

Rainbow Laces



move with pride



2026 Supporter
activation pack



Welcome

Thank you for your interest in Rainbow Laces.

Rainbow Laces is Stonewall's iconic sports, exercise and wellbeing campaign. Since 2013, over **one million people** have laced up to show support for the LGBTQ+ community.

Our vision today for Rainbow Laces is the same as it was at the start; a world where those in the LGBTQ+ community feel welcome and safe to move, participate and play.





The team

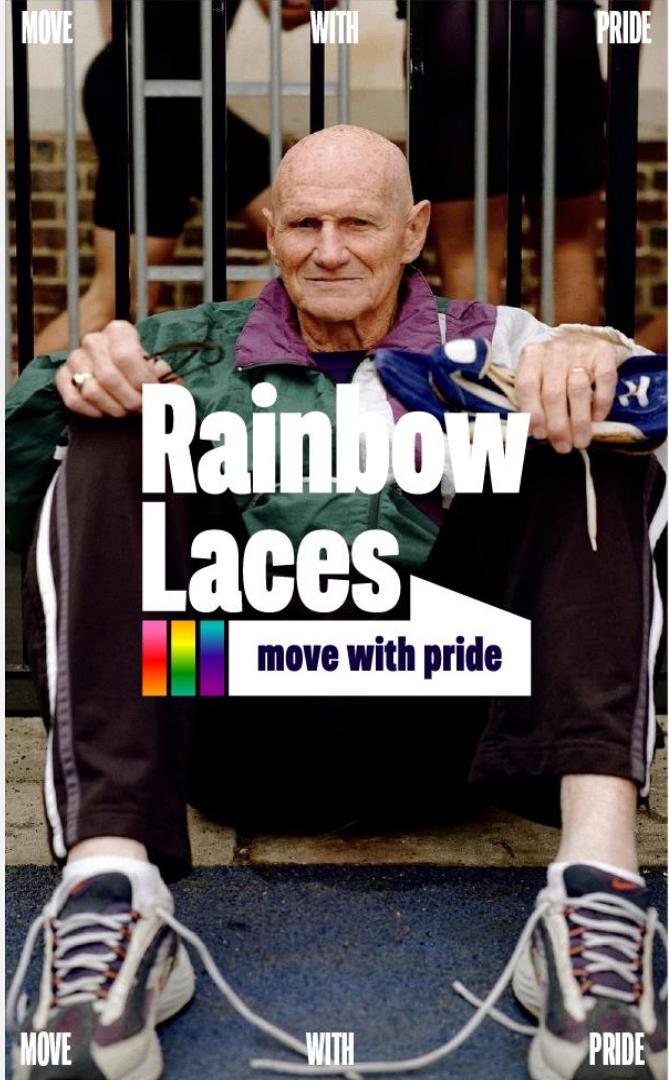
Rainbow Laces is organised by Stonewall and is taking place across 2026. Founded in 1989, Stonewall imagines a world where everyone, everywhere has equal rights.

Rainbow Laces is made up by **TeamPride**, a group of world-leading brands, grassroots organisations, sporting groups, players, fans and athletes committed to the belief that everyone should be able to move, participate and play .

Everyone – whether an athlete, fan, club, workplace or sporting body – is welcome to showcase support for Rainbow Laces.

Everyone – should feel welcome, that they belong and be confident to move with pride.

By using this pack, you'll be taking steps – however large or small – to make visibility and belonging matter. If it matters, sport feels safer, exercise becomes easier, and movement becomes joy.





Why Rainbow Laces

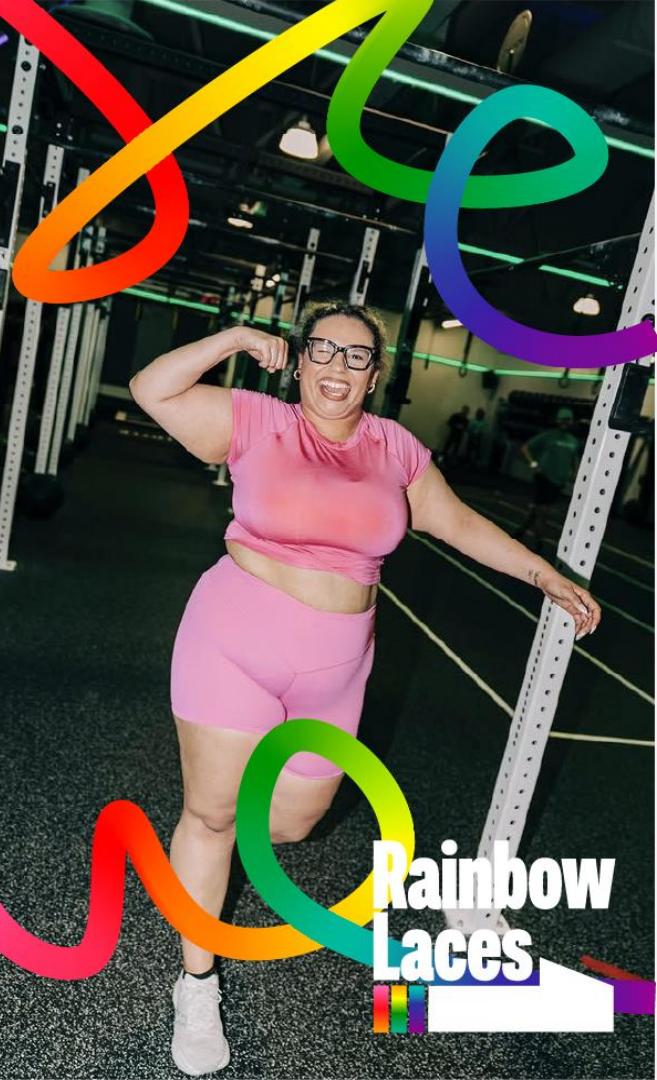
Rainbow Laces has been a stalwart of the annual calendar since 2013.

