



ANNUAL REPORT 2021



INTRODUCTION

A MESSAGE FROM OUR TEAM



The Dare to Believe Olympic Schools Programme has had a very successful year in 2021. With the advent of Covid-19 it meant that we had to re-examine our approach to engaging communities nationwide. Strategically, we needed to pivot in the face of the unprecedented challenges, which also saw the postponement of the Tokyo 2020 Games by 12 months. We are incredibly proud of what we have been able to achieve in 2021 which in some ways far surpassed our expectations.

We thank everyone involved in helping to the Olympic Federation of Ireland - Dare to Believe Schools Programme deliver an incredibly successful 2021 year.

We especially are thankful for the Olympic Solidarity Funding which makes this programme possible in Ireland.

This report aims to highlight the key activities and milestones achieved during this year for the Dare to Believe Olympic Schools Programme with also an update on key priorities for 2022.



Roisín Jones
Programme Manager



Roisín McGettigan
Programme Development



PROGRAMME OVERVIEW

A REMINDER OF WHAT WE ARE ALL ABOUT...



MISSION

The Dare to Believe Olympic School Programmes aims to bring the Olympics to the classroom and inspire young people in Ireland to Dare to Believe in themselves. We aim to drive youth participation in sports by maximizing our Olympic athletes' roles as ambassadors through inspirational workshops in schools.

KEY BENEFITS

- Bringing the **Olympics Into Classrooms**
- **Empowering Olympians** To become effective role models and give back to their communities.
- **Connecting With Community** - Putting world class ambassadors in front of children to help inspire and motivate the next generation.
- Helps the Olympic Brand stay front of mind throughout the Olympic cycle.

DARE TO
BELIEVE



THE NUMBERS

A QUICK SNAPSHOT OF OUR KEY MILESTONES IN 2021



55,110 CHILDREN

Were reached as part of this programme in 2021



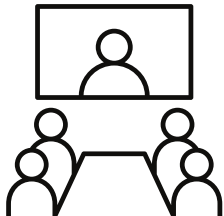
624 SCHOOLS

Were reached and took part in our Olympic Schools Challenge



1837 TEAMS

Were created as part of our Olympic Schools Challenge



50 VIRTUAL VIISTS

Were conducted as part of our Core 5th/6th class programme



18 OLYMPIC AMBASSADORS

Participated in the programme



CHALLENGE SITE & CONTENT

Creation of new challenge site, curriculum and content to compliment

ROAD TO TOKYO

OLYMPIC SCHOOLS CHALLENGE

CONTEXT

In 2021, with the pandemic on-going and the cancellation of the majority of youth sports and sports days, teachers in Ireland were directed to emphasise wellbeing. In support of our teachers we wanted to provide an initiative that was fun and interactive, but above all safe. We developed the Road to Tokyo, an Olympic themed school-wide initiative that challenged students to get the WHO recommended 1 hour of physical activity per day. This also fit in with the IOC, UN & WHO campaign of #HEALTHYtogether

We created the Road to Tokyo Schools Challenge, to bring schoolchildren across Ireland on a fun, virtual journey to help build excitement for the Tokyo Olympic Games. With Covid-19 restrictions still firmly in place at the time, the challenge was an innovative way to connect with young fans virtually across the country.



[Road to Tokyo
Explainer Video](#)



This challenge was open to all primary school aged children (5 years -12 years) and was a separate activation/offering to our Dare to Believe "Core Programme" (typically 10-12 year olds). The great thing about this initiative was that it saw us expand our reach to all primary aged kids and develop an awareness of the Olympic values in the community..



ROAD TO TOKYO

OLYMPIC SCHOOLS CHALLENGE

HOW IT WORKED

"Road to Tokyo" encouraged schools around Ireland to get active and learn more about the Olympics! School teams logged their physical activity which was then converted to a distance to help their team get to Tokyo. There were 5 stops on this interactive road to Tokyo where students unlocked 5 videos, 10 cultural challenges, won prizes and get received messages from our Team Ireland Athletes whilst also learning all about Japan and the Olympics.

