



INITIATIVE/CAMPAIGN

Asian Inclusion Mentoring Scheme (AIMS)

LAUNCHED
2019

“The AIMS network continues to grow year on year. It's a real community, and these players feel like they're part of something special.”

RIZ REHMAN
PFA EDI Executive

WHAT IS IT?

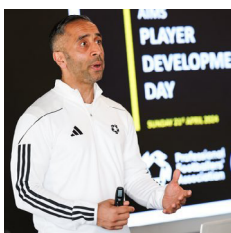
The PFA's Asian Inclusion Mentoring Scheme (AIMS) was launched in 2019 to enhance the representation and experiences of Asian and South Asian players across professional football. The programme, backed by clubs up and down the football leagues, provides players with an extensive support and peer-mentoring network, and also facilitates in-person workshops and events where academy players and their parents/guardians can connect with senior Asian players throughout the game. The AIMS programme forms part of the PFA's wider EDI strategy, focused on fighting inequality across the game and promoting accessible, sustainable pathways for players into professional football.

HOW DOES IT WORK?

The PFA's AIMS programme is rooted in providing community for our Asian and South Asian members and helping clubs create inclusive, culturally-sensitive environments for players. The scheme involves engaging player-care staff at football academies to refer players towards the AIMS network, educating staff around important cultural considerations (e.g. Ramadan), and working with stakeholders right across the game to adopt a collaborative approach towards Asian inclusion. Senior player mentors from the professional game also act as ambassadors for the AIMS project at PFA-facilitated online and in-person events.

[WATCH OUR VIDEO TO LEARN MORE ABOUT THE CAMPAIGN](#)

WHO IS INVOLVED?



PFA EDI TEAM



PFA COACHING TEAM