But, still not everyone feels welcome to move, play and participate.

In the last couple of years the world has changed, it feels less welcoming and those in the LGBTQ+ community don't always feel that they belong in exercising or sporting environments.

Rainbow Laces is changing in response, it's becoming a signal that those in the LGBTQ+ community are welcome, that they do belong.

Rainbow laces is becoming a national, always-on movement encouraging people in the LGBTQ+ community to move, play and participate. It will become a visible network of belonging across sport, exercise and everyday movement.





The game is changing

Since 2013, there has been a wave of support for the LGBTQ+ community among sports clubs, players, fans. Yet, there are many ways to move and to exercise.

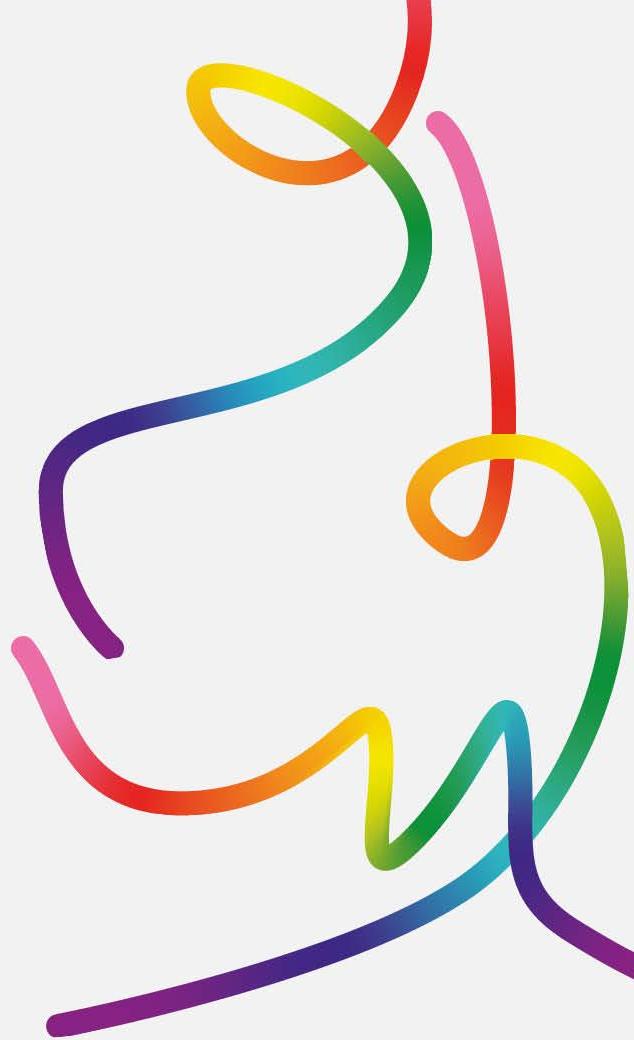
Now, Rainbow laces is becoming a national, always-on movement encouraging people in the LGBTQ+ community to **move, play and participate.**

Many in the LGBTQ+ community still feel – and often are – unwelcome in sport, exercise and movement.

Fear of judgement, exclusion and stigma continue to hold people back.

When people don't feel they belong, they don't move – and their mental wellbeing suffers

Belonging changes how we move. When signs of welcome are visible, confidence grows – and movement follows. Rainbow Laces makes that welcome visible so the LGBTQ+ community can move with pride.





Move with pride

The key message:

Belonging changes how we move. When signs of welcome are visible, confidence grows – and movement follows.

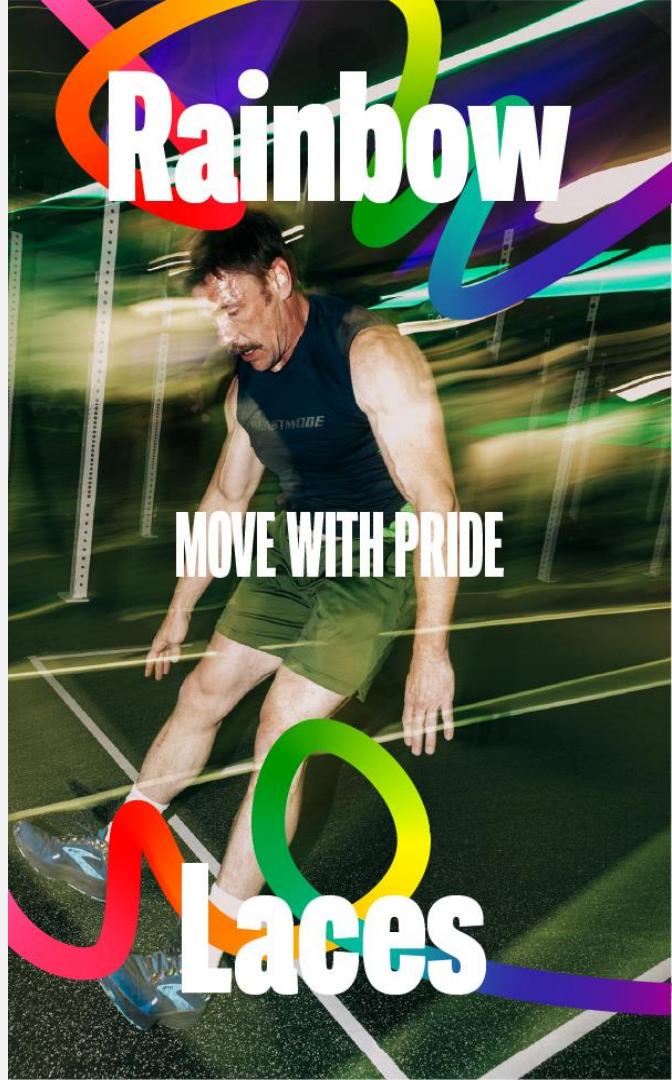
Rainbow Laces makes that **welcome visible** so that the LGBTQ+ community can move with pride.

