, and used by Conscious Inclusion Thought Leader Jiten Patel to illustrate the fact that **‘Consciously inclusive leaders find ways to support and encourage people to own and empower their differences. They speak for those who cannot speak for themselves.’**



CLICK TO
PLAY

3. IMPACT IN THE COMMUNITY



Players also self-organised into an 'Activist Group' to stage a 'Big Gay Bingo Night' on Zoom raising funds for local LGBTQ+ mental health charity 'Mind Out' during LGBTQ+ History Month. The event was a **huge success, raising awareness and over £1500** to go towards 'life-saving, life-changing support for LGBTQ+ communities', prompting women's Captain Rhian to say: **"As always I'm really proud of the team for organizing such a successful event and being part of this special club."**



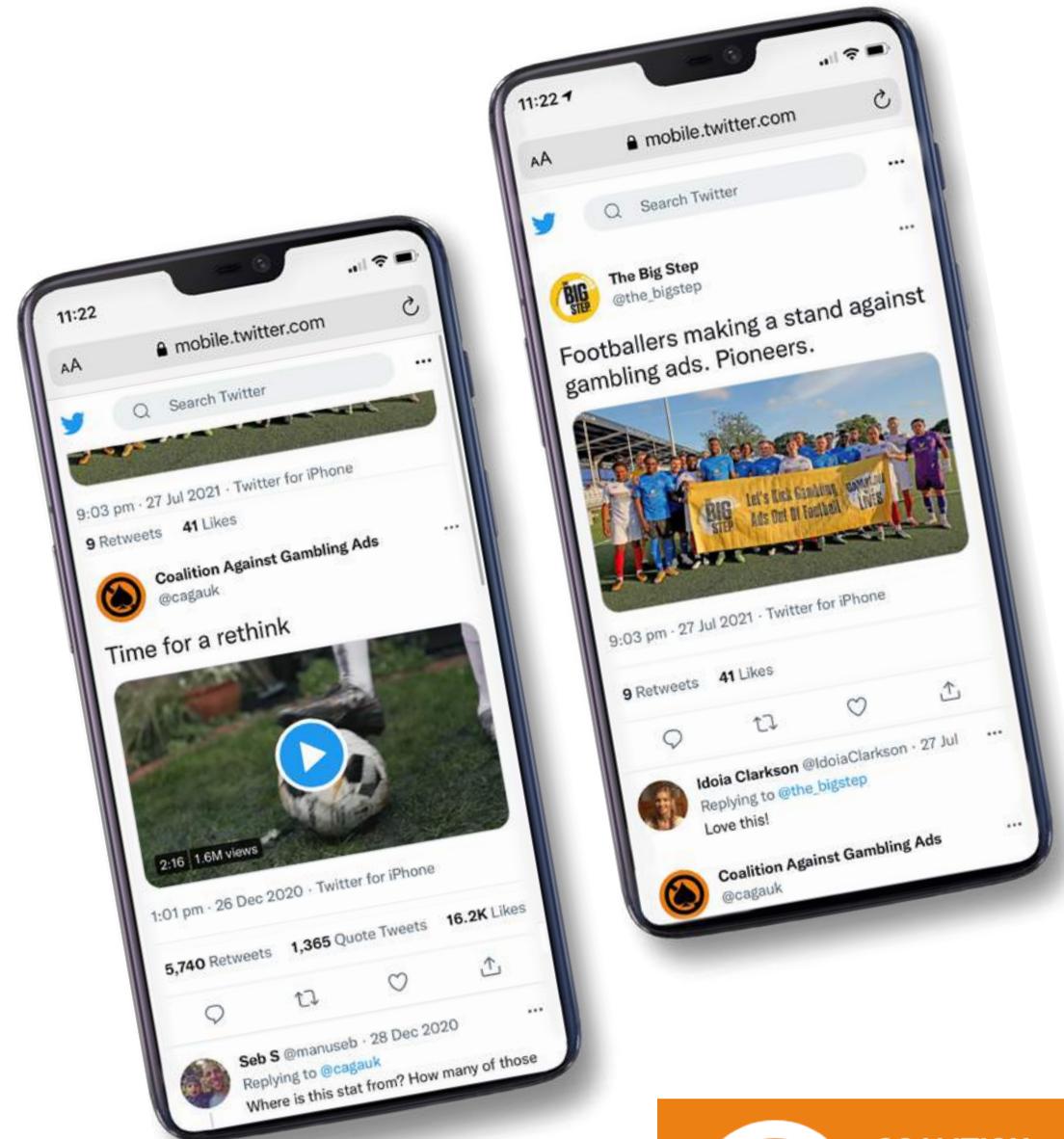
ANTI-GAMBLIFICATION OF FOOTBALL

At the beginning of the 2020 season we displayed the CAGA logo on live streams of women's matches.

In July 2020 we joined the Coalition Against Gambling Ads.

Then in December 2020 we jointly commissioned an awareness advertisement which gained nearly two million views and was endorsed by Gary Lineker.

In the same month we put up a CAGA advertising board in the ground and then in June 2021 we took part in a joint awareness promotion with Billericay Town, Swansea City and Forest Green Rovers.



LIVE STREAMING OF MATCHES

The club live streamed our behind-closed-doors women's matches for all our fans to enjoy, regularly attracting audiences from more than **37 countries around the world**. Viewers were treated to players and the Manager of Lewes FC Men regularly stepping up to co-commentate with Ben Jacobs on Lewes FC women's matches.

Fans were encouraged to send in pictures of themselves watching, recreating some of the renowned Dripping Pan atmosphere virtually...



BRING YOUR PAN TO THE PAN

What did we do when we were allowed fans back, but had to abide by FA safety rules forbidding chanting for fear of infection? We encouraged supporters to **'Bring your Pan to the Pan'** offering the support of noisy kitchen utensils to encourage our players!



