OUR STORY

2010 Legacies Now was created in June 2000 by the Provincial Government and the Vancouver 2010 Bid Corporation to create sport legacies in BC and to help build support for Vancouver’s bid for the 2010 Olympic and Paralympic Winter Games.

When the Games were awarded to British Columbia in July 2003, what began as a vision:
• to make a difference for youth in sport
• to enhance sport development in BC, and
• to build support for the Games

 hurriedly grew into a commitment:
• to build legacies now – leading up to and beyond the 2010 Olympic and Paralympic Winter Games
• to inspire and create innovative community-based initiatives
• to foster sustainable legacies in Sport and Recreation, Arts, Literacy, and Volunteerism
• to reach British Columbians in every region of the province.

A DREAM WITHOUT A PLAN IS JUST A WISH

2010 Legacies Now is committed to creating opportunities for tomorrow, today. Building partnerships between people, organizations, companies and communities to help build a better British Columbia.

The story unfolding at 2010 Legacies Now is one of partnerships, leadership and a commitment to excellence. One of our primary goals is to ensure that every community throughout BC finds their own Olympic and Paralympic Winter Games connection. Through our Core Areas of Sport and Recreation, Arts, Literacy, and Volunteerism, 2010 Legacies Now is actively working to ensure that leading up to, and beyond 2010, every region of BC will benefit from the unique opportunity of hosting the 2010 Winter Games.

Through our Legacies Initiatives team, we are working in partnership with over 90 Spirit of BC Community Committees around the province to assist communities identify, define and leverage the 2010 Winter Games and other local opportunities.

68% of British Columbians believe it is important for the 2010 Olympic and Paralympic Winter Games to leave behind a “Non-Bricks and Mortar” legacy in their community.” Source: Ipsos Reid, Jan, 2005
During the six-week program, participants were introduced to themes that integrate the snowboarding experience with the challenges of everyday life. The themes were: patience, persistence, respect, courage, responsibility and pride.

"Chill is an awesome opportunity for young people to feel good about who they are through being active in outdoor sports. It is also a great group-bonding activity as going to Chill together gave us the chance to have fun as a group, enjoy life, and leave other worries behind for a few hours every week." – Marty, Covenant House

"Chill gave me something good to look forward to each week, to go boarding and hang out with nice people. Chill got me away from the streets, the gangs and the drugs, and gave me something fun to do. If I can learn to snowboard, I can do anything." – Roman, a Chill Participant.

Inspired by the Olympic ideals of peace through sport, fair play and the celebration of the human spirit through athletic and artistic expression, 2010 Legacies Now is the spark that lights the fire we each carry inside.
During Spring Break 2005, the Playground to Podium Sport Talent Search traveled to six communities throughout the province. At each stop we met with young athletes between the ages of 16 to 23 who may have the potential to excel in Olympic and Paralympic winter sports such as bobsleigh, freestyle skiing (aerials), skeleton, snowboarding and speed skating.

The Sport Talent Search allows us to go out and identify young active British Columbians who may unknowingly already have the skill set essential to success in winter sport. We are pleased to be collaborating with 2010 Legacies Now and our other sport partners across BC as we work to ensure a strong representation of BC athletes on national teams.” – Wendy Pattenden, President and CEO of PacificSport Vancouver.

The Sport Talent Search tests young athletes who may or may not have winter sport experience. Based on the results of the testing, identified athletes may be invited to a sport specific camp for development. Provincial sport organizations may also decide to extend an invitation to the most successful young athletes to participate in a High Performance Camp with the provincial or national development program.

“I am very proud to be a part of the Sport Talent Search. These youth have so much potential and they need the support of the community and organizations like 2010 Legacies Now so they can reach for the stars.” – Lane Maxwell, 2004 female Aboriginal athlete of the year.

Arts Now is assisting BC’s artistic community to prepare for a show the world will never forget. Arts Now creates opportunities for creativity by working with communities across British Columbia to champion and celebrate artistic expression in all its forms, everyday. From summer camps to community planning, from the youngest performers to the world’s best, Arts Now is a cultural catalyst, releasing bursts of creative energy across the province.

“Arts Now will help nurture new relationships between the arts community and BC’s municipalities, as well as promote the central role of arts and culture in a vibrant and progressive province,” – Gina Sufrin, Executive Director, Assembly of BC Arts Council.

Arts Now provides funding through three separate programs entitled Innovations, Creative Communities and Catalyst. Innovations focuses on providing new opportunities for people to engage in the arts and cultural activities. Creative Communities encourages community leaders to develop their own unique cultural plans while Catalyst provides investments for initiatives undertaken by arts, culture and heritage organizations. Arts Now has invested over $1.5 million, with 137 recipients in 42 communities around the province.

