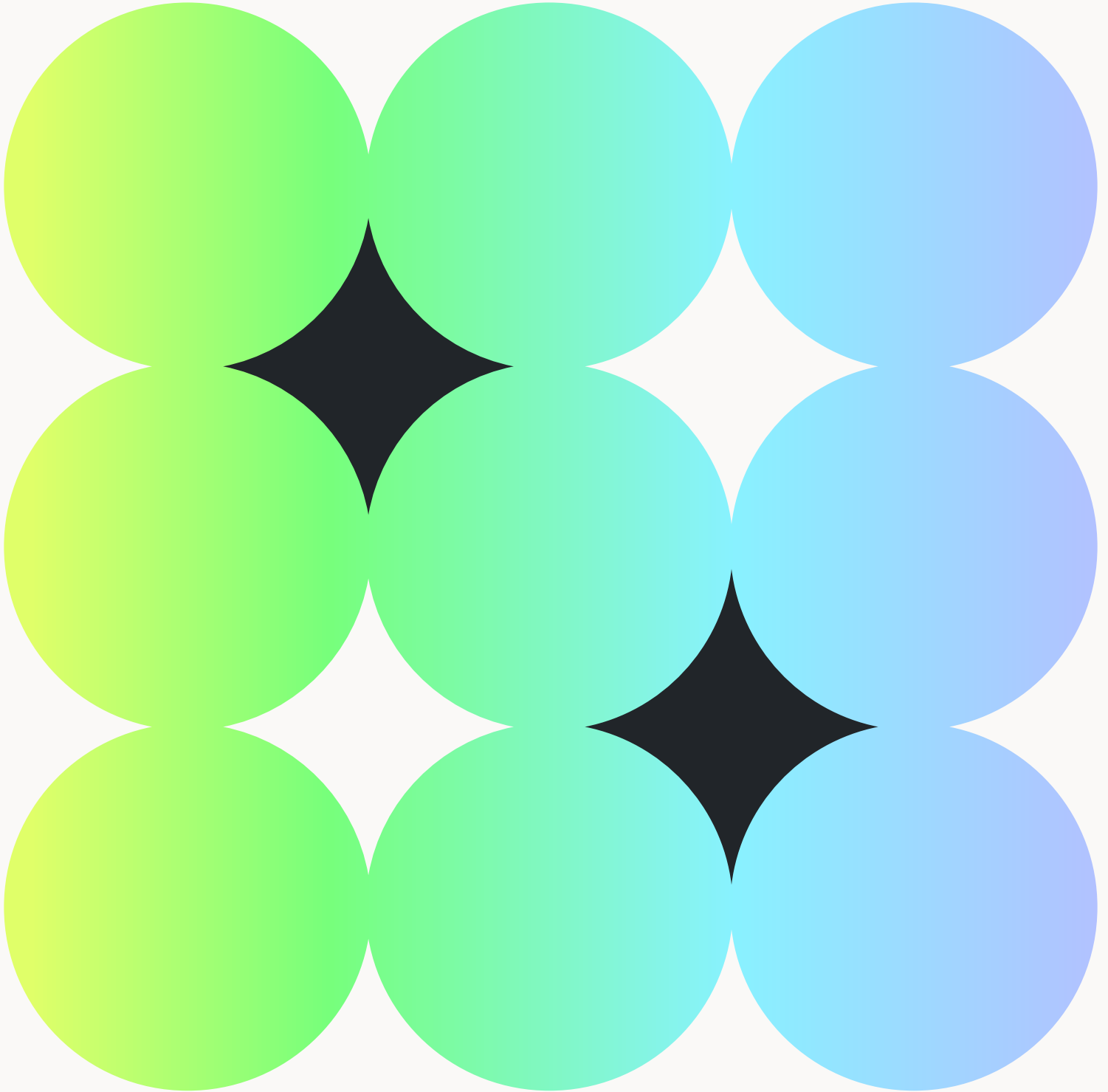


Annual Report ©2024





About The Sport & Rights Alliance

The Sport & Rights Alliance (SRA) is a global coalition of leading rights organizations using the power of sport to advance rights into the very fabric of society. Having joined forces in 2015, we exist to promote the rights and well-being of those most affected by sport, including athletes, fans, workers, journalists, grassroots organizations and communities – especially women, LGBTI+ people, people of color, survivors of abuse and youth.

From Vision to Action: Reimagining the Future for Sport & Human Rights

The past year has shed a light on the critical impact that sport has on human rights and the true depth of the fight for equity, justice and transparency. Sport was put on check as global sport governing bodies were urged to demonstrate their commitment to human rights. While we can point to significant breakthroughs in these organizations, many have not lived up to the test.

In 2024, after years of advocacy from the Sport & Rights Alliance partners, global football players union [FIFPRO](#) and impacted people, FIFA finally announced the establishment of a [Safe Football Support Unit](#) to guide and support victims of violence in football. Yet simultaneously, FIFA rushed awarding the 2034 Men's World Cup to Saudi Arabia [despite the well-known, severe risks](#) to residents, migrant workers and visiting fans. While the IOC remained strong in upholding its [Framework on Fairness, Inclusion and Non-Discrimination](#) even in the face of [horrific online abuse directed at Olympic boxers Imane Khelif and Lu Yu-Ting](#) during the 2024 Paris Olympics, implementation of IOC human rights standards remains inconsistent, particularly regarding athlete safeguarding and freedom of expression.

Amid these complexities, our campaigns this year exemplify our commitment to those most affected by sport's shortcomings, from amplifying the voices of [Indian wrestlers raising complaints of sexual abuse](#) to standing with brave [French Muslim athletes fighting discriminatory hijab bans](#). Working alongside our partner organizations and impacted groups, the Sport & Rights Alliance helped fuel support for meaningful policy changes and concrete action from sports bodies and governments alike. During the UEFA EURO 2024 in Germany, the Sport & Rights Alliance supported the implementation of a dedicated Human Rights Board, grievance mechanism and a groundbreaking Rapid Response Mechanism designed to support spectators who felt harassed, discriminated against, threatened or unsafe within the stadium.