4.

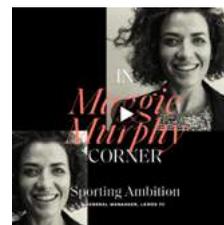
IN THE MEDIA



PODCASTS

This season we started our own Podcast series warmly hosted by new Lewes fan and owner **Billie Elliot** – 'Behind Closed Doors with Billie Elliot'...

We were also delighted to be asked as guests ourselves on multiple podcasts. Here's a selection:





MEDIA AND PRESS

We were covered twice by **BBC sport** this year. They reported on our approach to increasing crowds and our commitment to investment in the club. We were also delighted to be featured by a number of other news outlets including:

- The Times
- The Guardian
- CityAM
- BBC News
- Sky Sports



CREATING NEW SUPPORTERS AROUND THE WORLD

This season our global ownership increased to **36 countries** (and we're hoping for world domination soon). Both our global and local owners, across diverse cultural settings, share a desire for football to serve its original purpose – to be for, of and by the people.

- Sport Optus in Australia also featured us (bringing in new owners down under).
- Cultura F in Chile featured us in a wonderful episode, which saw their founders sign up as owners.
- Lewes striker Ini Umotong was called up for Nigeria.



3. IMPACT IN THE WIDER WORLD



- We were happy to help the The International School in Switzerland with their end-of-term project on 'Gender Equality in Sports'.
- A new owner featured us in Premier League Brasil.
- The Toronto Star featured the club following new owners', the Soccer Snobs, recommendation...

Tweet

 **Natalie Mazzarelli**
@ProfMazzarelli

"In our little corner of East Sussex, we're trying to change the world" @KarenDobres. Feeling the waves here in Canada hoping it's contagious. Thanks for the inspiration @LewesFC and to @soccersnobs1 for a game-changing conversation. 🌊

Soccer Snobs @soccersnobs1 · 20 Apr
Soccer Snobs - Season #2 - Episode #17 - Lewes FC "Gender Equality FC"

Apple: apple.co/3n3xEol
Spotify: spoti.fi/32zcGER
Google: bit.ly/3alX1wX

@KarenDobres @LewesFCWomen @LewesFC @LewesFCMen
[Show this thread](#)