The Kimberley “Arts on the Edge” Festival held August 12 to 14, 2005 was a celebration of the region’s visual, performing and literary artists and artisans. The three-day gathering of visual and performing artists and artisans included a juried art exhibition, a youth and family festival and a collection of the region’s best artisans providing demonstrations and selling their art. The festival, which received $13,750 in funds from the Innovations Program, is intended to become an annual event.

2010 Legacies Now is working with the four First Host Nations on the Aboriginal Youth Sport Trust Fund, working together with the four First Host Nations and organizations committed to increasing participation in sport. The Playground to Podium Sport Talent Search hosted an Aboriginal Talent Identification event for athletes 12 years and up at Thunderbird Park, UBC.

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Every child deserves the opportunity to explore, learn, find adventure and make new friends at camp. Explorations summer camps — launched in partnership with the Ministry of Education — made it possible for 5,620 BC students in kindergarten through grade 7 to participate in Arts and/or Sport and Recreation Camps.

Explorations, which created 208 camps in 66 communities, utilized existing school district resources and engaged local instructors and arts specialists to provide young children with more opportunities to play and learn. Featured on the International Olympic Committee website — www.olympic.org — 2010 Legacies Now and our community initiatives were showcased to the world.

“Explorations will give young dancers, actors, musicians, artists and athletes a chance to have fun, stay healthy and explore their interests over the summer. Exciting new programs like Explorations help fulfill our government’s goal to make BC the best educated, most literate jurisdiction in the continent by 2010.” — Education Minister and Deputy Premier Shirley Bond

Campers weren’t the only ones who developed new skills through the Explorations program. Camp assistants (many of them secondary students) were given additional leadership training and mentoring as part of their work experience.

“Explorations was eagerly welcomed by organizers and participants at Nechako Elementary School in Kitimat, who all declared their music camp a huge success. "After only nine days of practice, these students who had never touched instruments before the camp, gave a wonderful concert to the community. We are hoping that this will help us establish the program back in our school.” — Huey-lin Wu, Nechako Elementary School, Kitimat.

“Many of the students in the program wouldn’t have had the opportunity to go to a summer camp otherwise. It’s a chance to have a new experience. At the end of the day the kids don’t want to go home, which is a good sign they enjoyed it!” — Debi Evans, program manager of four week-long Explorations programs in Prince George.

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“The summer sports camp was so fun. I would do those two weeks over and over again for the rest of my life if I could.” — Heather, Bella Coola

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THE SPIRIT OF BC
COMMUNITY COMMITTEES - 200 COMMUNITIES, OVER 1,000 ACTIVE VOLUNTEERS AND BOUNDLESS ENERGY AND OPPORTUNITY ARE CAPTURED IN WHAT IS KNOWN AS THE SPIRIT OF BC.

More than 90 Spirit of BC Community Committees are working together to leverage Olympic and Paralympic, and other community opportunities in the areas of sport and recreation, arts and culture, literacy and volunteerism. 2010 Legacies Now is working with communities to help them discover and create social and economic opportunities leading up to, during and beyond 2010.

The Community Committees are committed to developing local programs and events that demonstrate the five elements that define the Spirit of BC - achievement, effort, inclusion, celebration and excellence. Programs and events include:

- The Prince George Winter Opportunities Summit - a unique event that celebrates northern businesses, commerce, sport hosting, culture and legacies
- Nachatlatch Valley Winterfest - a new festival celebrating art, culture, sport and community spirit
- Nanaimo SportsFest - an interactive community festival celebrating sport and culture in the heart of the city
- Powell River/Ayjoomixw region, selected as the pre-competition training site for the Norwegian Junior National Hockey Team.

Together, we are proving that no community is too small or too remote to build lasting legacies long after 2010.

CATCHING THE SPIRIT OF BC
- POWELL RIVER/AYJOOMIXW

The people of Powell River/Ayjoomixw have big dreams for their community. When 2010 Legacies Now asked communities to submit their opportunity plans for developing legacies in their community, the local Spirit of BC Community Committee responded enthusiastically with a 20-page proposal outlining more than 12 projects covering everything from increasing volunteers to a Sliammon First Nation language preservation initiative.

Other items on the list include a new Opera Academy of the Pacific to complement the community’s successful new Symphony Orchestra Academy of the Pacific, a program that offers young musicians looking for their first job in an orchestra, as well as an opportunity to study with conductors and principal instrumentalists who have been recruited from some of the world’s finest orchestras.

Increasing participation in sport and recreation is just one of many opportunities the community development projects. Having produced both a world champion athlete and a national champion in the sport of curling, the community knows that dreams can come true.