Not everyone feels welcome in move, play, and participate – yet.

The Proud Pledge helps organisations visibly signal that are committed to changing that truth.

And when that welcome is visible, people in the LGBTQ+ community can move freely, confidently and together.

Move with Pride.





Contents

Page 8: How to speak up

Read about how you can share your stories of movement, play, exercise and sport.

Page 17: How to lace up

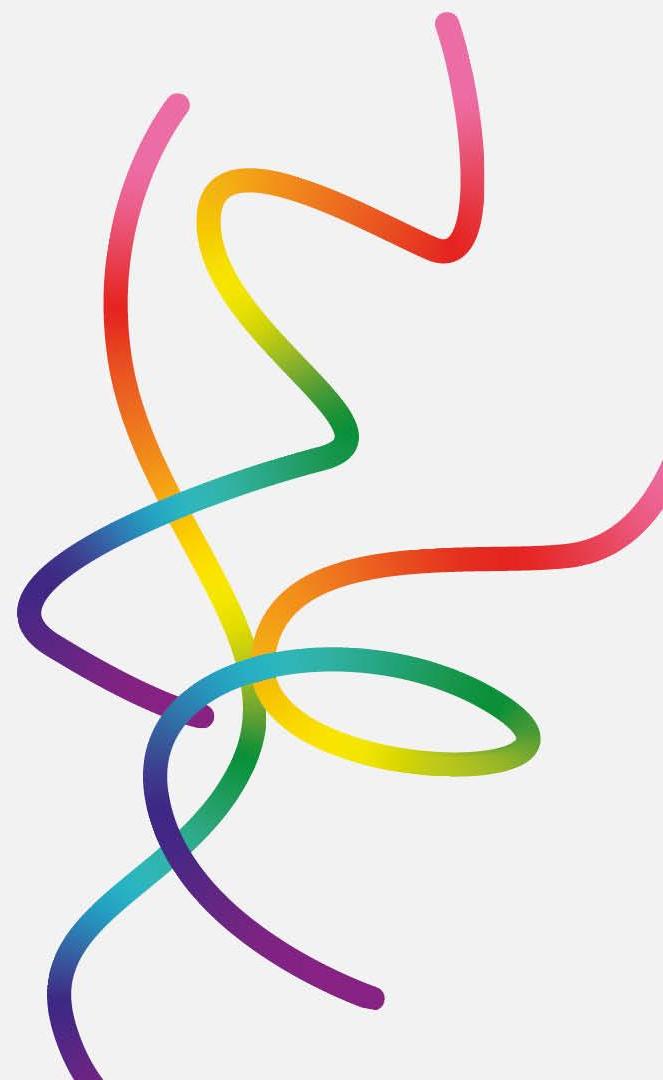
Logos, brand guidelines and more to make sure you can look the part, on and off the field.

Page 20: How to get involved at work

From workplace sports clubs to on-site gyms and wellbeing Employee Resource Groups, people are getting active with Rainbow Laces.

Page 27: How you can raise money

From viral video challenges to fundraising for equality, here's how you can get involved.



Speak up.





How to talk about Rainbow Laces

From newsletters to social posts, speaking up for Rainbow Laces is one of the easiest ways to help spread our message and make belonging visible. Here's some draft copy you could use in your materials.

Long version

For well over a decade, people have been wearing Rainbow Laces in support of the LGBTQ+ community, helping them to feel that they belong and that they are welcome.

Despite the progress, large parts of the LGBTQ+ community still aren't comfortable taking part in movement, exercise or sport. Exercise is extremely important for health and wellbeing. And in 2026, we need to do better so that everyone can benefit.

Sport should be safe and welcoming for everyone, at all levels – from professional to grassroots.

As our Rainbow Laces campaign moves into its second decade, the message is clear: lace up to make sport safer for all.

Short version

For over a decade, players, allies and fans have laced up for LGBTQ+ equality.

Yet, many LGBTQ+ people hide their identity when they play or watch sport.

Sport should be safe and welcoming for everyone.

As Rainbow Laces moves into its second decade, the message is clear: lace up and make sport safer for all.