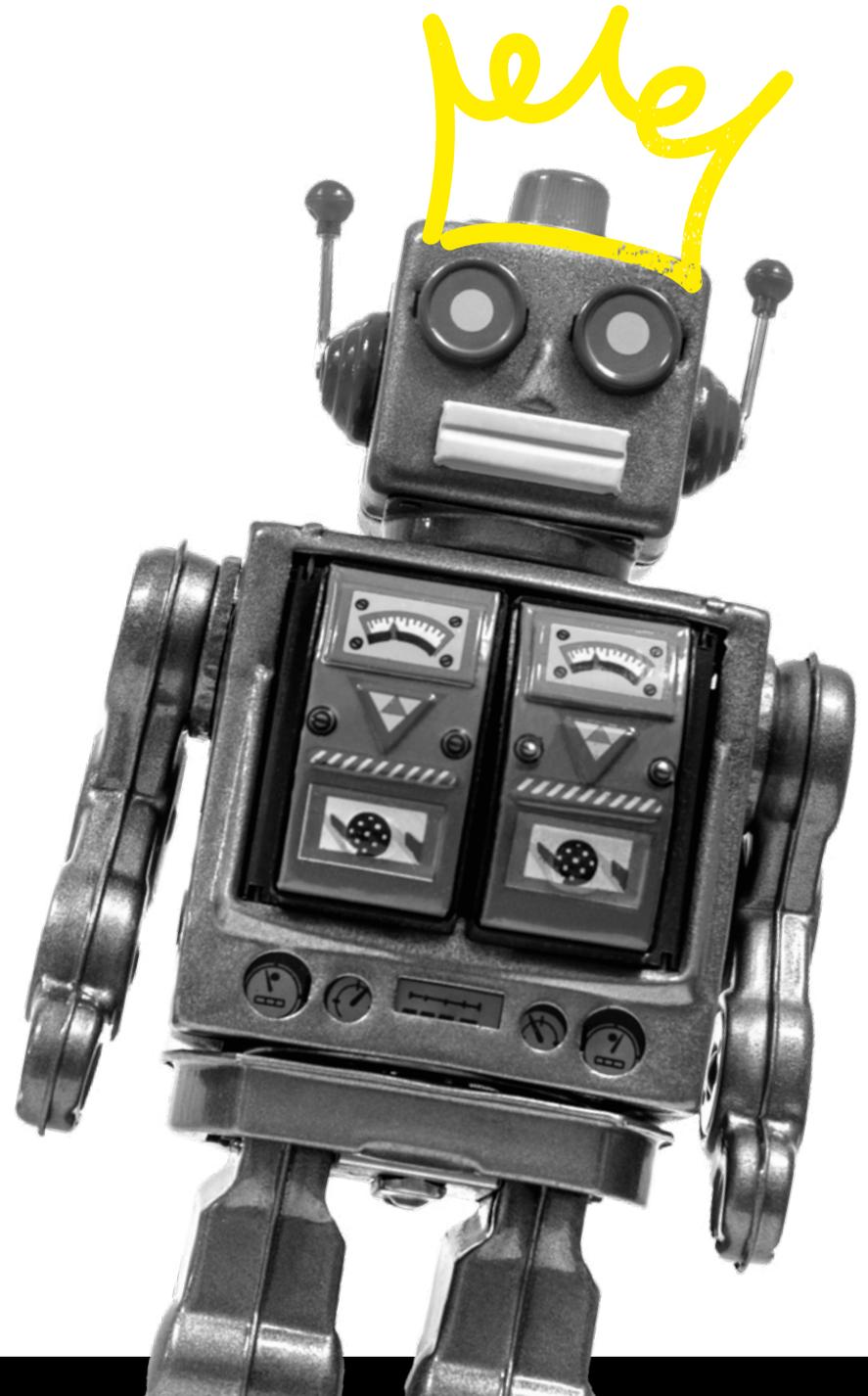
3. IMPACT IN THE WIDER WORLD

And we were delighted to learn that if you ask the 'chat bot' from the Norwegian Labour-union 'Parat' website if it is a football fan, it will answer as follows...

"Parat has his heart in Lewes F.C. The only team in Europe that has a board decision on that income and expenses shall be divided equally between the women's and men's initiatives. Their home arena, The Dripping Pan, is a short train ride from Gatwick, and they really appreciate extra spectators." (Love from Norway)



"Parat har sitt hjerte i Lewes F.C. Det eneste laget i Europa som har styrevedtak på at inntekter og utgifter skal fordeles likt mellom dame- og herresatsningen. Banen deres, The Dripping Pan, ligger en liten time med tog fra Gatwick, og de setter stor pris på ekstra tilskuere."