“Maintaining our community’s rich arts and cultural history is a key priority for our Spirit of BC Community Committee. Our work with 2010 Legacies Now will go a long way in helping us build legacies in our community leading up to 2010 and beyond.” – Don Allan, co-chair of the Powell River/Ayjoomixw Spirit of BC Community Committee

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SPIRIT OF BC WEEK CELEBRATIONS MARK THE COUNTDOWN TO THE GAMES

During Spirit of BC Week’s inaugural year, more than 40 communities in BC celebrated the five-year countdown to the opening of the 2010 Olympic and Paralympic Winter Games. From Logan Lake to Cranbrook, Vanderhoof to Abbotsford, community celebrations including sporting tournaments, arts and culture celebrations, flag raiseing, and festivals took place across the province.

The events successfully set the stage for celebrations for years to come. Plans for future Spirit of BC Weeks are already underway and will continue to become bigger and better each year, capturing the enthusiasm and excitement of British Columbians throughout the province.

www.SpiritofBC.com

FOR INSPIRATION – PILOT SPEAKER SERIES

Opening up a world of opportunity, bringing people together and getting British Columbians excited about the possibilities the 2010 Winter Games will provide is an important part of the role that 2010 Legacies Now has to play.

In 2005, the Pilot Speaker Series brought in experts with unique Olympic and Paralympic Games related experiences to inspire BC communities to actively discuss ideas, develop plans and implement strategies to reach their goals for the 2010 Winter Games.

Although speakers were only able to visit a limited number of communities in person, a webcast of each program was produced to ensure that everyone in the province had access to these insightful presentations.

As part of the 2005 speaker series, Graeme Hicks from Albury-Wodonga, Australia, shared his expertise in the areas of sport and recreation, tourism and cultural activities, and business. Graeme’s work culminated in over 400 athletes and officials from seven countries training in the region in the lead up to the 2000 Sydney Olympic and Paralympic Games. The Ukrainian Olympic and Paralympic teams as well as the Spanish swim team were among some of those basing themselves in Albury-Wodonga.

“Believe me, if we had something like the support that 2010 Legacies Now is providing, we’d have been light years ahead of where we were. We had no opportunities remotely like 2010 Legacies Now.” – Graeme Hicks, Events Coordinator, Albury-Wodonga Festival of Sport, Australia

CATCHING THE SPIRIT OF BC – DELTA WINTERFEST

The Delta Spirit of BC Community Committee kicked off its Spirit of BC Week Celebrations in February 2005 with a spectacular WinterFest celebration featuring local Olympians including Paul Storl (1984 rowing gold medalist) and Jared Whitman (2000 sailing bronze medalist). Friends, neighbours and families joined in the festivities which included athletic demonstrations, live music, comedic performances and an evening parade.

“We had a fantastic event! We all worked so hard and as a result the public was thrilled with our event. Our Spirit of BC Community Committee and all of our volunteers can be very proud of what we accomplished.” – Ben Phillips, Delta Spirit of BC Community Committee.

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THE THREE 'R'S ARE NO LONGER ENOUGH – LITERACY NOW

The modern world speaks to us in a constantly changing language; one that can often be difficult to comprehend. Our information society places great demands on us to keep pace with the new literacies it creates.

Literacy Now helps build pillars of hope across the province by working with community leaders to create sustainable pathways of learning for all walks of life. From oral tradition to the digital age, we serve to bridge the gap that separates many British Columbians, young and old, from fully participating in their communities at home, at work, at school and at play.

“Literacy Now provides a great opportunity for everyone to be involved in helping design a unique vision and plan to become a province that embraces and supports lifelong learning.” – Jane Boulton, Program Manager, Smithers Community Learning Services

Literacy Now, through our partners and programs, not only teaches new skills, but creates a lifelong love of learning. With literacy comes confidence. From confidence comes achievement, independence, and respect. Literacy Now helps teach us to be fluent in the language of change.

Literacy is an essential cultural, social and academic practice that involves, not only reading, writing and numeracy, but also a variety of abilities including viewing and representing, aural literacy including language, musical and listening skills, cultural literacy including media and social literacy and critical literacy including civic skills.

Literacies enable us to communicate, represent and evaluate knowledge in multiple ways. The more literacies we achieve, the greater our understanding of the world.

Literacy Now is helping children, youth and adults in communities throughout BC meet their literacy challenges and progress to a bright, productive future. Our goal is to make BC the most literate province in the country and a global leader in literacy by 2010. There are more than 40 pilot projects across BC, which have been selected to reflect the geographic, ethnic, cultural and socioeconomic diversity of the province.

BUILDING SKILLS FOR LIFE – CRANBROOK

What better legacy can we leave behind for future generations than to become the most literate jurisdiction in North America and a global leader in literacy learning.

To achieve this goal, Literacy Now’s initial focus has been to design a community development strategy to stimulate new literacy initiatives, alliances, programs and collaborative planning within BC communities.