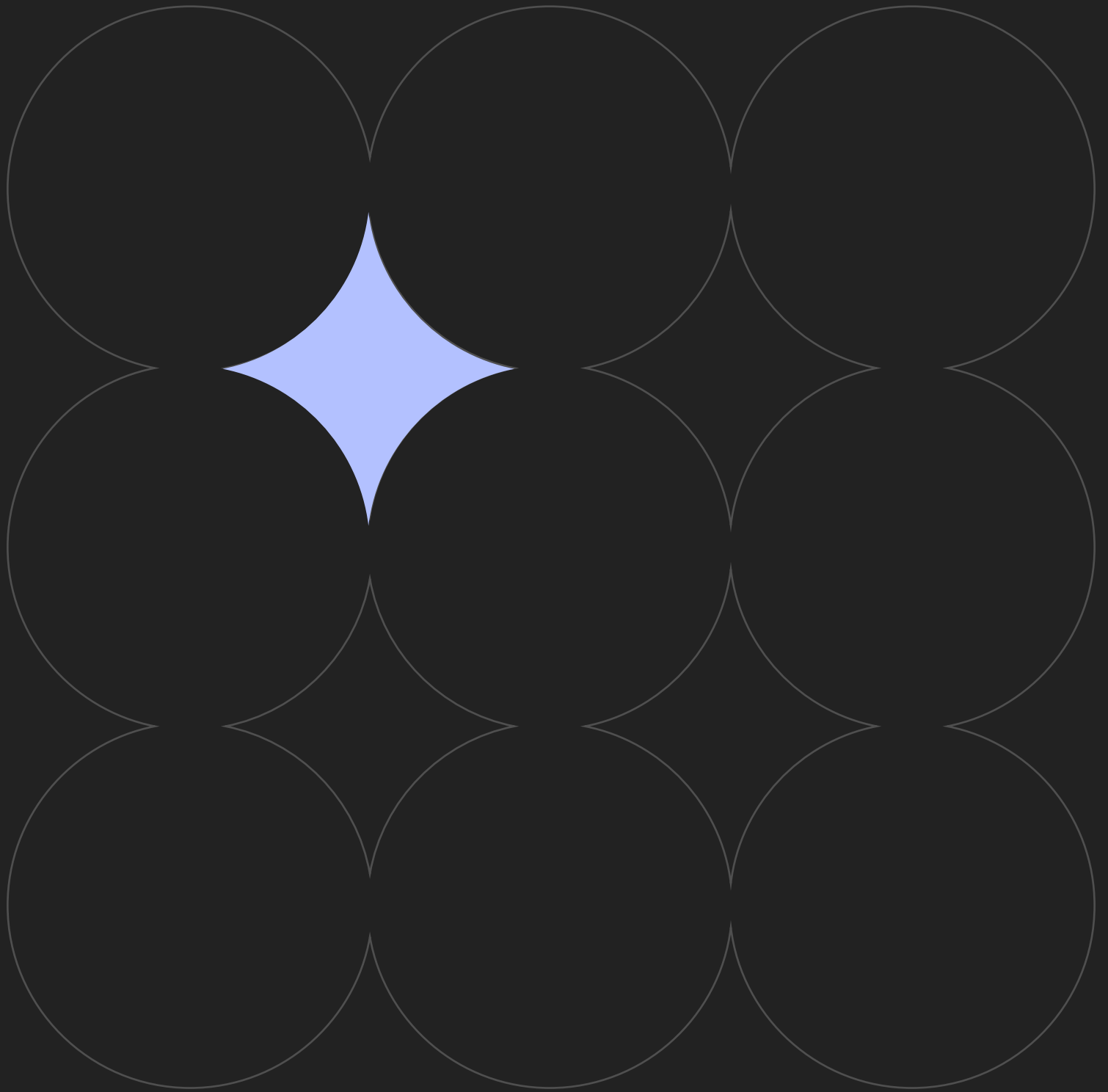
We are also particularly proud of the evolution of our [Athletes Network for Safer Sports](#). Over the past year, this pioneering initiative has connected over 130 athletes, survivors, and allies across 25 countries, creating a powerful platform for healing, solidarity, and systemic change. Through our [Emergency Fund](#), we've provided crucial support to 18 athlete survivors in eight countries, demonstrating the tangible impact of our survivor-centered approach. This year also marked a significant milestone in our journey as we formally established the Alliance as an independent legal entity in the Netherlands – a testament to our growth and the increasing recognition of our vital role in making sport a force for good.

The events the past year have urged us to reimagine social development in ways we haven't done before. It has reinforced the notion that sport is at the epicenter of the global debate, and we can no longer ignore its influence of people's everyday lives. We know that real change comes from the ground up. That's why we remain committed to centering the voices of those who have been silenced and violated by sport – athletes, fans, workers, journalists and communities – in all our work. We invite you to read this report not just as a record of our activities, but as a testament to the power of sport to drive collective action and the urgency of our shared mission to end suffering and abuse and thrive as humans – both on and off the field. Thank you for being part of this movement.

In solidarity,



Andrea Florence
Executive Director
Sport & Rights Alliance



Our Governance

The Sport & Rights Alliance has been fiscally sponsored by the World Players Association sector of UNI Global Union, registered in Switzerland with an office at 8-10 Avenue Reverdil, 1260 Nyon. Since October 31st, 2024 the Stichting Sport & Rights Alliance was established as a foundation and has its registered office in Amsterdam. The foundation is registered in the Netherlands Chamber of Commerce of the Kamer van Koophandel Amsterdam (KvK) under the number 95392424 with the Dutch tax identification number RSIN 8671.12.992.

Due to our growth over recent years, in early 2024 the Core Partners decided to establish the Sport & Rights Alliance as a legal entity under the supervision of a Board of five individuals, choosing the Netherlands for its vibrant sports culture and its robust legal framework supporting human rights and social development. Our governance remains structured by six main bodies: the Secretariat, the Core Partners, the Strategic Partners, the Senior Leadership Committee and the Board (formerly Steering Committee).