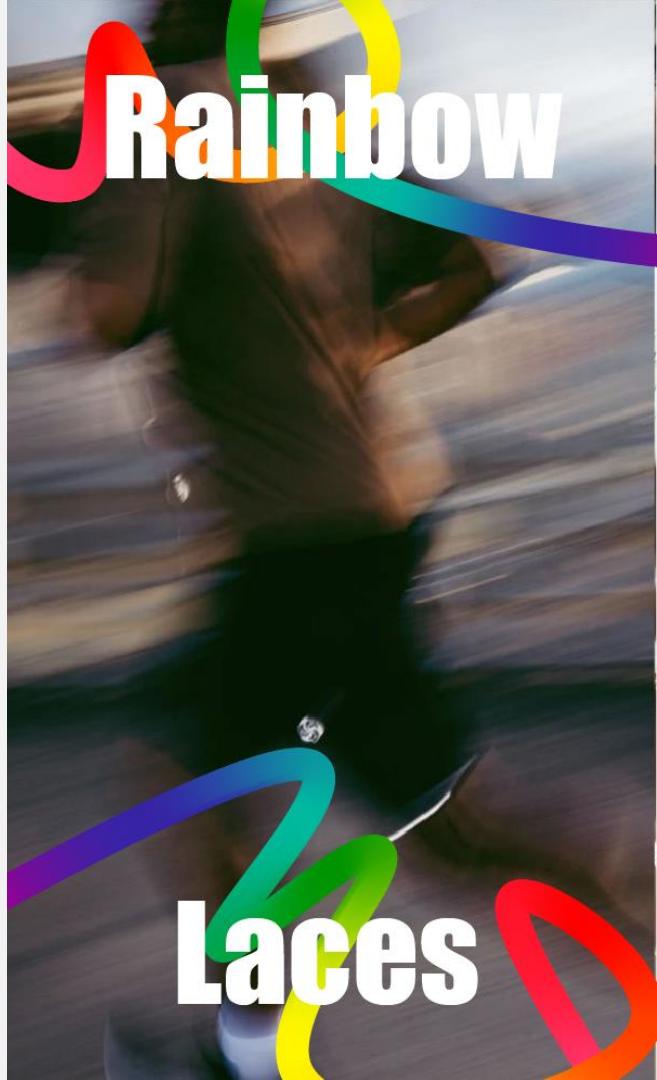
Digital, print and social media

Whether it's on the big screen at Wembley or on a community poster, we're here to help you light your communications up in rainbow.

We've prepared some logos and graphics to help you to celebrate LGBTQ+ inclusion across your channels and look smart.

We've included some ideas for how you can get involved too by sharing your photos.

Access the Rainbow Laces asset library [here](#).





Visibility on social media

Let's make some noise on social media that signals support for LGBTQ+ to move, participate and play.

Posting about Rainbow Laces isn't just about raising awareness—it's a way to signal your support. Simply download our graphics and use the templates.

Download here

Password: RainbowLaces2026

Don't forget to use the hashtags **#RainbowLaces** and **#MovewithPride** and tag **@stonewalluk**.





Visibility on social media

Proud Pledge Signatories - send a signal

 We're proud to sign up to the Proud Pledge, as part of the #RainbowLaces campaign. When belonging is visible, confidence grows. Sport feels safer, exercise becomes easier, and movement becomes joy.

We believe everyone should be welcome to move, play and participate.

Rainbow laces is a signal that those in the #LGBTQ+ community are welcome, that they do belong.

Our [organisation / group name] is a place where everyone in the LGBTQ+ community can have confidence to #MovewithPride.

Find out more about Rainbow Laces

▶ <https://bit.ly/48oHcmd>

All Rainbow Laces Supporters - send a signal

 I'm a proud supporter of the #RainbowLaces campaign.

When belonging is visible, confidence grows. Sport feels safer, exercise becomes easier, and movement becomes joy.

Everyone should be welcome to move, play and participate - everyone deserves to #MovewithPride.

Rainbow laces is a signal that those in the #LGBTQ+ community are welcome, that they do belong.

Find out more about Rainbow Laces

▶ <https://bit.ly/48oHcmd>



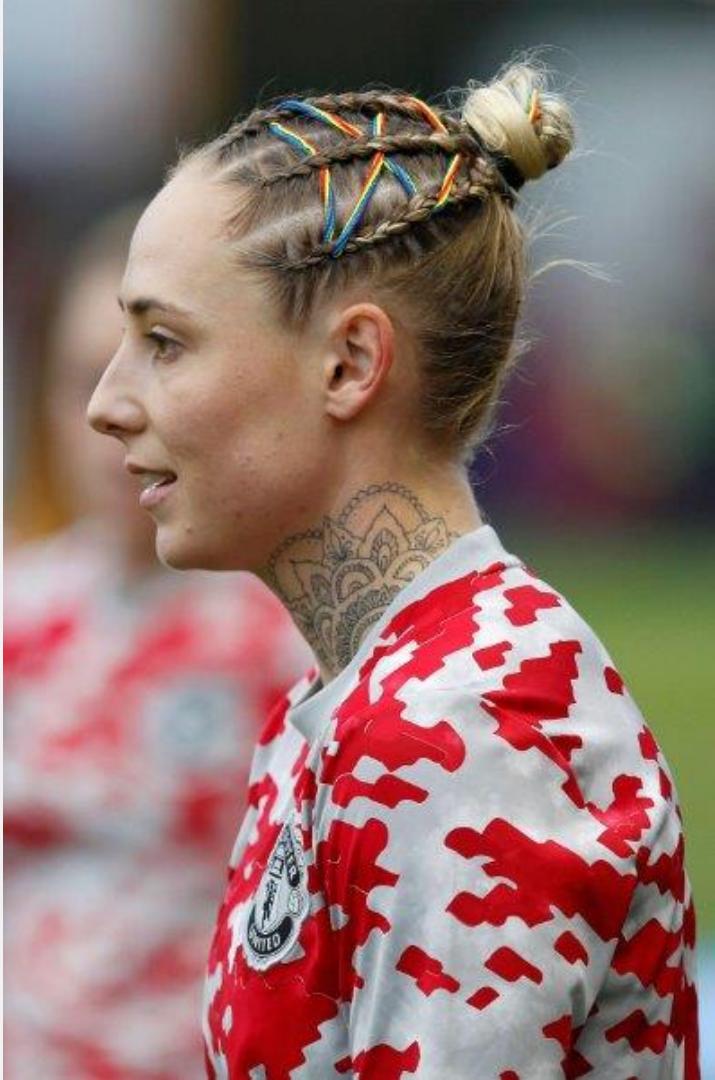
Signal your support

This year, Rainbow Laces is all about welcome, visibility and belonging. Show your support by sharing a photo of how you're wearing your Rainbow Laces. Snap a picture and help us send a powerful message: You are welcome and you belong

Order your laces from our online shop and wear them your way. In boots, wrapped around your kit, in your hair.