Cranbrook has a population of approximately 18,500 people and another 16,000 in the surrounding rural area. The city has a diverse and secure economy with people working in the forestry, mining, service and supply, transportation, manufacturing and tourism industries. Through Literacy Now, Cranbrook is dedicated to sustaining its literacy initiatives to lead to greater lifetime success for members of its community.

The city of Cranbrook in the Kootenays is part of the Columbia Basin Alliance for Literacy. Currently, Cranbrook Literacy Now is assisting the City of Cranbrook in the development of their strategic plan and participating in the implementation of their initiatives with the intention of providing a multi-faceted literacy service to reflect the needs of the community. In 2001, Cranbrook Literacy Now worked with the City of Cranbrook on their comprehensive community planning exercise which included a literacy needs assessment in the context with caregivers and educators of children aged 0 to 6 and knowledge to grade 12. They are also focused on giving voice to Aboriginal communities, people in the workplace, seniors and people with chronic illness to ensure that their literacy and learning needs receive attention. The community group is also working on initiatives, such as developing an informational video, to market the importance of learning and literacy to employers.

What is Literacy? As the world becomes more complex, we have to redefine the definition of literacy. Where once literacy was thought of as encompassing only basic reading and writing, perhaps at a certain grade level, we now accept that there are many literacies.
EVERYONE HAS A GIFT TO GIVE – VOLUNTEERS NOW

One of the most important legacies that will arise from Volunteers Now will be the enhancement of a volunteer culture. Our goal is to increase access to volunteer opportunities for all people, celebrate volunteers, and share the philosophy that volunteering is a vital part of a healthy lifestyle.

In cooperation with VolunteerBC, Volunteer Canada, SportWeb and current BC volunteer centres, Volunteers Now has designed VolWeb.ca, an interactive, information-based web system with a clearinghouse of registered volunteers from across BC with the skills, interest and experience to support small to major events ranging from local festivals to international sporting tournaments. 2010 Legacies Now hopes to register over 1 million active volunteers from across Canada in the VolWeb.ca system by 2012.

“Volunteering is such an important part of BC’s high-quality of life, both as it benefits the community and as it benefits the volunteers themselves. VolWeb.ca is going to make the process of matching organizers and interested volunteers so much easier.” – The Honourable Olga Ilich, Minister Responsible for Volunteers.

Successful volunteering leads to a habit of giving that will last a lifetime and lend to a necessary and sustainable volunteer base that will meet the growing needs of volunteer reliant organizations. In June, Vancouver hosted the 2005 National Conference of Administrators of Volunteer Resources which brought together professional volunteer administrators from across Canada to share knowledge, participate in educational seminars and take a strategic look at the future of volunteerism in Canada.

Approximately 1.5 million British Columbians volunteer their time and talent to charitable or not-for-profit organizations for sport, culture, arts, library, education and health in a vast array of community settings. Volunteers Now is working with community stakeholders to coordinate volunteers to create a “living legacy” of volunteer contributions throughout the province.
Through our Podium strategy, Sport & Recreation Now aims to improve our performance at national and international competitions, as well as provide promising young athletes with the tools and support services they need to develop their skills.

We believe in the power of sport and recreation to foster positive, lasting social change; that by increasing physical activity across the province, everyone benefits. Ultimately, what you accomplish on the field of play, lays the foundation for what you learn for life. This is the lasting legacy.

“We have, for years, been wanting to include an Aboriginal component in our programming. Now that we have the funding, we can go ahead with a pilot project to hire two part-time Aboriginal coaches to mentor with our current regional coaches to develop and promote Aboriginal programs and services for coaches, officials and athletes across the province. That is just one huge way in which 2010 Legacies Now has helped us.” – Rochelle Winterton, Executive Director, BC Lacrosse Association

Our funding is directed to British Columbia’s Multi-Sport Organizations and other key organizations to identify issues and opportunities and to set priorities to ensure the sport and recreation system is more integrated and efficient. Through partnerships and with Sport BC leading Sustainability, the BC Recreation and Parks Association leading Participation and PacificSport leading Performance, the sport and recreation sector is growing stronger in BC.

SPORT & RECREATION NOW

Sport and Recreation unites, uplifts and inspires us. It raises our body, mind and spirit to a new level. However, the true value of sport and recreation doesn’t rest with the champions it creates, but in the values it champions. Teamwork, discipline, fair play, grace under pressure, humility in victory and honor in defeat. From recreational players to elite athletes, we share the belief that victory doesn’t just come from competition but that participation and physical activity are what matter most.

The mission of Sport & Recreation Now is to build a strong and lasting sport system in the province that increases participation from “playground to podium” while supporting healthy and vibrant communities. Our goal, through all of our programs and partnerships, is to open the doors to participation that will keep people active for their whole life.