The Secretariat manages the day-to-day operations of the Alliance, coordinating joint advocacy and campaign actions, ensuring the combined strength, representation and expertise of our partners and people directly impacted by the negative side of sports are harnessed, organized and amplified. Our Core Partners are responsible for implementing the Sport & Rights Alliance's strategy and evaluating impact, meeting at least monthly and bringing specific expertise and experience in human rights, labor rights, child wellbeing and transparency in sport. Our Strategic Partners collaborate and contribute to campaigns and advocacy efforts on an ad hoc basis, according to lived experience and expertise in thematic, geographic or event-related areas.

Our signature program, the [Athletes Network for Safer Sports](#) (Network) is an international network of people and organizations connected by their lived experience of abuse in sport. Its mission is to create and strengthen safe spaces for people affected by abuse in sport to further healing, amplify each other's voices, and advocate for systemic change. The Network is led by an Advisory Council composed of people with lived experience of abuse in sport and serving as its primary decision-making body, providing it with overall guidance and strategic support.

Our Senior Leadership Committee, comprising executive representatives from our Core Partners, convenes annually to define strategy, review actions, approve annual plans, drive fundraising efforts, ensure accountability, and provide strategic guidance. Our Board provides management oversight and advice related to internal organizational matters, and is entrusted with the management of the Foundation, subject to the limits set out in the Articles of Association and acting in accordance with the interests of the Foundation and the organization connected with it. Board members receive no remuneration other than compensation for reasonable expenses that have been incurred in conjunction with their position.

Secretariat

Executive Director: Andrea Florence
Network Coordinator: Joanna Maranhão
Communications Coordinator: Rachel Causey
Graphic Designer: Victoria Andreoli

Core Partners

Amnesty International
The Army of Survivors
Committee to Protect Journalists
Football Supporters Europe
Human Rights Watch
ILGA World
International Trade Union Confederation (ITUC)
Transparency International
World Players Association, UNI Global Union

Strategic Partners

Athlete Ally
Bahrain Institute for Rights and Democracy
Belarusian Sport Solidarity Foundation
Center for Human Rights in Iran
Dignity 2026 Coalition
Girl Power Organization
Open Stadiums
Young Players Protection in Africa – Mali

Athletes Network for Safer Sports Advisory Council

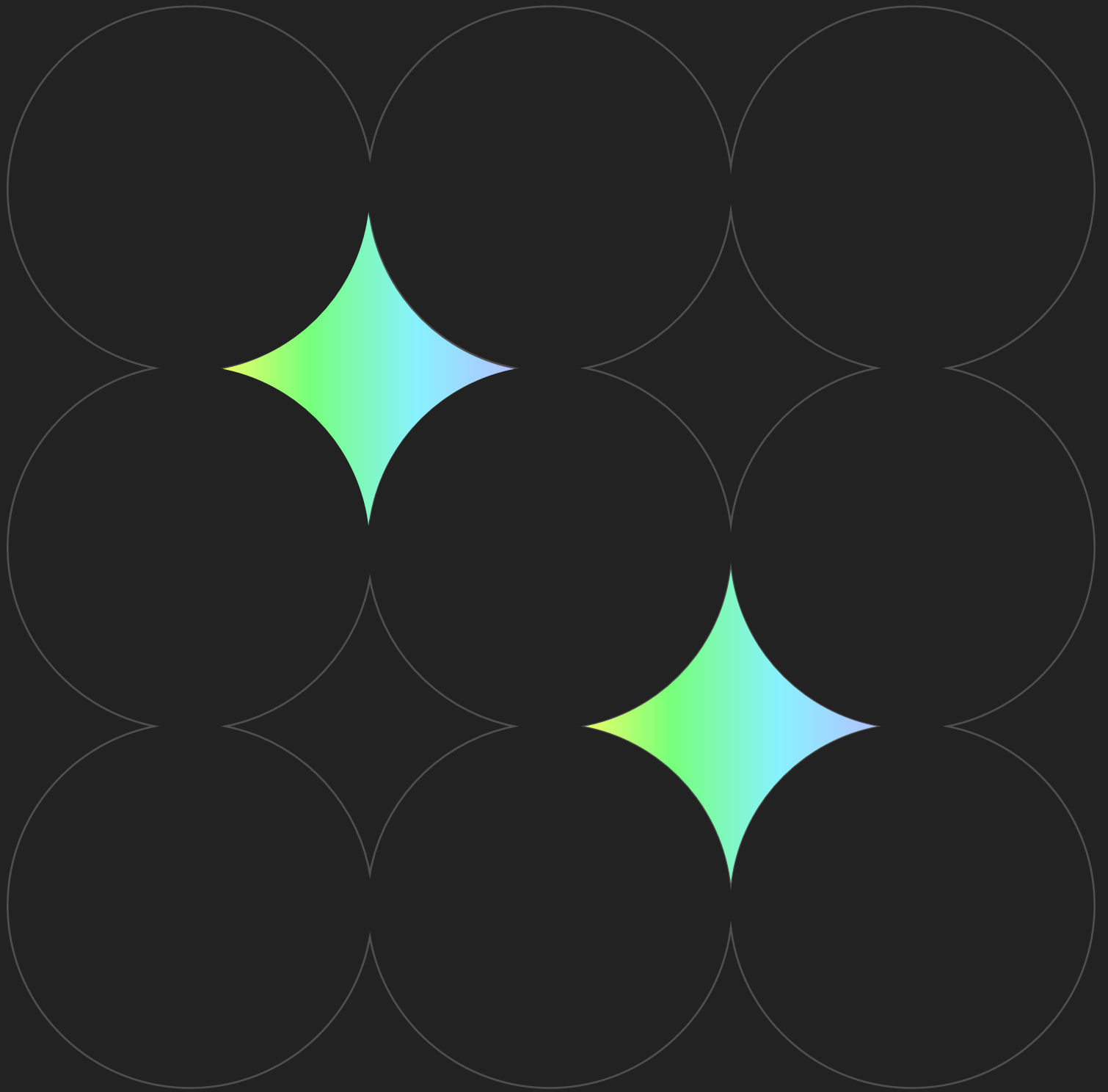
Ahmar Maiga (Mali)
Gabriela Garton (Argentina)
Jessica Shuran Yu (Singapore)
Kaiya McCullough (United States)
Mary Cain (United States)

