

Human Legacies

October 5th , 2009

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A Day to Remember



JULY 2, 2003
VANCOUVER, CANADA

Host City

2010 Olympic and Paralympic Winter Games



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BE ACTIVE

EXPLORE ARTS

EMBRACE LEARNING

INCLUDE EVERYONE

2010 as a Catalyst



If we can win an Olympic and Paralympic Bid, what else can we achieve?

How can we use the Olympic and Paralympic spirit and opportunities as a catalyst to reach new heights in:

- Active, Healthy Living
- Volunteerism
- Sport and Recreation
- Tourism
- Arts
- Literacy
- Accessibility



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Vision - 2010 and Beyond



To create sustainable legacies that will benefit **all British Columbians** as a result of hosting the 2010 Olympic and Paralympic Winter Games.



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We actively **assist communities**
to discover and create unique and
inclusive social and economic opportunities
leading up to, during and beyond
the 2010 Olympic and Paralympic Winter Games.



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Evolution of 2010 Legacies Now



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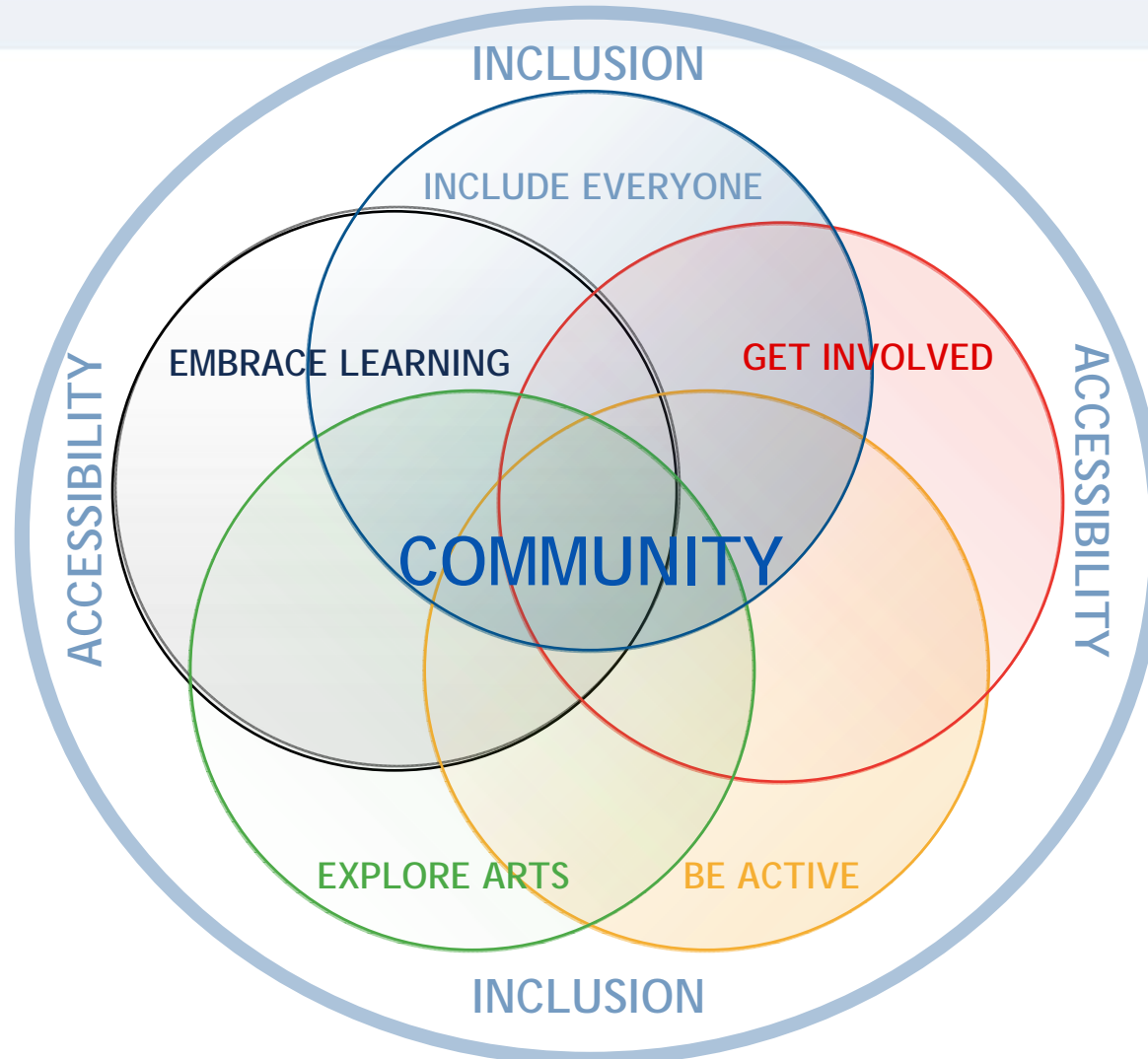
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68% of British Columbians believe it is important for the Games to leave behind a **“Non-Bricks and Mortar”** legacy in their community

