



GIVING ALL KIDS A CHANCE TO PLAY!



SNAPSHOT SPRING 2009

MoreSports is a collaborative partnership initiative that began in 1999 in Vancouver's 3 inner city neighbourhoods as East Van Soccer, as there were insufficient affordable soccer opportunities and program leadership available to the kids in the area to play soccer. The initiative involved several community centres, a neighbourhood house, local schools, recreation organizations, local government, the school district, non-profits, business and a foundation¹.

Today, in 2009, MoreSports involves 7 Hubs encompassing 17 Vancouver neighbourhoods, many partners and thousands of kids participating regularly in sport and physical activity who would otherwise not have the chance to play.

Last fiscal year (April 1, 2008 and March 31, 2009) **4732 kids**, most of whom who would not have played anywhere before, registered and played in **62 hub programs in 20 different sports** and physical activities. They were taught by **677 volunteer coaches donating over 10,000 hours of their time**. As well, **over 20,000 kids were reached through the School Days Program** that allowed them, to try a sport during class at their school, the primary means of promoting participation in that sport hub programs.

More Sports provides sustained sporting opportunities for children and their families in Vancouver neighbourhoods through partnerships focused on Sport Development, Youth Leadership, and Community Capacity Building.

See www.moresports.org for more detailed information including an up to date list of partners, hubs, programs, media resources, videos and personality profiles on participants.

MoreSports is increasing community capacity by simultaneously mobilizing families and connecting children & youth with organized sport and physical recreational opportunities close to their homes. This is accomplished by reducing traditional barriers to activity including high cost of participation, transportation, lack of physical infrastructure, lack of trained coaches and leaders, age appropriate activities, and fear or mistrust of the competitive sport system. This involves changing the way the recreation system traditionally has worked and interacted with the school system and other community agencies.

It specifically is accomplishing this by creating a Hub Model of Service Delivery that focuses on:

- ✓ Community Capacity Building
 - Neighbourhood Outreach and Engagement
 - Parent and Youth Volunteer Recruitment and Training
- ✓ Youth Leadership
 - Integration of existing school based leadership programs into hub sport systems
 - Recruitment and training youth to be community based leaders and coaches of younger kids

¹ Community Centres: Ray-Cam, Strathcona, Britannia, Hastings, Thunderbird, Mound Pleasant, and Riley Park; Kiwassa Neighbourhood House; Schools: Templeton, Britannia, Sir Charles Tupper and Vancouver Technical; Sport Organizations: Sport BC and Vancouver Trojan Football; Government: Vancouver Park Board; Non-Profit: Hastings Community Association, Britannia Community Services Society, and Ray-Cam Community Association; Business: Rogers Sugar and Foundations: McConnell Foundation

- ✓ Infrastructure
 - Create core partnerships between major social agencies – i.e. parks board and school board
 - Partnership identification and integration of many partners in local hubs
- ✓ Sport Development
 - Create sustainable local sport delivery systems that are largely volunteer based but tied to the recreation system
 - Increase awareness of programs and opportunities for involvement
 - Teaching kids skills that foster successful life choices

Context

New patterns of poverty are emerging ²

- The economic gap between the poor and everyone else is widening
- Youth, immigrants (particularly visible minorities) and women are especially vulnerable
- Poverty rates are no longer contingent on economic cycles of boom and recession
- Some sectors are being detached from society with fewer means of getting back
- There is a geographic or spatial concentration of poverty and these are often not where recreation opportunities are offered
- Passes tend to focus on individual and family use rather than organized sport
- Organized sport is an indicator of social inclusion

Barriers being addressed:

- Cultural, linguistic, economic, transportation, systemic and attitudinal issues.

Values

Vision:

Every child in the city, regardless of social or economic background or special needs, will regularly participate in a sport and develop a life-long love of being active.

Mission:

To create sustainable community sport programs, in Vancouver neighborhoods, so that all children and youth have an opportunity to develop fundamental life skills and a love of sport.