Our Playground strategy will lead to healthier communities while introducing youth and communities to the joy of sport and physical activity.
GETTING STUDENTS EXCITED
AND INVOLVED IN SPORT AND
RECREATION - SPORTFIT

As BC looks toward 2010, we are developing athletes who are attaining higher performance levels and building stronger communities. We’re helping young people discover the joy of sport and developing athletes with gold medal dreams to excel at sport.

From Playground to Podium, 2010 Legacies Now is funding a series of sport development programs for young BC athletes. SportFit is an internet-based program that introduces children in grades 4 to 7 to the Olympic sports. As a fun, easy, interactive tool to help BC youth get up, out and involved in sports, the program promotes healthy, active lifestyles through an online sport education program that matches students’ personal preferences and physical attributes with particular sports.

The program consists of eight physical challenges that together make up the SportFit Challenge. Challenge procedures are clearly detailed with the use of video and printable instructions. Students can also watch mini-lessons and athlete interviews to learn more about the Winter Olympic and Paralympic Sports.

The web site also provides a directory of BC-based organizations that can provide additional sport, health, and fitness information to get students moving in the right direction along with resources to help parents and teachers get involved.

“SportFit is a great program to be included in P.E. classes. It is very easy to set up and organize. Not only does SportFit promote sport awareness, it also provides students an opportunity to establish goals and action plans to improve their physical fitness.” — Don Hutchinson, P.E./Athletic Director, Montgomery Middle School

SportFit helps students to discover where their interests and skills may lead them – to an ice arena, mountain top, outdoor field or swimming pool!

Once students have completed SportFit, they can submit their results to learn which sport they are best suited for or to see how their results compare with other students their age.
The challenge of increasing overall levels of physical activity by 20% by 2010 to help make BC one of the jurisdictions to have ever hosted an Olympic or Paralympic Winter Games. One of the primary goals of Action Schools! BC is to make healthy choices the easy choices for children by encouraging them to bounce, skip and hop their way to a lifetime of health.

By increasing physical activity levels in an inclusive, safe school environment, Action Schools! BC boosts physical and health activities that promote healthy living and reduce children's risk for developing chronic diseases such as osteoporosis, obesity, heart disease and diabetes. The program will help students get active and have fun. By making physical activity ever more enjoyable and accessible for students, BC is building a legacy of healthy lifestyles and higher achievement. – The Honourable George Abbott, Minister of Health

“By expanding Action Schools! BC province-wide, we’re helping students get active and have fun. By making physical activity even more enjoyable and accessible for students, BC is building a legacy of healthy lifestyles and higher achievement.” – The Honourable George Abbott, Minister of Health

“The aim is to increase students’ physical activity, promote healthy living and reduce children’s risk for developing chronic diseases such as osteoporosis, obesity, heart disease and diabetes. The program will help students get active and have fun.” – An Action Schools! BC participant

“Typical of most sports, the British Columbia Speed Skating Association has struggled over the years to acquire funding external to that provided directly by government agencies. 2010 Legacies Now is assisting provincial sport organizations in leveraging and securing funding from non-government partners who have not traditionally invested in the sport sector. Through community outreach and strong partnerships, we have been able to generate a number of opportunities to connect corporate sponsors with our partner agencies to assist in building capacity within their organizations.” – Bruce Goldsmid, General Manager, BC Alpine Ski

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Sponsors large and small want to ensure that their investment will have a lasting impact. Provincial Sport Organizations not only nurture talent, they help British Columbians develop a healthy, active lifestyle and a love of sport that ensures that each generation will inspire the next.

“Thank you to all the staff at 2010 Legacies Now for your support in securing Bell as a major sponsor for BC Alpine. The sponsorship from Bell has a total value of $500,000 over three years and supersedes a significant cash component into our program. The contra component has supplied us with cell phones for all our staff for free time, long distance and roaming. The support and knowledge of 2010 Legacies Now was instrumental in securing this partnership.” – Bruce Goldsmid, General Manager, BC Alpine Ski

2010 Legacies Now is helping corporate partners to maximize the impact of their financial and in-kind support for the development of BC athletes at all levels.
MAXIMIZING HOSTING OPPORTUNITIES – SPORT TOURISM AND HOSTING BC

Sport tourism continues to gain strength as one of the fastest growing industries for the Canadian economy. Currently worth $2 billion a year and growing, the interaction between sports and tourism is creating lasting economic, sport and social benefits for participating communities.