Team Progress

ST MICHAELS SPEC SCHOOL

KILOMETERS TRAVELLED

8868km

PROGRESS

65.69% complete

STOPS

Click each stop to unlock a special message and content!

IRELAND

ATHENS

NEW DELHI

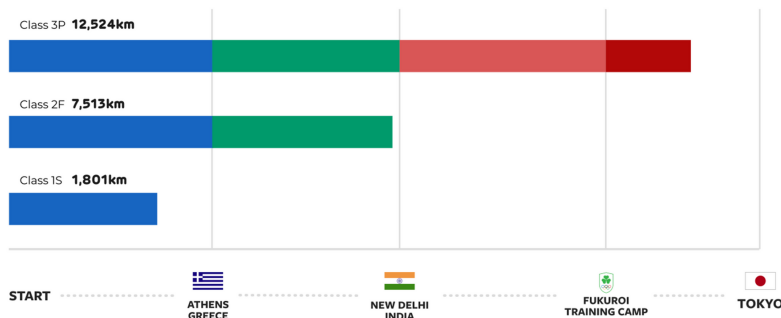
FUKUROI

TOKYO



Fig 1. Interactive progress map displaying journey

School Teams Leaderboard



School Teams also got to track how they were tracking vs. other teams in their school which created an element of fun and competition. In addition to the above teachers had access to 8 PE lessons of activities demonstrated by our Olympic ambassadors!

Fig 2. (Above) School Team Leaderboard
(Below) Screen shots of curriculum on challenge site

Log Activity

Choose activity

How long did it take?

Hours Minutes

How many people took part?

People

How did it feel?



WWW.DARETOBELIEVE.IE/ROADTOTOKYO

Athens Challenges

Challenge 1 : Dare to Design

As you saw on the video, art and design plays a large role in the Olympic Games. The Games need posters, medals, uniforms for all the teams and much more. We know children are very creative. We would LOVE to see some designs from you! You can use our templates or make your own.

Choose from the following options:

- Design an Olympic poster for Tokyo 2022 or an Imaginary Games.
- Design a medal for the winners of each event. What would you include on the medal?
- Design the Team Ireland Uniform for your favourite event.

Scan and send us what you create and you could win a prize for your school! info@daretobelieve.ie

New Delhi Challenges

1. Chopsticks Balance Relay

The challenges at this stop are helping you to prepare for going to Japan. In Ireland we use knives and forks to eat, but in Japan they use chopsticks! You'll need to eat when you're there, so getting used to using chopsticks is important :)

Part A: First things first, learn to use chopsticks!

Show your students how to use chopsticks. Students will each get two of their own pens or pencils and follow the instructions below to practice using their chopsticks (generally).

How to use Chopsticks

RESULTS -ROAD TO TOKYO

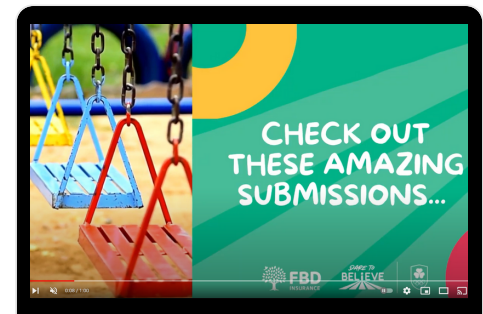
OLYMPIC SCHOOLS CHALLENGE



[VIEW ROUND UP VIDEO OF ROAD TO TOKYO](#)

- We engaged 3 athlete ambassadors at launch, while a further 18 Olympic athletes involved in the overall 'Dare to Believe' programme also promoted the journey. Nine influencers came on board, with a combined Instagram following of over 128 thousand.
- We also succeeded by engaging Sport Ireland, while two webinars held saw a network of over 20 Local Sports Partnership Coordinators attending.