Values:

Participation Values:	Organizational Values:	Operating Values:
<i>FUN</i>	<i>COMMUNITY ENGAGEMENT</i>	<i>PARTNERSHIPS</i>
<i>WELCOMING</i>	<i>NEIGHBOURHOOD CENTRED</i>	<i>SYSTEMATIC</i>
<i>SOCIAL</i>	<i>FAMILY BASED</i>	<i>INTEGRITY</i>
<i>ENABLING</i>	<i>VOLUNTEERISM</i>	<i>COLLABORATIVE</i>
<i>EDUCATIONAL</i>	<i>INCLUSIVE</i>	<i>TRUST</i>
<i>MENTORING</i>	<i>INNOVATIVE</i>	<i>ACCOUNTABLE</i>
<i>WELLNESS</i>	<i>SUSTAINING</i>	<i>RESPECT</i>

MoreSports is an organic idea that builds sequentially on successes and creates an infrastructure that learns from its partners as it grows and matures.

² Sommers, J., *MoreSports Context Report*, 2002

Program Description

The program goals are outlined below along with some of the strategies to achieve each:

1. *To provide and promote through local partnerships long term, inexpensive, inclusive, fun, age appropriate, recreational activities for children and youth*
 - a. This is accomplished by having a community-centred approach that is based on the local needs and aspirations and creating a network of organizations that share a common vision organized into a Hub model of delivery structure.
 - b. Opportunities include 20 different sports, with the largest being mini-soccer and fast break basketball, that are also used to draw parents and youth in for capacity building workshops and coach training.
 - c. All MoreSport programs have lower than typical sport programs fees (the entire program is subsidized by grants) and they also use a 'pay what you can' model or a sliding scale for program fees. Families with low incomes pay minimal, token, or no fees. No child is turned away due to lack of funds to pay fees.
 - d. Equipment donations are solicited and equipment is provided at low or no cost to hub sport programs.
 - e. These free or low cost sports activities are delivered cooperatively through the schools, community centres, neighbourhood houses and in partnerships wherever low cost or free space can be found
 - f. School Days programs and workshops introduce elementary school children to low equipment cost sports such as soccer, basketball, volleyball, badminton, and flag football as well as lunchtime intramural sessions.
 - g. Kids at School Days are encouraged to join a 6 to 10 week long sport program in their neighbourhood to have fun and further develop their physical skills.
 - h. Once involved with recreation and sport kids are helped to source opportunity within the traditional sport system/local clubs if they wish to be further involved beyond the opportunity provided through MoreSports.
2. *To create systemic changes to the recreation system*
 - a. This is achieved primarily through the creation of community-based networks or hubs.
 - b. Hubs cut across several neighbourhoods and include multi-sectoral partners.
 - c. Through the partnership approach the responsibility to create programs is shared and the available resources and capacity to respond is broader than it was before as each partner provides some of the resources needed based on their capacity.
 - d. Policy modifications relating to field use were implemented by the school board and served to support the systemic changes for the long term. Currently similar policy changes are in progress with respect to use of school, gymnasiums for indoor sport programs.
3. *To provide local opportunities in inner city areas*
 - a. This occurred by directly involving the community in design, planning and implementation and by working with families to enable them to provide the community infrastructure (i.e. volunteer coaches) needed for young people to play sports on a long term basis.
 - b. This process is ongoing in each hub as all neighbourhoods in Vancouver have kids who for one reason or another face one or more barriers to participation. Only the local community understands the local issues and can work together to remove/solve/accommodate them (with help) locally.
4. *To create more awareness*
 - a. Awareness was initially raised by actively recruiting participants and volunteers, word of mouth by participants, creating an information website, and staff's direct contact with families.
 - b. Basic information brochures and media presentations were developed and distributed through various community centres in 2005.
 - c. The partnership extensively redevelops its website in 2006 and again in 2008.