Senior Leadership Committee

Chair: Jyrki Raina (Sport & Rights Alliance)
Agnès Callamard (Secretary General, Amnesty International)
Grace French (Board President, The Army of Survivors)
Jodie Ginsberg (President, Committee to Protect Journalists)
Julia Ehart (Executive Director, ILGA World)
Martha Gens (Board Member, Football Supporters Europe)
Tirana Hassan (Executive Director, Human Rights Watch)
Luc Triangle (General Secretary, ITUC)
Daniel Eriksson (Chief Executive Officer, Transparency International)
Christy Hoffman (General Secretary, UNI Global Union)

Board

Jyrki Raina (Chair)
Steve Cockburn (Director)
Ronan Evain (Director)
Minky Worden (Director)
Jan Kooy (Treasurer)



Our Impact

Goal #1

The Humanity of Sport

Policy

In 2024, the Sport & Rights Alliance engaged in multifaceted advocacy efforts, consultations, and direct engagements targeting three major sports governing bodies and the Swiss Federal Government. This included ongoing advocacy discussions with FIFA, the IOC and UEFA, in-person dialogues with all Core Partners at our Annual Summit in September 2024 and taking part in public UN-led events. Throughout the year, we were able to contribute to advancing the following good governance and policy changes:

International Olympic Committee (IOC)



After the International Olympic Committee's [amendments to the Olympic Charter](#) in late 2023 to include references to internationally recognized human rights, the Sport & Rights Alliance continued to engage regularly with the IOC human rights team to focus on implementation. This included calling on the IOC to use its influence with urgent cases in sport, to advance human rights for trans and intersex athletes through its [Framework on Fairness and Inclusion](#), and to ensure [gender equality](#) for Muslim women athletes and safeguarding and remedy for Indian wrestlers at the 2024 Olympic and Paralympic Games in Paris.

We are also participating, along with other civil society and athletes' representatives, on the ongoing International Safe Sport Steering Committee, which is tasked with guiding and negotiating the establishment of [regional hubs](#) intended to provide support and remedy to athletes impacted by abuse at the local level. The SRA also partnered with World Players on a social media campaign called [#DefendTheDefenders](#) which profiled 10 athletes in the lead-up to International Human Rights Defenders Day (December 9) who have used their platforms to speak out for human rights. We worked with the athletes to amplify their stories and underscore the need for sports bodies and governments to afford them special protections as they put their careers, well-being, and safety on the line to defend human dignity and equality.

Fédération Internationale de Football Association (FIFA)



After decades of [advocacy](#), [consultation](#) and pressure by the Sport & Rights Alliance on FIFA to address the endemic abuse and harassment of footballers worldwide, FIFA finally announced the establishment of a [Safe Football Support Unit](#) in December 2024. This new Unit follows recommendations made by Alliance members and survivors groups on trauma-informed support and case management services and impartial specialist guidance. In view of continuous monitoring and evaluation of the Unit's operations and impact, our partner [The Army of Survivors](#) remains on the board of Independent Panel Members and will liaise with the Sport & Rights Alliance to support our continued advocacy and engagement.

In 2024, the Alliance also continued its strategic, multi-pronged campaign to ensure human rights and transparency principles adopted by FIFA are upheld during the 2030 & 2034 Men's World Cup bidding processes. Despite the severe human rights risks to migrant workers, activists, women, LGBTI people and local communities and our calls [for meaningful human rights due diligence and a postponement of the voting process](#), the FIFA Congress confirmed Saudi Arabia in December as host of the 2034 Men's World Cup. In a [joint statement](#) with over 20 other global and regional human rights organizations, fans groups and migrant worker organizations, we marked FIFA's choice to ignore our warnings and discard its own human rights policies, and reaffirmed our commitment to work for the rights of all who will likely be impacted by this decision.

Union of European Football Associations (UEFA)



The Sport & Rights Alliance continued engaging with UEFA on human rights with representatives from the General Secretary's office, focusing on the 2024 Men's EURO in Germany and 2025 Women's EURO in Switzerland. Our executive director Andrea Florence represented the Alliance on the first-ever [Human Rights Board for the 2024 EURO](#), alongside our partners Football Supporters Europe, Transparency International (Germany) and other NGOs and expert stakeholders, including the Centre for Sport and Human Rights, Kick In and the German Institute for Human Rights. We recommended and successfully advocated for the replication of this Board for future UEFA events, including the 2025 Women's EURO.

In September during our 2024 Annual Summit, we also held a high-level advocacy meeting with General Secretary Theodore Theodoridis at UEFA Headquarters in Nyon, where we discussed key learnings from the 2024 EURO and advocated for UEFA to conduct full human rights due diligence for the 2025 Women's EURO hosted by Switzerland.

Swiss Federal Government



Building on our [joint campaign](#) calling on the Swiss government to embrace its responsibility to hold sports associations in its jurisdiction accountable for human rights¹, the Sport & Rights Alliance co-hosted an [event with Amnesty International](#) about the upcoming 2025 Women's EURO and issues facing women footballers such as workplace discrimination, harassment and lack of recognition. Panelists included [Leandra Flury](#), footballer in GC Women's Super League and Prix Courage candidate, [Sandra Betschart](#), Head of YB Women's Football Team, Martin Endemann from Football Supporters Europe and [Christine Badertscher](#), Green National Councillor and Member of the Foreign Affairs Committee in Switzerland.

We also amplified Amnesty's [global petition](#) calling for support to demand Switzerland adopt effective measures to ensure sports bodies respect human rights. In December 2024, as a result of these advocacy efforts, Switzerland finally published a new [National Action Plan](#) that included sports bodies for the first time².

¹ Switzerland is home to over 50 international sports bodies whose commercial activities and turnover are comparable to those of medium-sized corporations. FIFA made USD 7.5 billion in revenue from 2022 World Cup in Qatar and expects to make USD 11 billion from the 2026 tournament.

