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REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 2009**

FROM: **General Manager, Parks, Recreation and
Culture**

FILE: **8200-20/O**

SUBJECT: **Right To Play Partnership Update - Surrey's 2010 Challenge for Children**

RECOMMENDATION

The Parks and Recreation and Culture Department recommends that Council receive this report as information.

INTENT

The purpose of this report is to provide Council with an update on the City's partnership with Right To Play (RTP) as one of the key community engagement and civic pride programs associated with the City's 2010 Olympic Plan. The last update on the program was provided by way of Corporate Report No. R148 that was considered by Council at its Regular meeting on July 27th, 2009.

BACKGROUND

In May 2008, the City of Surrey by way of an agreement with the Vancouver Organizing Committee for the 2010 Olympics and Paralympic Games (VANOC) was recognized as a Venue City. As an official partner of the 2010 Winter Games, the City has a comprehensive community plan that includes programs in support of: community outreach, public participation, lasting legacies, civic pride, and economic development.

The City of Surrey Olympic Plan was developed to engage the community in opportunities related to the Olympic Games and encourage participation in physical activity, sport, volunteerism, inclusion and arts & culture prior to, during and following the 2010 Olympics. Based on these objectives, the following themes have been established:

- Welcoming Spirit;
- Community Spirit;
- Active Spirit;

- Business Spirit; and
- Cultural Spirit.

On May 2nd, the City of Surrey secured a partnership with RTP as an integral component of the City's 2010 Community Plan. This partnership positions Surrey as RTP's prominent community and exclusive school partner provincially for the period leading up to and including the 2010 Olympic and Paralympic Winter Games. The partners are working together in developing and implementing a unique program for Surrey that is both community and school-based, emphasizes leadership and global citizenry objectives and instills community pride.

DISCUSSION

The City's partnership with Right To Play is promoted under the program identity of *Surrey's Challenge for Children*, which will continue through to March 2010. The program aims to build on existing partnership initiatives with Surrey schools, to encourage a significant boost to the City's multiple active living initiatives and to serve as a legacy by stimulating community schools partnership programs aimed at supporting Inner City Schools and children facing barriers in terms of access to sport and play. The program engages students and Surrey's schools in the spirit of the 2010 Games while teaching important lessons and messages that emphasize: hope, respect, social responsibility, goal setting, leadership, inclusion, teamwork, and the importance of active living, sport & play.

Right To Play is a Canadian-based international humanitarian organization that utilizes sport and play programs to improve health, develop life skills, and foster peace for children and communities in the most disadvantaged areas of the world. Every week over 600,000 children participate in *Right To Play* programs in 23 countries that are affected by war, poverty and disease across Africa, Asia, the Middle East and South America.

Right To Play has more than 400 athlete ambassadors (many of them Olympians) worldwide. More than 100 of these "Athlete Ambassadors" are Canadian. Ambassadors participating in Surrey's 2010 Challenge program include: Daniel Igali, Johann Koss, Kyle Shewfelt, Anna Rice, Adam Kreek, Ben Rutledge, Zac Plavsic, Gina Grain, Lynn Kanuka, Chris McElroy, Brittany Timko, Donovan Tildesley, Lori Fung, Carol Montgomery, Meghan Mutrie, Jill Savege, and Carrie Marshall.

Following a September launch and a full week of training, seven teams of Olympian and Athlete Ambassadors were formed to work alongside trained youth leaders to deliver four weeks (between September 21st and October 16th) of daily programming to schools throughout Surrey including public schools, independent schools and learning centres. The program was implemented with an ambitious schedule involving an average of seven school visits per day. Each school received both a presentation to large assemblies as well as a follow-up leadership session to introduce Right To Play activities and to present the leadership challenge to the school. Some schools needed more than one large assembly presentation due to the school size. Such a pre-Olympic school program involving this scale of school visitation has never occurred historically leading up to Games-time either by Right To Play or any other humanitarian organization. In total 131 schools participated in the program which represents an unprecedented

participation rate involving a social or humanitarian program being delivered in schools in Surrey.

The 2010 Challenge and leadership sessions held with Olympians in the schools included a “challenge” to the community and Surrey schools to work together leading up to Games-time to “make a difference” for children around the world and for children in-need in Surrey. Part of Right To Play’s school program encourages the formation of student and teacher leadership teams that work together in support of social responsibility and organize local fundraisers in support of Right To Play. Every fifty dollars raised through the program represents bringing one additional child into the program for one year including regular, weekly sport and play activity. The proceeds raised during Surrey’s 2010 Challenge will be divided with 80% being forwarded to the RTP Foundation and 20% being allocated to the Surrey Community Schools-Partnership Initiative, which is focussed on providing healthy activities including support, recreation and sport programs for children of the inner-City schools and their families.

As part of the City’s *Right To Play Surrey 2010 Challenge* initiative, the City will encourage the organization of active living-based events (e.g. Skate-a-thons, Play Days, etc.) and elevate public awareness of the program while emphasizing the importance of health, sport, and physical activity. The City will complement programs and events with extensive marketing and community engagement efforts throughout the remainder of 2009 that will include outreach to residents, the corporate community, local non-profit agencies, and sporting groups. This will involve a series of presentations and direct communications that will encourage their participation in the City’s 2010 community plan components under the banner “*BE A PART OF IT*”.

Two key events affiliated with Right To Play and the 2010 Challenge are the Daniel Igali 5Km Walk Run and the Surrey Quest Adventure Challenge planned for January 30th. The Daniel Igali Walk Run was held on October 17th at Bear Creek Park and despite rainy weather attracted 200 participants, who enjoyed the walk/run and were treated to live entertainment, the Right To Play Kids Zone and other exhibits and family activities. The event was profiled by Global TV with morning, noon and evening news coverage. The Walk-Run event helped raise awareness and funding in support of Mr. Igali’s school project in the Village of Eniwari in Nigeria as well as program funding for Right To Play.

The Surrey Quest Adventure Challenge is the next planned major event and involves teams competing with each other in addressing riddles, puzzles, obstacles, adventures and other 2010-themed challenge activities. The event will involve three different divisions (a family division, a youth division and an open division), which will encourage inclusiveness. The event will be held during the week that the international media arrive in the lower mainland for the Olympics and should attract international media coverage and include Olympian involvement. All proceeds will be directed to Right To Play.

Since launching the Challenge for Children program in our community, Surrey's children have shown incredible passion for making a difference in the lives of other children around the world and the sense of community pride is sure to leave a legacy for years to come. There are many leadership teams working actively in our community as we speak in support of *Right To Play*.

They are motivated by helping children around the world and are already engaged in many activities in support of the Right To Play theme “*when children play the world wins*”. The capacity building and outcomes demonstrated from the 2010 Challenge program and partners at the early stages of implementation are very encouraging and will leave a lasting legacy in Surrey beyond the Winter Games.

CONCLUSION

Surrey’s 2010 Challenge for Children and the City’s partnership with Right To Play is an integral part of the City’s 2010 Olympic plan that is intended to provide a broad range of opportunities for community participation while elevating awareness of the important global citizenry and social responsibility objectives in the spirit of the 2010 Winter Games. The launch of the program has been very successful, having been well received both with Surrey’s schools and the community. The program and supporting initiatives will continue to build momentum through to Games-time augmented further by the current work of Surrey’s *2010 BE A PART OF IT* community outreach information sessions.

Surrey’s 2010 Challenge for Children has been developed in collaboration with the Mayor’s Task Force on 2010 and other key stakeholders. This extensive program will engage the community, develop civic pride, create legacies, enhance Surrey’s image, and ultimately spotlight Surrey as a place to invest and do business.

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