In partnership with the Province of BC, the City of Vancouver, and the Resort Municipality of Whistler, 2010 Legacies Now’s Hosting BC initiative is the anchor program for supporting and strengthening sport tourism in our province toward 2010 and beyond. Hosting BC is designed to provide funding to organizations throughout BC in staging single sport, Senior National Championships and World Cup level events. It is part of the efforts of 2010 Legacies Now to maximize the number of events prior to and post 2010, as well as to build on British Columbia’s reputation as a premier sport event hosting destination.

The hosting of national and international sport events will provide opportunities to facilitate sport, economic, social and community development within British Columbia. Hosting opportunities will also provide British Columbians with an opportunity to update their event-hosting, technical, volunteer and administrative skills and prepare to host the world in 2010.

Other legacy benefits may include the following:
• experience in hosting high level events and in hosting disabled sporting events;
• local athletes’ gain experience in participating in high level events – generates interest in further developing their skills for international competition;
• more skilled volunteers: volunteers that will be trained or certified as a result of the event, whose new skills will remain in the community;
• communities exposed to health and fitness benefits associated with sport;
• elementary school-aged students who will gain more knowledge and exposure to many sport disciplines.

The funding from 2010 Legacies Now through Hosting BC will only support our event but also the athletes of the Canadian Disabled Alп приверженства us at both the senior and development levels. — Ozzy Sawicki, Event Chair, IPC World Cup for Skiers with a Disability.

The hosting of sport events has many more benefits beyond the economic impact and increased visitors than a community realizes. Hosting sport events increases BC’s sport system capacity, builds a long legacy of volunteers, enriches facility infrastructure for both local programs and future events, enhances community pride and increases youth participation in sport.

With social sustainability and inclusiveness as key guiding principles of VANOC and its Member Partners, we are working towards supporting an inclusive Games that celebrates inclusivity among groups such as women and girls, youth, Aboriginal peoples, inner-city residents, people living with a disability and British Columbians of all cultures.

“proMOTION plus is thrilled to be working with 2010 Legacies Now to provide women with enhanced skills that will enable them to aid in the personal and professional development of other women across the province.” — Irene Schell, Chair, proMOTION plus.

2010 Legacies Now recognizes that there is an opportunity to ensure that the legacies of these Games will be innovative and create social and community development initiatives that will benefit Canadians of all generations.

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2010 Legacies Now recognizes that there is an opportunity to ensure that the legacies of these Games will be innovative and create social and community development initiatives that will benefit Canadians of all generations.

It is our strong belief that all people should be able to have their needs, abilities and aspirations recognized, understood and met within a supportive environment. It is our goal to work with our partners to help communities discover and create unique and inclusive social and economic opportunities leading up to, and beyond the 2010 Olympic and Paralympic Winter Games.

WE BELIEVE PASSIONATELY IN THE POWER OF ONE TO MAKE A DIFFERENCE IN THE LIVES OF MANY.
OUR APPROACH – FLEXIBLE, FOCUSED

While it can often take years to turn dreams into reality, we understand that time is not on our side if we want to make the most of the social, community and economic benefits that the 2010 Winter Games can provide right now. That’s why we’re putting our effort into bringing together partners who have complementary assets, resources and skills. 2010 Legacies Now, through the support of our partners, is working to connect all British Columbians to the 2010 Olympic and Paralympic Winter Games — leading up to and beyond 2010 — and to ensure that sustainable legacies will be left behind. This is not a task that we take lightly.

As a not-for-profit society, 2010 Legacies Now takes the perspective that links between individuals, programs and partners are always possible. Our entrepreneurial approach allows us to move quickly to adapt to the emerging needs of communities interested in capturing the excitement and potential of 2010. 2010 Legacies Now has proven itself as an innovative organization that is able to build bridges of opportunity between non-governmental organizations, foundations, the private sector and government at all levels. By bringing these various groups together under a banner of cooperation and innovation, 2010 Legacies Now builds and strengthens existing organizations and programs.

“At Bell we are proud to be partnering with 2010 Legacies Now to educate British Columbians on the many benefits that can be leveraged from the upcoming 2010 Winter Games. Supporting initiatives that help build strong and vibrant communities is our priority.” – Justin Webb, Vice President of Olympic Services, Bell Canada.

2010 LEGACIES NOW HELPS OPEN THE DOORS OF OPPORTUNITY FOR ALL BRITISH COLUMBIANS TO REALIZE THEIR MOST DEEPLY FELT ASPIRATIONS.
BENCHMARKING OUR SUCCESS
– PARTICIPATION, PERFORMANCE AND SUSTAINABILITY

2010 Legacies Now brings value to British Columbians in many different ways. Through partnerships and leveraging investments, our organization has opened doors in communities that might not have been open in the past. The power of community legacy development has already proven to be a catalyst for diverse groups, organizations and communities to partner in ways they have never tried before.