² The UN Working Group on Business and Human Rights defines National Action Plans as evolving policy strategies developed by a country to protect against adverse human rights impacts by business enterprises in conformity with the UN Guiding Principles on Business and Human Rights.

Goal #2

Powerful Sporting Moments

Events

Throughout the year, the Sport & Rights Alliance harnessed, amplified and coordinated campaigns around powerful sporting moments of the UEFA EURO 2024, the 2024 Olympic and Paralympic Games, the 2026 FIFA Men's World Cup preparations, and the 2030 and 2034 Men's World Cup bidding processes.



2022 FIFA Men's World Cup in Qatar

The Sport & Rights Alliance continued advocating for remedy for migrant workers who experienced [severe human rights violations](#) including lost wages, injuries, illness and death at the 2022 FIFA Men's World Cup in Qatar. Meeting with the newly-established FIFA Human Rights & Social Responsibility Subcommittee and Norwegian Football Association President [Lise Klaveness](#), we advocated for the publication of an independent [report](#) on FIFA's responsibility regarding remedy. Initially scheduled for March, this report was finally made public in December 2024 and indeed confirmed FIFA's responsibility and recommended the use of the Legacy Fund to "contribute to meaningful remedy for workers impacted in connection with the World Cup." In November, FIFA and Qatar announced a [Legacy Fund for the 2022 World Cup](#) without any recognition of their clear responsibility towards the vast number of migrant workers who were exploited and, in many cases, died to make the 2022 World Cup possible.



UEFA EURO 2024 in Germany

As mentioned earlier in this report, the Sport & Rights Alliance participated in the UEFA 2024 EURO Human Rights Board, tasked with monitoring and advising on the implementation of the [Human Rights Declaration](#) for the tournament. We worked extensively with UEFA on the development of an accessible, independent and comprehensive [grievance mechanism](#) available for anyone affected by EURO activities (before, during and after). Individuals were able to file secure, confidential and/or anonymous online reports in any language of the participating teams, which were then handled confidentially by trained trauma specialists. Led by Football Supporters Europe (FSE), we also advocated for the development and implementation of a Rapid Response Mechanism to provide on-site assistance and support to victims of discrimination, harassment, gender-based violence and other abuses in stadia at the tournament.

Independent insights on the role and work of the UEFA EURO 2024 Human Rights Board were developed by the Centre for Sport & Human Rights in a [Report](#).



2024 Paris Olympic and Paralympic Games

In the lead-up to Paris 2024, the Sport & Rights Alliance advocated on myriad issues involving gender equity, freedom of expression and safeguarding, including on the [hijab bans in French sport](#), Afghan women's participation in the Games, and an independent review of the systemic abuse in Indian wrestling and a [complete rehaul of the current IOC Integrity Hotline](#). We also worked collaboratively with the International Olympic Committee (IOC) to respond to Olympic athletes' in urgent crisis, including related to Olympic athletes who wear religious head coverings, the unprecedented online attacks against boxers [Imane Khelif](#) and [Lin Yu-Ting](#) fueled by misinformation about their gender identity and eligibility. The SRA Athletes Network for Safer Sports advocated that the IOC prohibit the participation of [convicted child sex offender and Dutch volleyball player Steven Van de Velde](#), and called for a review of the current eligibility and lack of safeguarding provisions for athletes participation. The SRA also spoke out in support of Afghan refugee athlete [Manizha Talash](#), who was disqualified for ending her breakdance routine by unfurling a cape made from burqa fabric displaying the slogan "Free Afghan Women".



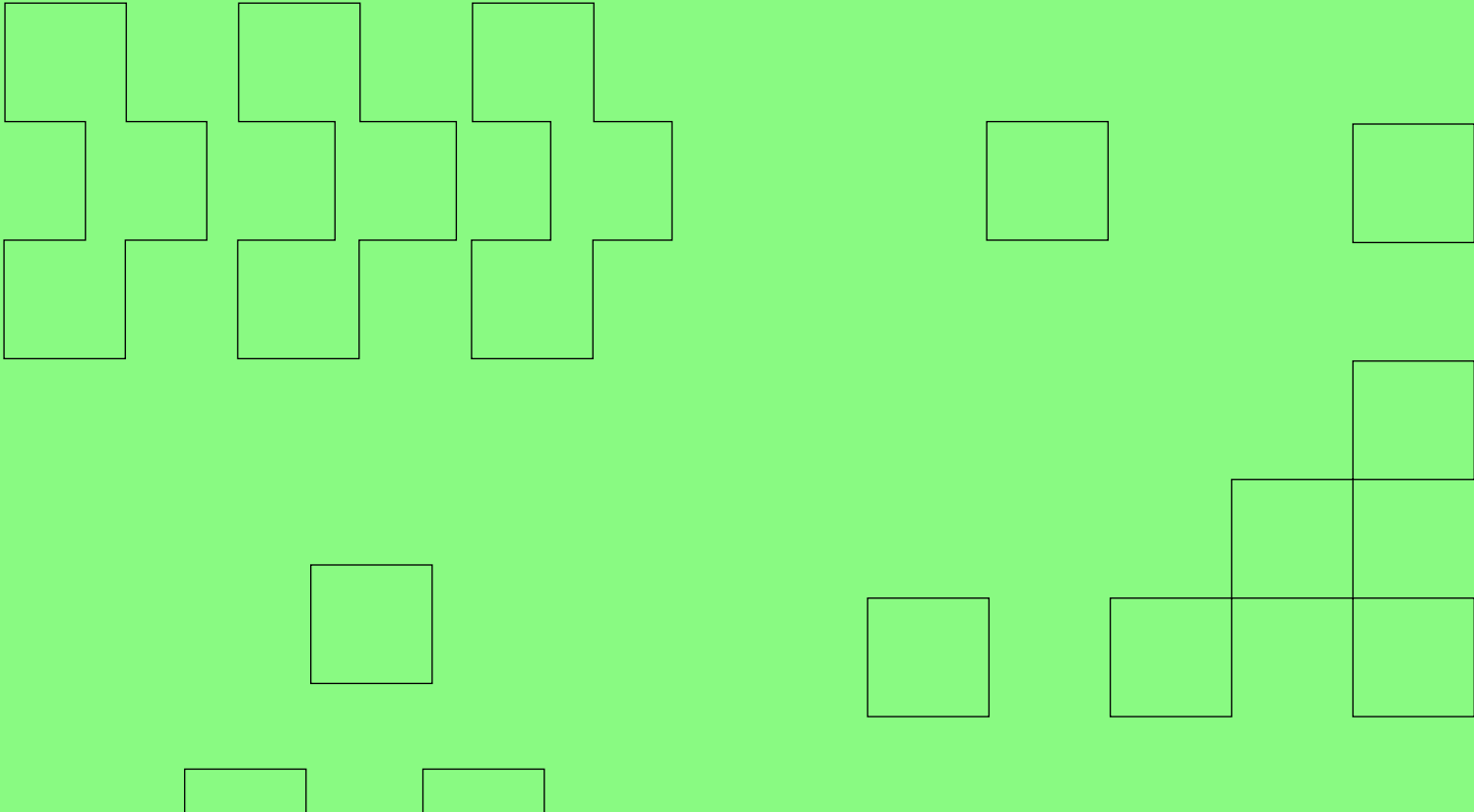
2026 FIFA Men's World Cup in Canada, Mexico & United States