Source: Ipsos Reid Poll
January 2005

2010 Legacies Now Promise



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Our Approach



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- **95 community committees representing more than 200 B.C. communities**
- **Committees involve business, political, First Nations, tourism and other key influencers in each community**
- **Building community engagement and sustainable partnerships**
- **Partner: Province of British Columbia**

Local legacies are creating a greater impact than we could have ever imagined. These legacies include:

- **Over 4,000 families learning life-altering lessons in literacy and early childhood learning.**
- **More than 200,000 people participating in new sport programs, creating a legacy of active British Columbians.**
- **95 Spirit of BC committees creating Olympic and Paralympic legacies in their communities.**
- **108 communities improving accessibility for people with disabilities and seniors.**
- **More than 475,000 students making healthy choices through Action Schools! BC.**

Our Impact (cont):



- **99 task groups** working with over 1,000 organizations to improve literacy for people of all ages.
- **Over 420 arts and cultural projects** which engaged British Columbians throughout the province.
- **Over 1,900 organizations** using VolWeb.ca to find volunteers and volunteer opportunities.
- **More than 1,300 high-performance athletes** supported by Game Plan BC and the Targeted Sport Strategy each year, as they strive to reach the national team level.

Over **two million British Columbians** are benefiting from these and other 2010 Legacies Now programs.

"I think 2010 Legacies Now has really provided a new starting point for change...it was like being told that you were allowed to live in this one room with no windows and doors, and then suddenly there were all these windows and doors opening."

Roberta Thompson, co-chair, Campbell River Literacy Now Community Task Force



our legacy
your community
inspiring stories
our partners




**2010 LEGACIES NOW
2010 AND BEYOND**

2010 Legacies Now is working with more than 4,000 organizations and groups across British Columbia to find innovative ways to create lasting legacies leading up to 2010, and beyond. Stories of these community legacies can be found throughout this website - just follow the links to the left or below and be inspired to join us in making BC a great place to live.

OUR LEGACY
Discover more about 2010 Legacies Now

[▶ More](#)

YOUR COMMUNITY
Use the map to find legacies in your community

[▶ More](#)

INSPIRING STORIES
Search for great stories from around BC

[▶ More](#)

OUR PARTNERS
See the partners that make it all possible

[▶ More](#)

Our Partners



2010 Legacies Now works with over 4,000 organizations and groups, from collaborating on projects with us, to taking the lead on programs in the community.

2010 Legacies Now thanks the Province of British Columbia and the numerous partners, sponsors and organizations for their invaluable support.



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Success Factors



- Start early
- Be a trustworthy, consistent partner
- Be a solution provider
- Dream big, start small
- Fill gaps - don't duplicate
- Be willing to let go and share

Success Factors cont'd



- Determine measures and monitor regularly
- Collaboration through partnerships and strong relationships
- A high engagement approach offers the potential for heightened programming outcomes
- Share the stories and celebrate
- Plan for the future, not the present, and...

...Seize the opportunity and create the future!



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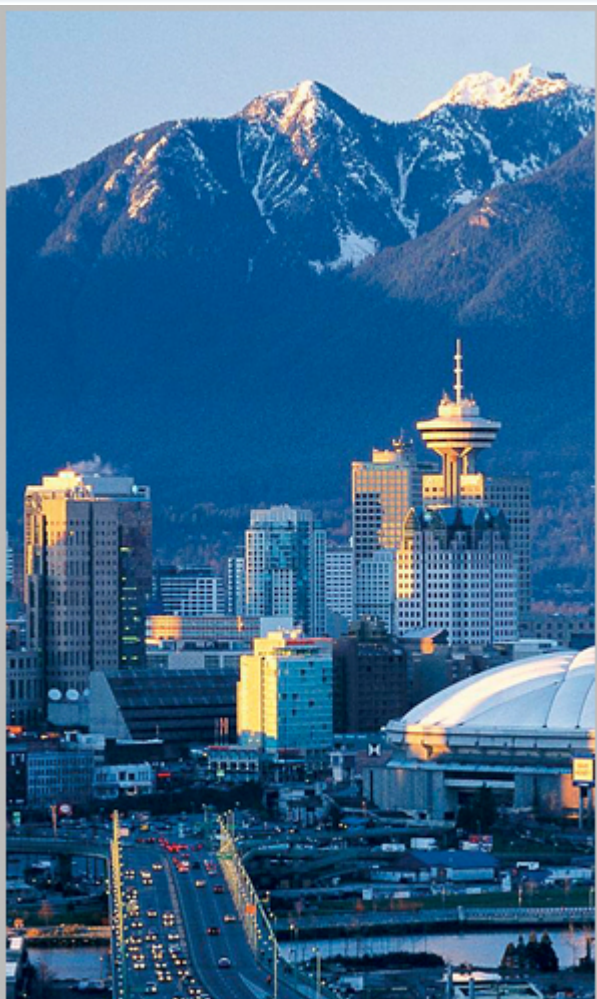
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2010 Games Drive Change



“ 2010 Legacies Now is the first of its kind to use the Olympic and Paralympic Games as a catalyst for change. ”

Dr. Jacques Rogge, President,
International Olympic Committee

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www.2010LegaciesNow.com
www.2010andBeyond.ca