- d. Promotional brochures, media presentations, information on success stories, and marketing materials are now updated at the minimum of annually and presented as widely as possible to the general public and new potential partners on an ongoing basis.
5. *To build local capacity*
- a. Initially parents, volunteers and youth coaching and leadership skills were taught on an ad hoc and as needed basis. These volunteers were provided with free introductory coach training (various MoreSports partners subsidise the costs). These leader trainees then participated in a mentored coaching situation in a hub based sport program for 6 to 10 weeks. This developed skill sets in those people which in turn contributed to the viability and sustainability of MoreSports programs.
 - b. This ad hoc program has since morphed into a systematic program of youth leadership development run in partnership with the Vancouver School Board and is known as **YELL (Youth Engage Learn Lead)**. On top of parents and adult community volunteers, hundreds of youth are put through dozens of courses each year and placed in mentored local leadership placements supporting MoreSports and other out of school time program annually.
 - c. Hub developers coordinate activities in the hub, including the recruitment of parents/youth/volunteers and child participants through personal contact, brochures and flyers, programming in elementary schools, community centres, and working through the Vancouver School Board community school teams.
 - d. The creation and development of partnerships with other local sport groups is continuing. In many cases these simply did or still do not exist. If they do exist they often do not have the resources or capacity to deal with the influx of new kids and families who do not have the ability to participate in a 'user only pay' fee for service delivery system. MoreSports is working with these groups to find ways to overcome these issues.

Results/Outcomes/Evidence of Successes

- Growth from 3 inner city neighbourhoods in 1999 to 7 hubs involving 17 neighbourhoods in 2009
- A pilot MoreSports and YELL program in the city of Burnaby is underway to see if the model from Vancouver can be moved successfully to another urban area.
- MoreSports School Days program reach over 20,000 kids annually. School days expose kids to sport and physical activity where they are everyday, in their schools, and are designed to educate kids about physical activity and to promote local opportunities to play
- Growth of MoreSports Fastbreak Basketball from 331 kids in 2004-05 to 4732 kids in 62 different programs in 20 sports and physical activities 08-09
- Recruitment, training and certification of over 200 new youth coaches annually with 677 coaches (50% under 19) involved in 08-09
- Multiple major wrap up festivals held each year – the MoreSports World Mini soccer jam in 2008 had over 150 teams with 1500+ kids involved Saturday June 23rd 2008. This project continues to enhance the communities capacity to run events, develop the MoreSports profile and in itself has become a tool to educate the population and potential new funding partners about MoreSports
- Development of a transport system for these kids from the hubs to the central site is stretching the Hub partners to find new ways to do their business
- Pilot project of "Passports to Sports" in Hastings hub in Feb./Mar. 2006 involving Kiwassa Neighbourhood House and Tillicum Elementary for up to 140 kids was taken over by the Vancouver Park Board and is now run as the "Active Adventure Passport Program" for all 91 elementary schools in Vancouver and reaches over 38,000 participants each year.
- New neighbourhoods/schools in Vancouver want to become MoreSports and YELL sites but our ability to grow in these areas is limited by the availability funding to subsidize programs
- In some hubs growth is now limited by access to space more than any other issue

Resources Required

- 1) Programming expertise
 - a) Initially the MoreSports Advisory Committee provided all the expertise and guidance. It was composed of individuals from the Vancouver Parks Board Staff, Community Associations, Sport BC, Neighbourhood houses, and elementary schools
 - b) Currently the Advisory Board provides guidance and expertise on the developing the overall parameters for MoreSports, the growth of hub model, and the systematic development of the various sport programs. It also is charged with creating a sustainable and long-term change in the delivery of recreation and physical activity to individuals who would not otherwise have an opportunity to be involved in a traditional sport system. It seeks additional resources and organizational and funding partners on an ongoing basis. It continues to be composed a wide variety of people from various partners with a core group from the VPB, VSB and Sport BC.
 - c) The MoreSports Planning and Operation Committee now deals with the coordination of the various Hub based programs, coach training workshops, and the annual calendar of activities and events under the MoreSports banner. It relays on the participation of all partners but includes a large degree of expertises drawn from the Parks Board and Community School Teams of the Vancouver School Board and the Hub Developers
 - d) The various Hub Committees are directly responsible for implementation and planning of activities in the local area within the frameworks established by the Advisory Board and P&O Committee. The local Hubs are largely the 'in the field' sources of human networks for recruiting volunteers and providing sport program opportunities for kids. These committees chaired by Hub Developers involve parks board programmers, youth workers, community school team programmers, coordinators, neighbourhood house staff, community sport association/club representatives and other interested parties.
- 2) Financial resources
 - initially the Vancouver Parks Board provided staff, materials, and equipment
 - a) CASH
 - The current large cash based financial partners are:
 - a) the BS Sport Participation Program (BC gov't. and Federal gov't.) via the 2010 Legacies Now Society,
 - b) the Vancouver Foundation,
 - c) the McConnell Foundation,
 - d) the Gaming Commission of BC,
 - e) the TELUS Community Board,
 - f) the Inner City Inclusivity Initiative of VANOC & the City of Vancouver via 2010 Legacies Now Society,
 - g) the Coaches Association of BC provides coach education funds,
 - h) BCRPA provides training subsidies for HIGH 5 courses,
 - i) the BC Soccer Association provides coach education subsidies, and
 - j) various private donors,
 - k) Additional some Hubs receive some direct financial support form the CC Associations in the Hub.
 - Previously funding was received from, True Sport, CKNW and Rogers Sugar
 - Additional corporate and foundation partners are actively being sought on an ongoing basis
 - Funding is used to coordinate the program, develop plans, market to new partners, support the hub developers and hub structures, and to subsidise the training of coaches and volunteers throughout the partnership and hubs – essentially providing a subsidy to all kids in the programs and allowing the low participation fees charged
 - b) IN KIND
 - Very large amounts of in kind resources primarily in the form of staff time and minimal or no charge facility usage (hence essentially funding partnerships) are provided by, the Vancouver Parks Board, the Vancouver School Board, and many of the Community Centre Associations.