TALKS AND EVENTS

2020

- Lewes FC partnered with the Athens Women's Football Summit in solidarity with the Summit's commitment to championing social change and achieve women's **equal footing in football**.
- GM **Maggie Murphy** talked with other GMs about equality in the industry at AWFS.
- Directors talked about marketing and branding in the women's game at AWFS.
- Maggie Murphy spoke at an FT live event.



AWARDS AND ACCOLADES

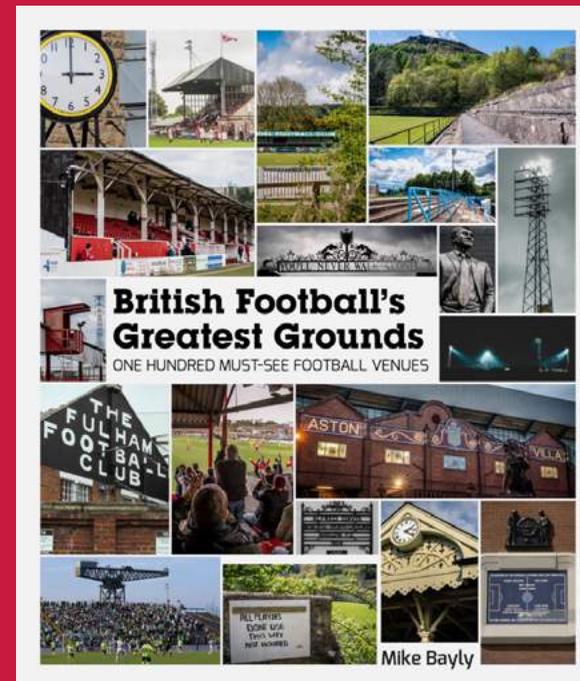
- We won the **'The Game Changer Award'** from Since '71, who cited the club's Equality FC campaign saying 'The ethos is considered quite radical, but the club has proven it can be done and not at the expense of the club's success'.
- We received **'Club of the Year Award'** from Her Football Hub.
- Of course we were also gratified to hear that the Pan had won **'Your Favourite Ground'** from The Pitching in Isthmian League, for the fourth season in succession. Once again, the overriding reason was the 'warm welcome' that the Club is now famous for.



3. IMPACT IN THE WIDER WORLD

This season the club also heard the news that The Dripping Pan had been voted the country's **No 1 ground to visit** – ahead of Anfield, Wembley, and the Etihad, plus many more – by away fans in **'Britain's 100 Best Football Grounds!'** Well, of course we've always known it's the best ground in Britain, but the external affirmation went down a treat.

Watch an interview with author Mike Bayly [here](#). The book, in which an away supporter asserts that the Pan is **'the only ground where you can eat hummus in the terraces and not be laughed at'**, is now stocked in Lewes Tourist Information Office.



* THOUGHT PIECES *

Chair Stuart Fuller wrote an article for the Non League Football Paper on how clubs could make best use of a curtailed season, whilst director **Karen Dobres** wrote for The Flock Magazine (for women who rise), about Lewes' equality campaign and the necessity of **equalising the FA Cup Prize fund**, causing the editor to sign up for Lewes ownership and write the following statement.



The Flock

A weekly round-up for women who rise

I'll be honest – of all the stories I'd ever expect to grab me, shake me and change my opinions irreversibly for the better, a yarn about football would be bottom of the list. In fact, if you'd told me I'd have spent the past week wittering on about the beautiful game, I'd have wondered if that last lockdown had finally claimed your grip on reality. Football and me? Nah, we're not buddies. Or rather, weren't.

Because I am now a proud co-owner of Lewes FC, along with more than 1,700 equality enthusiasts the world over. No, really. I signed up the moment I read co-director Karen Dobres' account on gender inequality in sport, below – and if the conversations it's already prompted with my football daft little boy are anything to go by, it's immediately become the best £40 I've ever spent.