“British Columbians share a growing sense of excitement about 2010 and the chance to showcase the best of BC to the world. Community leaders across the province have already begun working on ideas to make the most of this incredible opportunity. Now it’s time to work together and explore how to transform that vision into lasting benefits for BC communities.” – The Honourable Gordon Campbell, Premier, British Columbia

Our core business areas - Sport & Recreation Now, Arts Now, Literacy Now and Volunteers Now - have three primary goals – increased PARTICIPATION, enhanced PERFORMANCE, and increased SUSTAINABILITY.

Our emphasis on increasing participation, performance and sustainability translates into more children being physically active and registering in sport programs. It translates into a stronger arts sector and a strengthened province-wide network of enthusiastic and experienced volunteers. It provides opportunities for all of us to learn from and to celebrate the rich history of our First Nations. Most importantly, it encourages partnerships, leadership and cooperation to ensure that all of our legacies will have a lasting impact.

“We are thrilled with the support we have received from 2010 Legacies Now through Arts Now. This Mentorship Grant is the catalyst for us, allowing us to access the experience and expertise of the Public Dreams Society team, and bring a new magical celebration to our community for our region to enjoy for years to come.” – Dorothee Birker, Artistic Producer, Life & Arts Festival

THE RESULT IS FOUND IN WORDS THAT RESONATE LOUD AND LONG, A PIECE OF MODERN ART THAT BECOMES A CLASSIC, OR ONE GOOD DEED THAT SPAWNS TWO MORE.
The advantage of our approach is that we start out small with community-based initiatives and see what works best. Instead of duplicating resources, we’re looking at existing programs and seeing where there are gaps, and we work with local organizations to see what we can do to fill these gaps. Sometimes there are two projects on either side of a gap and it’s simply a matter of determining how we can bring them together.

The organizations that we are choosing to partner with have really good initiatives. What 2010 Legacies Now is able to do, through our association with the Games and with our funding resources, is to bring focus and attention to developing these initiatives to their fullest potential.

Quite often, finding the right solution is about being creative. Even more often, it is about keeping it simple and making sure that the solution will have a lasting benefit.

As 2010 Legacies Now continues to build partnerships, we’re learning valuable lessons, refining our approach and documenting our successes. A lot of our learning applies directly to the different sectors — Sport and Recreation, Arts, Literacy, Volunteers — where we are working with our many partners to build capacity.

People get inspired when they realize that their individual contribution can make a real difference. We are actively capturing the stories and images of British Columbians as they realize and build their community legacies. Our aim is to share these stories with other communities across Canada and around the world.

As a result of the activities of 2010 Legacies Now over the last year, more than 350 separate news stories — worth approximately $1.5 million in earned media coverage — were tracked throughout BC, Canada and internationally.

Our unique approach and innovative programs have garnered recognition and support from the federal government. They have also attracted the interest of the International Olympic Committee and other Olympic host countries and the attention of organizations from around the world.

We believe that every community has a spark and deserves the opportunity to shine. 2010 Legacies Now is the catalyst that can turn that spark into a flame that burns brightly for the benefit of everyone.
FOCUS ON 2010, WITH A 2020 VISION – BUILDING A SUSTAINABLE LEGACY

As any athlete who competes in endurance sports can tell you, getting excited is easy when you're standing at the starting line and the crowd is cheering you on. The tough part is building the kind of staying power you'll need to get through the long miles that stand between you and the finish line. Or as an artist, between you and the end of your performance. That takes a lot of hard work, dedication and a strong sense of purpose. The same applies to building legacies.

True, sustainable legacies require partnerships, investment, stewardship and most importantly, a long-term vision to keep them alive.

THE GAMES ARE JUST THE BEGINNING OF THE OPPORTUNITY

While much public attention is focused on the building to the 2010 Olympic and Paralympic Winter Games, we know that the real opportunity is the excitement and optimism of communities around the province. More than 90 Spirit of BC Community Committees are working together to leverage opportunities in the areas of sport and recreation, arts and culture, literacy and volunteerism. The Community Committees are committed to developing local programs and events that demonstrate the five elements that define the Spirit of BC - achievement, effort, inclusion, celebration and excellence.

EXCELLENCE COMES IN MANY FORMS. WE CELEBRATE THEM ALL, FROM PERSONAL BESTS TO WORLD-CLASS ACHIEVEMENTS.

ENDURING FRIENDSHIPS, UNBRIDLED CREATIVITY, AN UNWAVERING SENSE OF OPTIMISM – THESE ARE THE TIES THAT BIND.

Quick Facts

68% of British Columbians who support the 2010 Olympic and Paralympic Winter Games believe it is important that the 2010 Olympic and Paralympic Winter Games leave behind a “nonbricks and mortar” legacy in their community.