Critical Success Factors/Learnings

General:

- A vision of inclusion is fundamental
- Sports activities can be a catalyst for social change and building social capital though social connections, skill development and collective experiences

- Program planning and development require direct involvement by those intending to serve
- Community-centred sports infrastructure is required and needs to harness partnerships between community, sports and governmental organizations.
- Participant involvement does not require “power and performance” for them to feel empowered and competent.
- Kids want to be involved in fun activities
- Not keeping track of scores, using equal playing time as a fundamental operating rule, and having festivals instead of leagues, tournaments, and championships keeps things fun and inclusive and allows all kids to develop their skills while playing and tends to reduce involvement of adults overly focused on performance and winning
- Parents want those activities to be close to home, supervised, safe, and provide positive learning environments that are inexpensive and inclusive of all kinds of abilities, kids and needs

Specific:

- The partnership arrangements are changing the way the recreation system works i.e. building a multi-sectoral base at the neighbourhood level
- The development process must be flexible to reflect and respect local resources
- There is a need for a formalized structure or agreements that supports coordination, accountability, communication and decision-making while enabling flexibility within how it is done.
- It is important to clarify mutual benefits i.e. MoreSports provides programs to the schools and the schools provide direct link to children, families and facilities
- Being community based creates relevant strategies and partnerships
- The VPB played a critical role in contributing staff and facilities in the early stages
- Both the VPB and VSB will need to continue to be Core Partners for MoreSports to be sustainable in the long term
- One-on-one presentations combined with group presentations to key people and service organizations (service providers, social services, co-op housing, schools, PACs, business groups, child care centres, community forums, and meetings) was and continues to be a successful engagement strategy
- Pooling resources to fund a central “coordinator” position and “Hub Developers” (local coordinators with the ability to work with the parks and schools systems) is imperative
- The degree to which site staff are involved with MoreSports working directly with families and children impacts recruitment. Direct and ongoing connections are vital.
- Planning ongoing activities is important to the sustainability of interest and opportunities – Parents/volunteers who run spring outdoor mini-soccer also run indoor soccer in the winter
- Access to cheap transportation and the donation of a van is critical in removing transportation barriers
- Combining fee meals with events activities increased participation in some areas
- Coaching workshops for parents and community members to coach teams are essential to viability and sustainability
- Having the YELL Leadership Training Program as part of the secondary school preparation curriculum has enable the program to further expand much farther than it otherwise could have – kids programs are built in conjunction with the creation of new youth coaches
- Many YELL participants are not traditional sport enthusiasts or jocks
- The creation of Community School Teams and Community School Hubs by the VSB has aided the development of the MoreSports program as the CST opens the doors to the school system in a hub model paralleling the MoreSports Hubs
- The values inherent in the “MoreSports” initiative is attractive to corporate sponsors

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www.moresports.org