Share your pictures on social media using the hashtag **#RainbowLaces** and tag **@stonewalluk**.

If you can't take a picture – why not share one of our graphics instead? You can download them [here](#).





Share your story

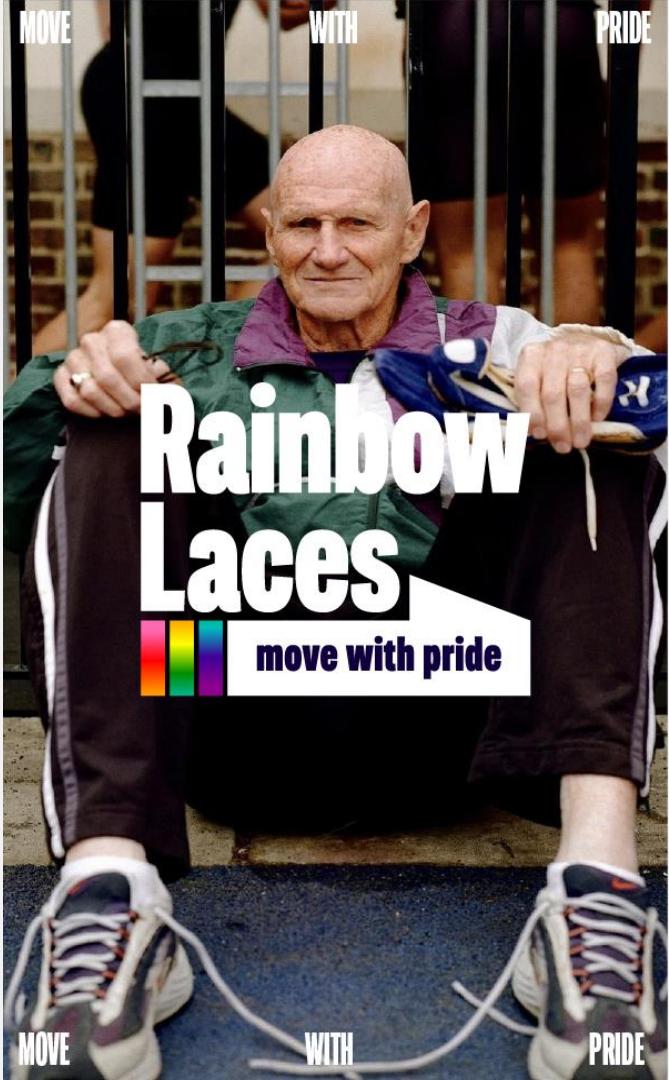
We're looking for real stories from LGBTQ+ people involved in exercise, sport, and fitness who can talk about their experiences and the difference that being inclusive makes.

Have you felt welcome and that you belong? Have you moved with Pride or faced challenges that made you feel unsafe?

Your experiences, both the highs and the lows, will help us show why it's important to signal inclusion and belong and the difference that makes to health and wellbeing

Get in touch to share your story.

You can also share your story on social media. Don't forget to use the hashtag #RainbowLaces #MovewithPride and tag @stonewalluk!





Inspiration

Since 2013, we have seen many other innovative ways partners have shown their support – from rainbow-coloured corner flags and pre-match fireworks, to illuminating their entire stadiums in the colours of acceptance and inclusion! Looking for more inspiration? Take a look at these activations:

Wembley Stadium

Watford FC

Premiership Rugby

Chelsea FC

Coca-Cola

Premiership Rugby

Chelsea FC





Fundraising at games

- **Match Day Raffle?**

Do you have a signed team shirt, boots or a pair of premium match day tickets you could raffle off for Stonewall?

- **Offer a donate option in a program?**

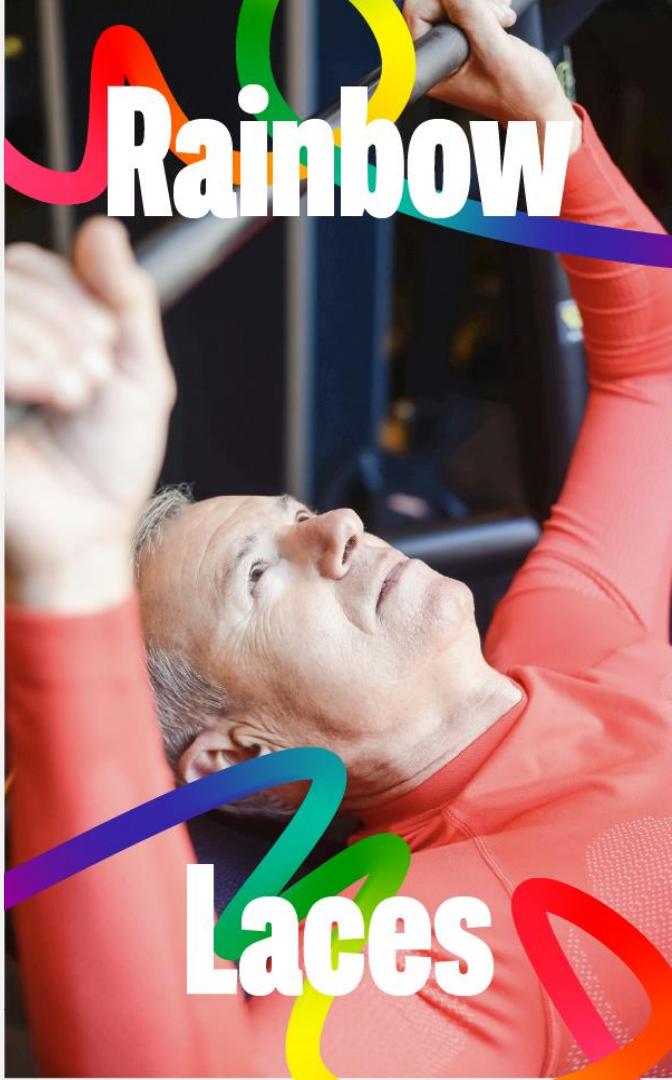
Could you put a **QR code** in your program or provide QR posters at the entry gates for fans to donate to Stonewall?