95 Spirit of BC Community Committees represent 200 “communities” around the province.

137 recipients in 42 communities have benefited from Arts Now investments.

44 communities across BC reflecting the geographic, ethnic, cultural and socioeconomic diversity of the province are participating in Literacy Now projects.

With support from 2010 Legacies Now, the Province of British Columbia, the BC Amateur Hockey Association and the Vancouver Canucks, 87 Spirit of 2010 Hockey Tournaments in 2005, involving over 38,000 young hockey players.

Established to enhance the development of BC’s high-performance winter athletes, 2010 Legacies Now’s Game Plan BC has invested over $3.2M in 15 Olympic and Paralympic winter sports.

Over the last year, approximately $1.5M in earned media with over 350 separate news stories were tracked throughout British Columbia, Canada and internationally as a result of the activities of 2010 Legacies Now.

Over 92% of school districts are linked into the Action Schools! BC Program.

2010 Legacies Now, in partnership with the Ministry of Education, funded a total of 60 Exploration Camps in 66 communities, requiring over 5,620 children between the ages of 6 to 15 to go camp this summer.
When we look back on the years leading up to the 2010 Olympic and Paralympic Winter Games, we will remember them as being an exciting time for British Columbia. We will remember it as a time when we were able to capture the imagination of our youth and inspire citizens from all over BC to develop lasting legacies. This is our dream and our plan, and this is why 2010 Legacies Now is committed to creating opportunities for tomorrow, today.

Playing host to the 2010 Winter Games is bringing many new resources and attention to important issues facing BC. We have seen a strong commitment from the Provincial Government and our partners to support programs encouraging British Columbians to become 20 percent more physically active by 2010, and to initiatives that will benefit all British Columbians. This is why our partnership with the Ministry of Education, initiatives such as the Aboriginal Youth Olympic Sports Challenge, and our strong partnership with Bell Canada, we are assisting inner-city youth develop life skills, instilling in them confidence through learning to snowboard. And why Aboriginal youth from across BC and the northern territory of Nunavut participated in the first-ever Aboriginal Youth Olympic Sports Challenge.

Moving forward will require us to act with continued innovation, inspiration, integrity, and imagination. We must utilize the opportunity of hosting the 2010 Olympic and Paralympic Winter Games wisely, with passion, foresight, and a commitment to excellence.

Working in collaboration with our partners and over 90 Spirit of BC Community Committees around BC will continue to contribute to sustainable legacies and inclusive social opportunities in communities around the province.

2010 Legacies Now recognizes that there is an opportunity to ensure that the legacies of the 2010 Winter Games create inclusive social and community initiatives that will benefit all British Columbians. This is why our partnership with the Ministry of Education gave more than 5,600 BC students in 66 communities the opportunity to attend summer camps in the areas of arts and/or sport and recreation. And thanks to our partnership with Bell Canada, we are assisting inner-city youth develop life skills, instilling in them confidence through learning to snowboard. And why Aboriginal youth from across BC and the northern territory of Nunavut participated in the first-ever Aboriginal Youth Olympic Sports Challenge.

One of my favourite lines from the 2010 Legacies Now description is, “But a dream without a plan is just a wish.” 2010 Legacies Now began with a dream in June 2000 to enhance sport development in British Columbia and build support to bring the 2010 Olympics and Paralympic Winter Games to our province. And as support for the 2010 Winter Games grew, so too did the dream.

The vision to expand 2010 Legacies Now to include programs and initiatives focused on sport and recreation, arts, literacy, and volunteers, has helped to expand our dream and build our plan. And through the dedication of the countless volunteers working with 90 Spirit of BC Community Committees, and all our partners, we are committed to ensuring every region of BC benefits from the unique opportunity of hosting the 2010 Winter Games.

Our dream could not have been kept alive without the hard work and dedication of so many. We have been extremely fortunate to form partnerships with communities throughout this province that want to create unique opportunities for their citizens; with governments that understand the importance of our collective dream and with governments that are willing to invest in the critical resources that make these innovative programs possible.

Last year was an exciting year of growth for 2010 Legacies Now with the expansion of such programs as Action Schools! BC and SportFit. We have also seen incredible growth with the launch of new programs including CHL Explorations Summer Camps, and the 2010 Legacies Now Connecting Communities Tour presented by Bell and the Province of British Columbia.

This year, together with all of our partners and supporters, we will continue to dream and plan. We will also work with our partners in communities across British Columbia to transform our dream from a wish into a legacy for British Columbians and all Canadians.

Thanks to the commitment of our dedicated staff we will continue to build on our success, focusing on 2010 with a 2020 vision for the future.

Best wishes and heartfelt thanks to everyone who has contributed to the all important plan that is transforming our dream from a wish into a legacy for British Columbians and all Canadians.