After years of consultation and advocacy work led by the [Dignity 2026](#) coalition and the Sport & Rights Alliance to ensure FIFA developed a robust human rights framework for the FIFA 2026 Men's World Cup, setting minimum standards on safeguarding and non-discrimination, living wage guarantees, inclusive hiring requirements, protections for the right to organize, corporate accountability measures and laid out a blueprint for local host committees and multinational corporations to engage with local networks through planning and implementation processes. In July 2024 FIFA finally released the [Human Rights Framework](#). Through Dignity 2026 we continue to support implementation of this Framework and the development of an internal resource index for local stakeholders to facilitate their advocacy and engagement in each of the 16 host cities.



2030 & 2034 FIFA Men's World Cup Bidding Process

The Sport & Rights Alliance continued campaigning on the human rights risks of FIFA's rushed process to evaluate bids from Portugal, Spain, Morocco, and Saudi Arabia for the 2030 and 2034 Men's World Cups. In June 2024, we released a [joint report with Amnesty International](#) titled "[Playing a Dangerous Game? Human Rights Risks Linked to the 2030 and 2034 FIFA World Cups](#)," which assessed the human rights risks in each country and advocated for FIFA to either secure binding safeguards or reject the offers. We supported our partners' assessments of the [gaps in bidding countries' human rights strategies](#), released later in August, and of the [flawed human rights context assessment published by AS&H Clifford Chance](#) in October. Ahead of the FIFA Congress that announced Saudi Arabia as host of the 2034 Men's World Cup, we advocated for FIFA to [halt the process](#) given the lack of assurances and held a [press conference](#) with over 60 journalists on how the risks put migrant workers, players, fans, journalists and other affected groups at risk. Speakers included [Lina Alhathloul](#), Saudi human rights activist and sister of women's rights activist and political prisoner Loujain Alhathloul; [Ambet Yuson](#), General Secretary of Building and Wood Workers' International; and other SRA partners.



Goal #3

The People of Sport

People

The Sport & Rights Alliance campaigned and advocated for individual cases including through the launch of the Athletes Network for Safer Sports and campaigns with Indian wrestlers fighting for justice and remedy, Muslim women and girls fighting for inclusion in French sport, and the Afghanistan Women's National Team seeking the right to play in exile.



Athletes Network for Safer Sports

In May 2024, the Sport & Rights Alliance officially launched our pioneering [Athletes Network for Safer Sports](#). The Network connects athletes, allies, survivors, victims and whistleblowers across the globe with a mission to create and strengthen safe spaces for people affected by abuse in sport – promoting healing, amplifying each other’s voices, and advocating for systemic change. Through a survivor-centered, trauma-informed and participatory approach, we launched our first [solidarity campaign with Indian wrestling athletes](#) that faced decades of abuse, provided support through our innovative Emergency Fund to 18 athlete survivors across eight countries to support their mental, emotional, physical, and legal needs, and held [three online workshops](#) averaging 50 participants each to facilitate connection, healing, voice and advocacy.

Led by Olympian, survivor and researcher Joanna Maranhão and an [Advisory Council](#) of five impacted athletes and allies, the Network reached a membership of over 130 members from over 25 different countries in just six months. The Network also launched the first of a three-part video series exploring scientific data on violence in sports, titled [“This is Not Part of the Game.”](#) Led by Dr Aurelie Pankowiak, postdoctoral researcher within the Institute for Health and Sport at [Victoria University](#) and survivor from France, this project aims to collate what latest research says and present findings in a more accessible, less-academic format for athletes and allies.



Indian Wrestlers Calling for a Global Safeguarding Hotline

Continuing our [advocacy](#) from 2023, in June we launched our first Athletes Network [campaign](#) to amplify and support the advocacy of Olympic women wrestlers in India facing abuse and retaliation and call on the IOC to establish a safe, trauma-informed hotline where athletes can report abuse without fear of retaliation. In addition to our [28-page report](#), available in English and Hindi, documenting the athletes’ experiences and the lack of response from the Wrestling Federation of India and IOC, we held a press conference and released a [mini documentary](#) with exclusive interviews from Olympic medalists [Sakshi Malik](#) and [Bajrang Punia](#), Paris 2024 Olympian [Vinesh Phogat](#), and other athletes who protested the abuse. Both the International Olympic Committee and the Indian National Human Rights Commission replied to our letters, and we continue our endeavor to stand beside athletes on our fight for improvement in the current reporting system.