- **Lace up for your fans**

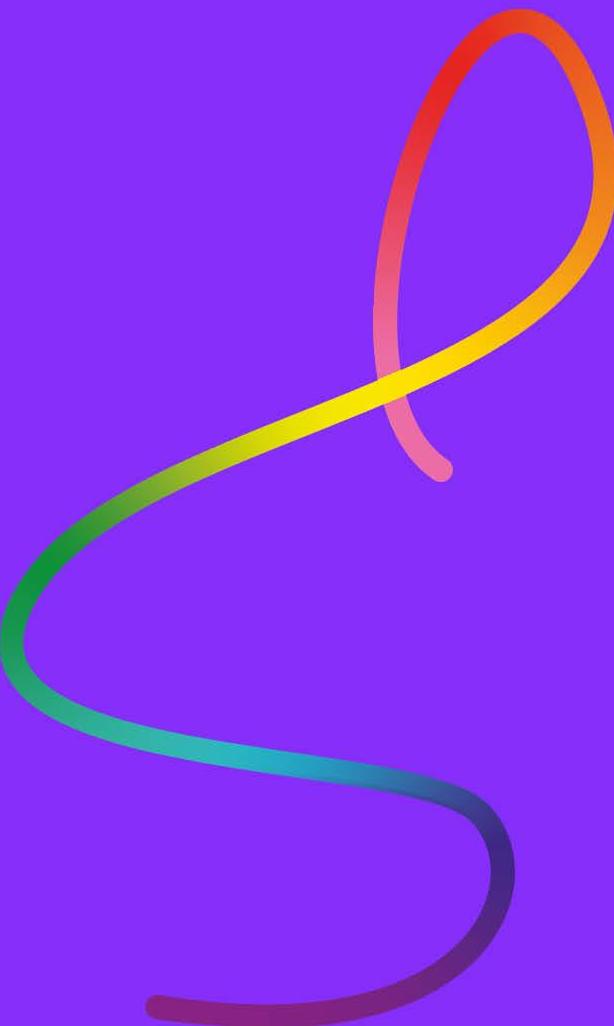
Could your online shop include an option for fans to buy their own Rainbow Laces?

Our fundraising team can help with bespoke fundraising pages and QR codes for programmes and promotion.

Contact us – for help or to discuss other ways to fundraise:
fundraising@stonewall.org.uk.



Lace up.





Buy your laces

Wearing rainbow laces is one of the most impactful and immediate ways you can show your support for the LGBTQ+ community when it comes to movement, participation and play

Our Rainbow Laces are available in our shop

There are many ways to wear laces other than on sports boots! Tie them on back packs, in your hair, use on keyrings – endless options!

And if laces aren't the right fit for your sport, don't worry! We have headbands, armbands, lanyards and many other ways for you to wear your heart on your sleeve (or elsewhere).

[Order from our website here](#)



**Rainbow
Laces**
[Rainbow flag graphic]

||| Bulk orders

Since 2013, thousands of teams, grassroots clubs, players, fans and workplaces – have laced up in rainbow in a powerful show of support for those in the LGBTQ+ community. Why not take your support to the next level by joining them?

For bespoke orders, bulk orders over 10,000, or to pay by invoice, please email:

tshirt@stonewall.org.uk



Rainbow Laces at work.



||| Lace up at work

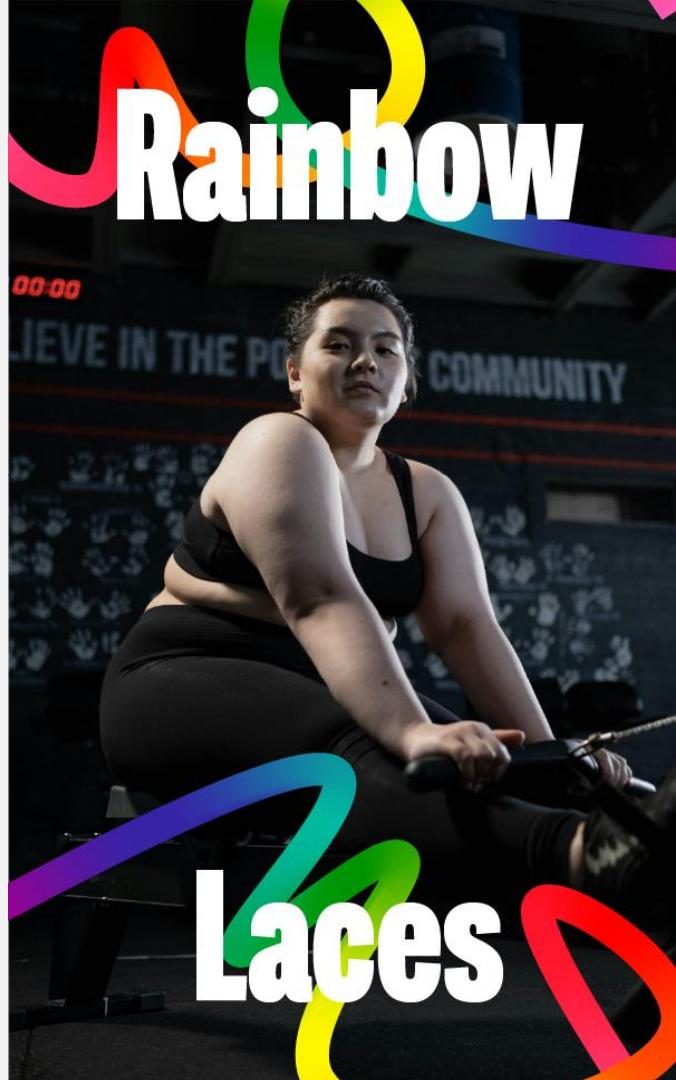
**Are you a company or organisation and want to take part?
Encourage your staff to join the campaign and lace up with us.**

Example:

As part of **Deliveroo** staff's Movement Month campaign, Deliveroo gave away Rainbow Laces to drive awareness for the cause, raise funds and deepen their workplace inclusion programming.