You see, not only is Lewes FC the only club in the world to pay its male and female players the same, it's also vying to become the most owned club in the world, having worked out that if you want to force real change, not being beholden to shareholders is a good place to start. The result? Impressive crowds, international headlines, inspired young girls, and the heft to take on football's governing body in the battle for equal prize money in tournaments. It's a tale that's left me feeling hugely inspired – especially at a time when we're looking to community funding to secure the future of *The Flock* – and whether you're a football fan or not, I can't recommend it enough.

Moving on from football, though, what I found particularly interesting about Karen's examination of the gender disparities in sport is how clearly, and worryingly, it ties with Jen Daly's report on how gender norms impact on the body confidence of little girls. In the wake of the Khloe Kardashian photography debacle, Jen's account of her daughter's tears over her appearance, at age three, is as alarming as it is unsurprising.

'OURS' DOCUMENTARY

The Club was featured in a powerful documentary by Michael Calvin about the role of fans at football clubs in uncertain times.

Women's team general manager Maggie Murphy spoke with GiveMeSport Women about the club's fan-based ownership and their involvement in BT Sport's newest film.

"Football clubs are a community assets", she said. "Football is for the fans and profits don't come first. All of our decisions are guided by strong community-oriented principles, and that can be from who we bring on as sponsors or what kind of food we provide in the ground – **everything is informed by the people rather than profit.**"



A BEACON IN THE SPORTING WORLD.



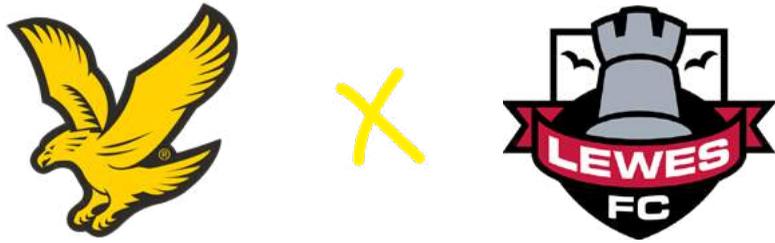
BIGGEST SPONSORSHIP DEAL



In December Lewes announced a game-changing **six-figure investment in the club** from clothing brand Lyle and Scott. The Rooks and the Golden Eagle partnered over commonalities in their respective long histories and a deeply held belief in the power of community.

Lyle and Scott said that the collaboration would include 'purchasing new players, shirt sponsorship for both the women's and men's teams, grassroots community outreach, development of club facilities, competitions, exclusives, and an in-depth content series that will help Lewes FC tell their unique but globally relevant story of equality, community and independence', calling the club '**a beacon in the sporting world**'.

3. IMPACT IN THE WIDER WORLD



The **ground breaking collaboration** attracted much press attention with **over 160 media pieces** including BBC News, The Times, The Guardian, Sky, The Sport Bible, The Evening Standard, The Independent, PR Week, The Sportsman and lots of social media support from within football.

We were delighted with this [first video](#) centring on our owners and volunteers and all that we all give to the club.



OWNERS TOWN HALL

As Zoom became everyone's best friend, the Club decided to unite and inform both local and global, with monthly updates at a virtual '**Owners' Town Hall**'. These meetings are scheduled at times when we can engage with as many global and UK owners as possible, and are designed to inform and facilitate questions. Directors and staff attend, and the monthly local get togethers have regularly attracted 60 or so Lewes FC proprietors from the US, Lewes, Canada, Birmingham, Brazil and Brighton.

We inspired this blog from one of our owners following his first attendance, check it out [here](#).



And this from an Owner on Insta...

OUR THANK YOUS!

On behalf of all our owners in Lewes and around the world, we **would like to thank our sponsors** for the 20–21 football season. **Take a bow** Kappa, Lyle & Scott, Harveys, Cederburg, VEO, South Link Transport Logistics, Five Zero International, Lucozade Sport.

CEDERBERG CAPITAL



THANK YOU VOLUNTEERS



A special thank you goes to **over 100 volunteers** who work so incredibly hard and with 100% commitment to keeping the club going season after season. Here are some pics of just a few of the faces you might see when visiting, either at matches or in between times.







TEAMWORK IS MASSIVE