French Basketballers Fighting the Hijab Bans in France

On International Women's Day, the Sport & Rights Alliance launched a [campaign](#) with Basket Pour Toutes, Amnesty International, Athlete Ally and Human Rights Watch calling on the French Federation of Basketball (FFBB) and the International Basketball Federation (FIBA) to immediately overturn all hijab bans in French sport and let French Muslim women and girls exercise their right to participate in sport. Amplifying an [open letter of support](#) with over 80 global athletes such as WNBA star Breanna Stewart and Olympic medalist Ibtihaj Muhammad, we exposed the ongoing gender discrimination in France, the host of the 2024 Olympics and the supposed first "Gender Equal Games." At the 45-day countdown to the Paris Olympics, we hosted a [joint media briefing](#) to pressure for a public call from the IOC to French sporting authorities to overturn all hijab bans, both for the French Olympic Team and at all levels of French sport. Speakers included [Diaba Konaté](#), a former member of the French Youth National Team forced to play college basketball in the United States due to her hijab, and [Bilqis Abdul-Qaadir](#), a former NCAA basketball player who led the overturn of FIBA's hijab ban in 2017, which France has refused to follow.



Afghan Women Footballers Seek Official Recognition in Exile

The Sport & Rights Alliance continued supporting the Afghanistan Women's National Football Team (AWNT) in their campaign to be recognized by FIFA in exile. Standing with their sisters in Afghanistan who are subject daily to oppression at the hands of the Taliban's system of gender apartheid, these footballers want to be able to compete on the world stage representing the AWNT like other women around the world and show the young girls of Afghanistan that anything is possible. In August 2024 FIFA President Gianni Infantino [declared](#) that he wants to provide "access to girls and women to play sport in Afghanistan, and to support their representation on the national stage." A new future must be sought for Afghan women, one of opportunity, safety and hope – achieving the recognition of AWNT would be a critical landmark towards this.

Goal #4

The Sport and Human Rights Movement

Movement

The Sport & Rights Alliance has continued to dedicate resources and capacity to strengthen and serve as a force multiplier for the greater sport and human rights movement. These efforts included submissions to UN Special Procedures calls for input, participating on the programme committee and several panels at the 2024 Play the Game Conference, and speaking at the Global Ministerial Conference on Ending Violence Against Children.



Submissions to the UN Special Procedures' Call for Inputs

In view of the recent weaponization of sport to dehumanize transgender, nonbinary, and intersex people, the Sport & Rights Alliance began collaborating with ILGA World and other LGBTI and feminist networks to provide expert input and guidance on a number of sport-related initiatives at the United Nations. We contributed a joint submission to the UN Special Rapporteur on Violence Against Women and Girls (SR VAW) [call for inputs on violence against women and girls in sport](#). Through these efforts, we mobilized and coordinated the submissions of [11 other civil society organizations](#), and supported the launch and amplification of a [joint statement](#) in response to the SR VAW's report, signed by hundreds of other organizations and individuals. We also participated in the call for inputs from the [Special Rapporteur in the Field of Cultural Rights on the right of LGBTI persons to participate in sports](#), and from the [United Nations High Commissioner for Human Rights on the challenges faced by intersex individuals in sport](#).



Centre for Sport and Human Rights

In 2024, the Sport & Rights Alliance remained an active participant in the multi-stakeholder activities of the Centre for Sport and Human Rights as an Advisory Council member. The SRA consulted on the [Roadmap to Remedy: Effective Responses to Abuse in Sport](#) project, particularly its fifth output, "[Nothing About Us Without Us](#)" which focuses on how sports bodies can co-create models of safe, appropriate and effective engagement with affected people. We also supported the Centre's engagement in the UEFA EURO 2024 Human Rights Board and their [report](#) on the work of the Board before, during and after the tournament. SRA Director Andrea Florence was also invited to participate on the Nominations Committee charged with helping select and appoint the Centre's next Board of Directors.



Play the Game 2024

The Sport & Rights Alliance participated on the programme committee for the [2024 Play the Game](#) conference in Trondheim, Norway, and attended with representatives from both the Secretariat and Core Partners presenting on topics ranging from abuse in sport, remedy and prevention to athlete organizing and anti-doping, human rights abuses in countries hosting mega-sporting events and athlete participation at Paris 2024. Joanna Maranhão delivered a moving [keynote address](#) on her journey as an Olympic swimmer navigating the effects of abuse she experienced as a child athlete and introduced the plan for our Athletes Network for Safer Sports. Our director Andrea Florence joined Minky Worden of Human Rights Watch and Ahmar Maiga, of Young Players Protection in Africa–Mali (an SRA Strategic Partner); to present a [case study on the Mali Basketball Federation](#). Julie Ann Rivers-Cochran of The Army of Survivors also spoke on a panel about the prevalence of abusive coaching, Matthew Graham presented the World Players Association’s [research on the right to organize](#) in sport [Ginous Alford](#) brought the player union perspective to anti-doping and the importance of aligning clean sport rules with international human rights standards. Other SRA colleagues from Amnesty International, Human Rights watch, FIFPRO, Girl Power Organization and Belarusian Sport Solidarity Foundation also presented at the conference.



Global Ministerial Conference on Ending Violence Against Children

In November 2024, Joanna Maranhão represented the Sport & Rights Alliance and Athletes Network at the first-ever [Global Ministerial Conference on Ending Violence Against Children](#) in Bogotá, Colombia. Convened by the governments of Colombia and Sweden, UNICEF, the UN Special Representative of the Secretary-General on Violence against Children, and the World Health Organization, the conference gathered ministerial delegations from across the globe – along with children, young people, survivor & civil society allies – to unite behind a shared vision to end to all forms of violence against children. Joanna participated in a panel on the actions that can prevent and reduce violence against children. with Brandy Roberts, parent of daughter lost to online harms; Martin Griffith, trauma surgeon and Clinical Director for Violence Reduction; and moderated by Nicole Hockler, CEO of [Sandy Hook Promise](#). Joanna’s story was also featured in an immersive exhibition called “Rooms that Will Not Be Silent,” hosted by [Breeze of Hope Foundation](#), [Movimiento de Valientes Latinoamérica](#) y el Caribe & others to help stakeholders understand the demands and stories of the survivors behind the numbers.



