



## INITIATIVE/CAMPAIGN

# See It. Achieve It.

LAUNCHED  
2022

“ See It. Achieve It. celebrates diverse role models that we have in the WSL and shows the next generation of female talent that pathways do exist to playing professional football, irrespective of race or background. ”

**FERN WHELAN**  
PFA EDI Women's Football Executive

## WHO IS INVOLVED?



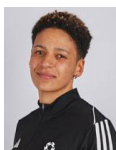
**FERN WHELAN**  
PFA EDI Women's Football Executive



**MARIE-CHRISTINE BOUCHIER**  
PFA Head of Women's Football



**SIMONE POUND**  
PFA Director of EDI



**VICTORIA WILLIAMS**  
PFA Women's Football Executive

## WHAT IS IT?

Spearheaded by the PFA's Fern Whelan, former Lioness and WSL player, See It. Achieve It. is an initiative designed to mentor and inspire the next generation of female talent in the game. During the 2021/22 season, the PFA estimated that only 10% of players in the WSL were from Black, Asian or ethnic minority backgrounds. A lack of diversity across WSL line-ups over the past few seasons has sparked a wider conversation about pathways and accessibility in the women's topflight. In response, the PFA's work has included schemes like See It. Achieve It.; community-based football activations that encourage diverse talent into women's football pathways.

## HOW DOES IT WORK?

See It. Achieve It. leverages the power of our female WSL members to inspire the next generation of diverse football talent. Young girls involved in the See It. Achieve It. network receive peer-to-peer mentoring, attend group meetings and workshops, and are given bespoke support from PFA staff. In collaboration with WSL clubs, in-person workshops also offer young girls a chance to interact directly with female role models from the WSL. Recent events hosted at West Ham and Manchester City have been attended by the programme's WSL mentors, including Bunny Shaw, Demi Stokes and Maz Pacheco. During the 2023/24 season alone, hundreds of young girls were reached by the campaign, and a growing number of WSL players have signed up to become scheme mentors.

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