



SK RAPID VIENNA MISSION STATEMENT

■ SK RAPID IS A COMMUNITY.

Our legendary togetherness was rooted in solidarity between the families, neighbours and workers at the Schmelz. Since then the Green & White Band has connected us all. It has made us into the biggest and most successful football club in Vienna and in Austria. In order to preserve this bond we Rapid family members see each other as equals, displaying honesty and trust worthiness.

■ SK RAPID STANDS FOR TRADITIONAL VALUES.

Our name is, and will remain, “Sportklub Rapid”. Our colours are, and will remain, Green & White. Our crest is set in stone. Since our inception we have fought for success with total commitment and never give up. The Rapid-Viertelstunde (the crowd response during every match with 75 minutes of the clock) is an expression of our will to win. We approach the contest with self-belief and confident energy. As a team we are attack minded, dynamic and take the most direct route to achieving our goals. We go in hard against our opponents, but fairly, and with respect. In good and bad times we remain passionate and proud, selflessly contributing to the glory of Rapid.

■ SK RAPID’S HOME IS HÜTTELDORF.

It is here we grew. Here the heart of our club’s culture beats. Vienna is our city. The city shapes us and we represent it. Furthermore we are at home across all of Austria, the most important club in the land, with a name that is recognised beyond our own borders.

■ SK RAPID IS OPEN.

Human diversity is and was the motor of our successes. Therefore we are, also due to our social commitments, in favour of an open community, whereby every single person who has the good of the club in the forefront of their thoughts has the right to be part of the Rapid family. Irrelevant are gender, creed, class and choice of life style. Our working class roots demand that we support those Green & White followers in social difficulty.

■ SK RAPID IS AUSTRIA’S MOST DECORATED CLUB.

Success is both our heritage and our destination. It is our target to always be at the top. Irrespective of which competition and where in the world we play: we want to win. To fulfil this target, we operate economically in a solid, innovative and long term manner. Here our independence is vital. Through our independence we can remain true to our values and pass them onto the next Green & White generations; ensuring that our collective will to fight and to win – the Rapid spirit – is safeguarded for the future.