Global Observatory’s 2024 Gender Equality & Sports Conference

Joanna Maranhão also represented the Sport & Rights Alliance and Athletes Network at the [Global Observatory’s 2024 Gender Equality & Sport’s Conference](#), where she spoke about gender-based violence in sport. Sharing a panel with Emma Kavanagh (University of Bournemouth), Nancy McLeannan (UNESCO), Kari Fasting (Norwegian School of Sport) in a panel moderated by Emma Pullen, her intervention focused on our research-based casework on athlete abuse in Mali, Afghanistan, France, India, and our recommendations to address and prevent gender-based violence and discrimination in sport.



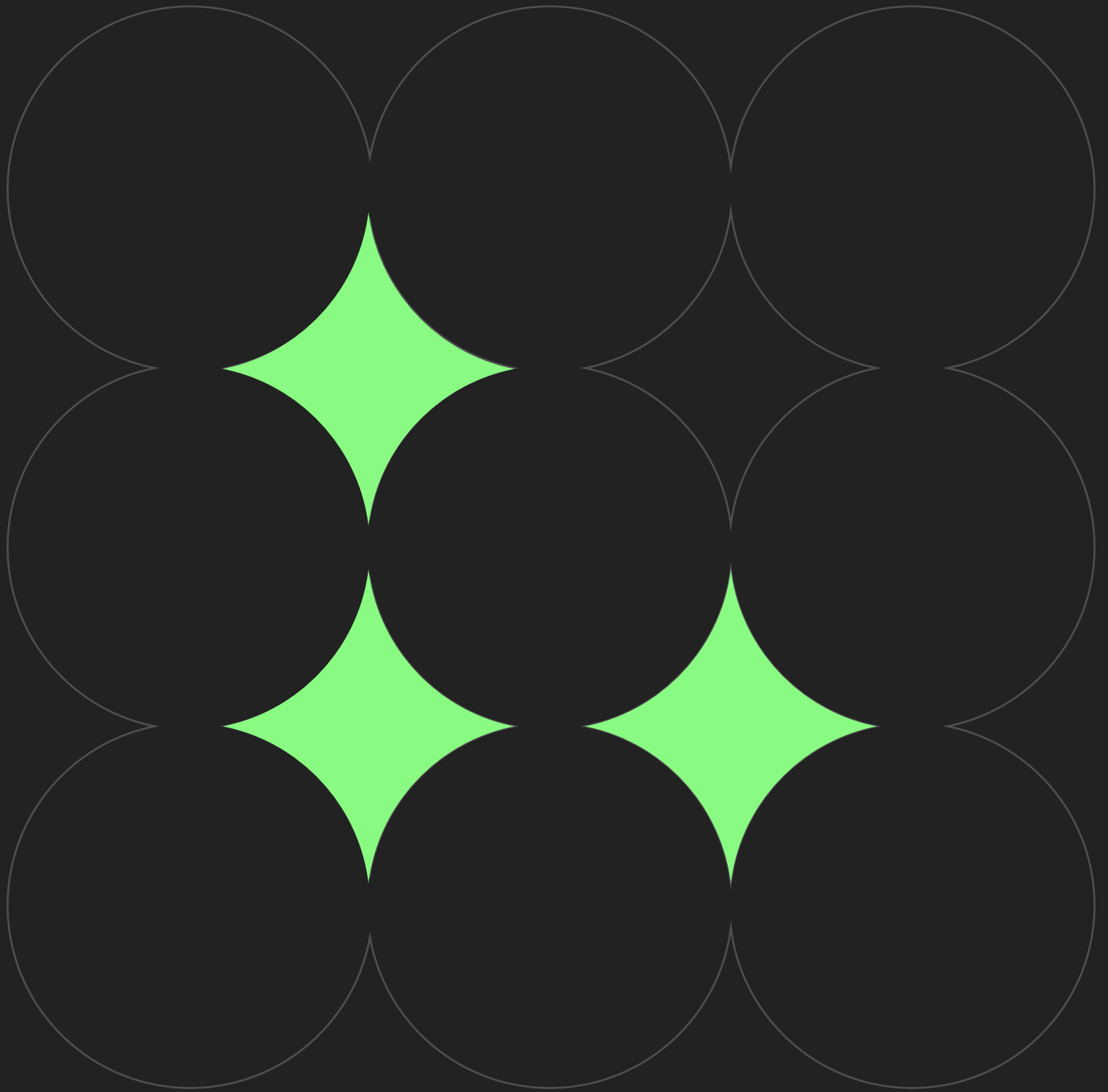
TO ZERO Initiative

In November, the [TO ZERO Initiative](#), a global community of individuals working to end childhood sexual violence published a report as a result of a consultation with 330 actors from across the sector for more than 18 months. The goal was to create an aligned shared vision, understand the barriers and what we can do to break them down. The Sport & Rights Alliance collaborated in this process, sharing insights and expertise on the unique risks and challenges to end childhood sexual violence within the sports sector. For more information regarding the initiative, here's the [link](#).



External Communications Development

In 2024, the Sport & Rights Alliance continued to expand our social media presence and press relationships by tapping into the power of athletes' stories to make human rights relatable and compelling for new audiences. We hosted four press conferences, reaching hundreds of journalists and securing press coverage in major international and national news outlets, including the [New York Times](#), [BBC News](#), [the Times of India](#), [France24](#), [FAZ](#) and more. We also completely redesigned our website, including the launch of a new micro-site for the [Athletes Network for Safer Sports](#), and we've inaugurated a dedicated account on Instagram.



Our Financial Sustainability




As of October 31st 2024, the Sport & Rights Alliance became a foundation registered legally as the Stichting Sport & Rights Alliance in the Netherlands. The Sport & Rights Alliance has been fiscally sponsored by the World Players Association, a structurally autonomous sector of UNI Global Union. We are supported by contributions from private organizations and foundations including the Oak Foundation, Open Society Foundations, Football Supporters Europe and World Players. Our Core Partners also provide in-kind contributions through their deep expertise and deft leadership amounting to an estimated USD 250,000 annually. The Sport & Rights Alliance does not solicit or accept donations by governments, directly or indirectly.



www.sportandrightsalliance.org

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 sport-rights-alliance