It was great to see Deliveroo employees taking part in Movement Month with shiny new Rainbow Laces. They hope this will be a positive first step in building employee awareness of the issues surrounding LGBTQ+ participation in sport and exercise and the health and well-being benefits.

For more inspiration on how you can drive inclusion within your workplace email – **proud.employers@stonewall.org.uk**



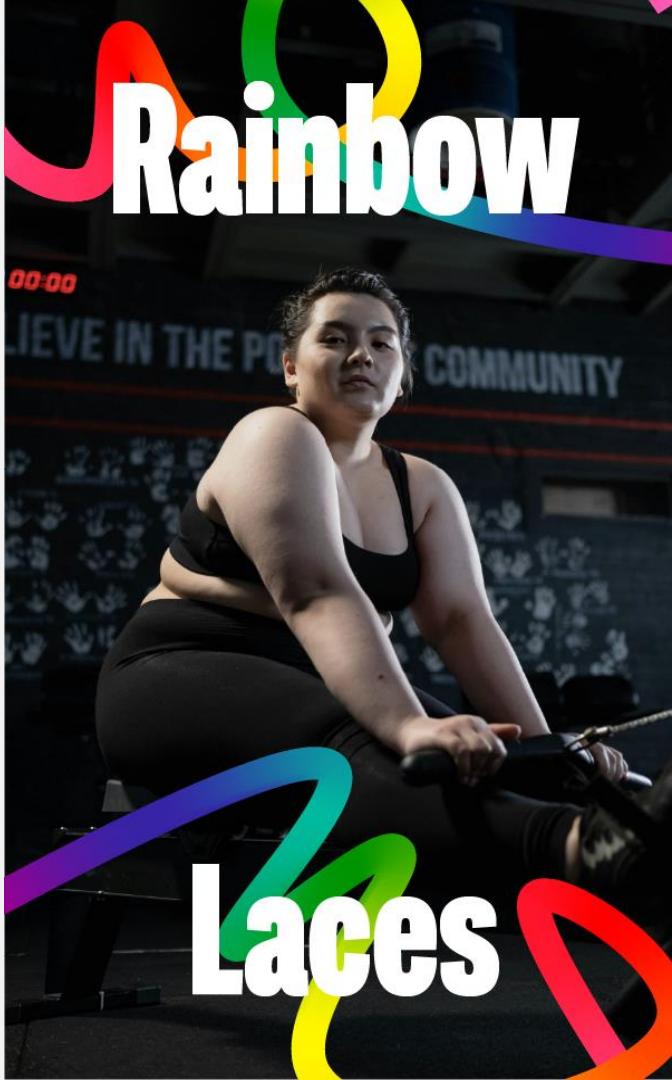


Employees benefit from *moving with pride*

We all know how powerful sport and movement can be for our teams and employees.

From workplace sports clubs to on-site gyms and wellbeing Employee Resource Groups, many organisations are already creating great spaces for people to get active.

By bringing these initiatives into *Rainbow Laces*, you can help make sure every LGBTQ+ colleague feels welcome, included, and able to enjoy the physical, mental, and social benefits that sport and movement bring.





The Proud Pledge

The Proud Pledge displayed across clubs, gyms, retailers and organisations. Every mark strengthens a visible network of belonging.

As a Proud Employer, you are already taking meaningful action towards LGBTQ+ inclusion, signing up to the Rainbow Laces Proud Pledge enables you to display your commitment, and show your LGBTQ+ staff that movement matters and you are committed to supporting them to see the social, health and wellbeing benefits.

The Proud Pledge is a public commitment from any organisation, club or team that believes everyone should be welcome to move, play and participate.

When you sign the Proud Pledge, they show they are committed to creating spaces where people in the LGBTQ+ community know they belong.

If your organisation has a company gym, sports club, or communal sports space, display your Proud Pledge physically or digitally. It's a simple way to demonstrate your commitment to inclusion and show that your space is one where LGBTQ+ people are welcome and belong.



The Proud Pledge

Keep it moving

Everyone should be able to confidently access movement, sport and exercise, and its benefits.

Welcomed in

The starting point should always be inclusion.

Call it out and stand together

Everyone deserves safety and respect. Harassment and discrimination are unacceptable in all their forms.



A Move with Pride workshop

Our Move with Pride workshop supports any organisation committed to inclusion in sports and movement to make that commitment a reality.

Through interactive exercises, expert speakers and evidence-based guidance, you'll develop your knowledge, grow your confidence and find practical ways to create a more inclusive culture.





Fundraise at work

A powerful way to engage with Rainbow Laces is to work with your LGBTQ+ network and with other network groups and sports groups at work to fundraise.

Take part in a team challenge

Rainbow Laces is all about finding joy through movement, bringing your ERG together or collaborating with your wellbeing ERG to host a sponsored step challenge or fundraising walk or run is a great way to both engage your colleagues, raise awareness of the campaign and raise money.





Fundraise at work

Host a fitness class

Host virtual or in-person fitness session for your ERG or whole team, it could be yoga, dance, a spin class, or HIIT – ask participants to donate to take part and raise money this way.

Host a tournament or team sports day

Get your colleagues moving and engage your sports teams and social groups with a Rainbow Laces-sponsored netball match, football kickabout, or mini sports day. This isn't just a brilliant way to raise money; it also creates a fun opportunity for colleagues to connect through movement.



Raise money as an individual.





How to fundraise online

Create a fundraising page:

Use platforms like JustGiving.

Share the link in your Instagram bio or posts.

Share your story:

Post about why Rainbow Laces matters to you and how you're supporting it. Personal stories increase engagement and donations.

Set a target:

People are more likely to donate when they see a clear goal. It can be a simple target or a difficult one – the important thing is to move with pride.



Rainbow

MOVE WITH PRIDE

Laces



Social media tips

Platform focus:

Instagram, but posts can be shared on other platforms such as TikTok and Facebook.

Use hashtags:

#RainbowLaces #MovewithPride

Stories and reels:

Short, authentic content works best. Use donation links.

Engage your network:

Tag friends, classmates, or colleagues and challenge them to support.

Events:

Use 5Ks runs or walks; games or bake sales, to collect donations via a bucket or QR code linking to your fundraising page



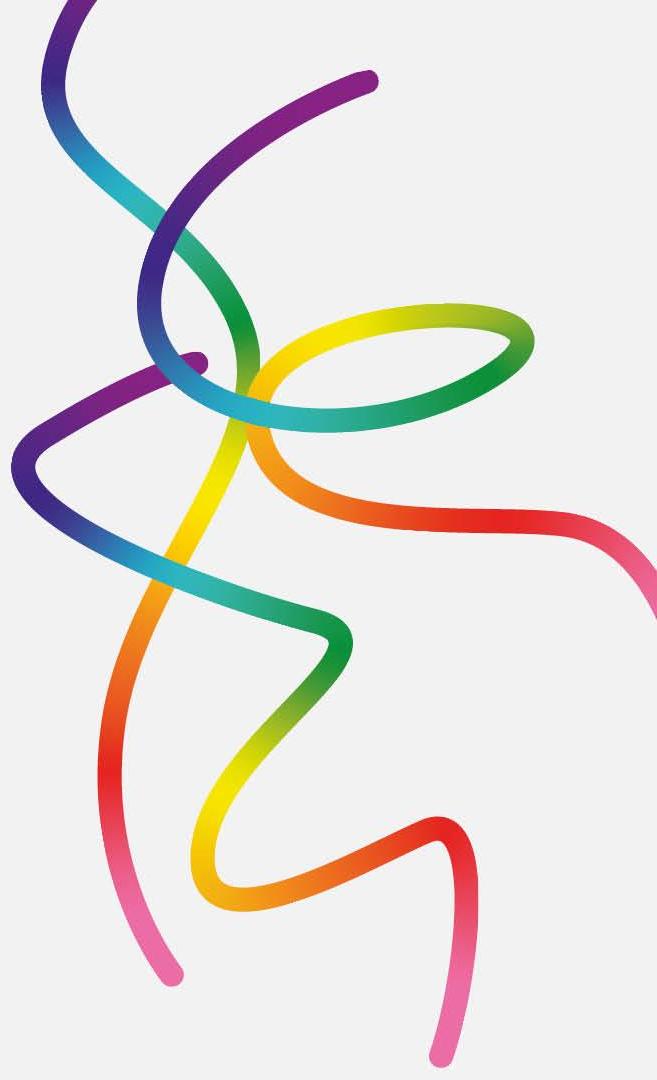


Raise awareness on social media

Let's make some noise on social media that signals support for LGBTQ+ to move, participate and play.

Posting about Rainbow Laces isn't just about raising awareness—it's a way to signal your support.

Don't forget to use the hashtags **#RainbowLaces** and **#MovewithPride** and tag **@stonewalluk**.





Raise awareness on social media

Suggestion 1

A general post about the campaign

I'm supporting the #RainbowLaces campaign.

When belonging is visible, confidence grows. Sport feels safer, exercise becomes easier, and movement becomes joy.

Everyone should be welcome to move, play and participate - everyone deserves to #MovewithPride.

You can help too: [fundraising link]

Suggestion 2 (share a story)

A personal story / picture of activity

Slide 1: "I'm raising funds for #RainbowLaces #movewithpride 

Slide 2: Short personal note on why it matters

Slide 3: "Donate via my link: [fundraising link]"

- Use the Rainbow Laces logo in your posts and stories
- Keep imagery positive and inclusive



Links and resources

- Rainbow Laces page: <https://www.stonewall.org.uk/get-involved/support-us/rainbow-laces>
- Fundraising page guide: <https://www.stonewall.org.uk/get-involved/support-us/fundraise-for-stonewall>
- Find out more about how we're tackling anti-LGBTQ+ hate crime [here](#).
- Find out more about the products we offer to improve inclusion through benchmarking, workshops or programmes. [LINK]
- Rainbow Laces fundraising pack: [link]
- Stonewall Donation page: <https://www.stonewall.org.uk/get-involved/support-us/ways-to-donate-to-stonewall/regular-donation>



Get in touch.

Communications team: press.office@stonewall.org.uk

Fundraising team: fundraising@stonewall.org.uk

Share and engage with us on social:

Facebook: [@StonewallUK](https://www.facebook.com/StonewallUK)

Instagram: [@StonewallUK](https://www.instagram.com/StonewallUK)

LinkedIn: [@StonewallUK](https://www.linkedin.com/company/stonewalluk)