- We had a target of 200 schools to sign up for our challenge. This was exceeded as we secured **624 schools** signing up. This comprised of 1,837 teams of 30 children per team on average, resulting in a massive **55,110 children** in total taking part in the challenge.
- We hosted two webinars with the teacher community which was well received.
- We also secured support from the Active Flags Programme and a high level of engagement from the Educate Together National School network.



Click for video examples of submissions we received from schools around Ireland

155,000

Children reached as part of the challenge

624

Schools participated around Ireland

100%

Of teachers participating said they enjoyed it and would do another challenge again with us

CORE PROGRAMME

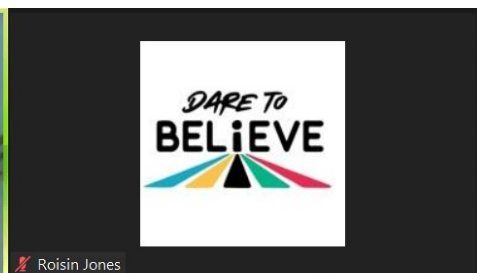
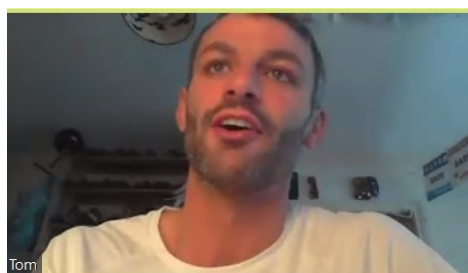
A LOOK AT HOW OUR CORE 5TH/6TH CLASS PROGRAMME WENT

ABOUT

The Dare to Believe Olympic Schools Core Programme aims to inspire and increase youth participation in sports, by maximizing our Olympic athletes' roles as ambassadors. This core programme is aimed at 5th/6th class primary schools children (aged approx 10-12 years). This is done through inspirational workshops (mostly virtual in the last 18 months) in schools across Ireland, where the Olympian will share their own individual stories of dedication, resilience and determination.



In addition to the visit, the school will receive a 5 Module Resource pack that teachers can use to introduce Olympism and teach students about the Olympic values. These 5 Olympic Modules will prepare the school for the Olympic ambassador's visit with the aims of leaving a lasting impact on students. All schools that complete the 5 Ring module will receive an Irish Olympic Flag.



CORE PROGRAMME

RESULTS FOR 2021

RESULTS

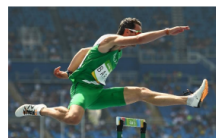
- We set ourselves a goal of conducting 40 virtual visits given the Covid restrictions, we have now hit that goal successfully. Given it was Olympic year in 2021 we strategically put a large emphasis on the Road to Tokyo Challenge with a key focus on reach and awareness which was definitely achieved.
- Given that we were operating in a virtual environment we ensured our Athlete Ambassadors were trained to conduct effective online virtual meetings via zoom. We also developed additional collateral to support the virtual visit such as creating pre visit videos from each of the athletes to get the kids excited about the upcoming visits. We have created a 1 page factsheet on each athlete that we also send to the school prior to the visit. In this way the students can research and learn more about the Olympic ambassador that is due to join them. Lastly, we created new "virtual friendly" games for the ambassadors to do with the class that was safe and effective in this online virtual environment.
- Schools were primarily closed in Ireland due to Covid 19 in the early part of 2021 so we were only able to conduct visits during May 2021 and June 2021 and then in the Autumn Term of 2021 (Sept-December). Despite all of this we conducted 48 athlete focused workshops during this time which was a great success.



Quick facts

Home town: Dromore East, Waterford
Favourite food: Steak and chips
Favourite movie: Anchorman
Favourite music: Electro
Childhood heroes: My parents
Favourite athlete: Rob Heffernan
Most rewarding moment in sport: Athletes have to sacrifice a lot. When the hard work pays off, especially at a major championships like an Olympics, there is no better feeling!
Talents other than sport: I am quite mechanically minded and enjoy working with my hands so will happily throw myself into any kind of DIY project.

Thomas Barr was born in Waterford in 1992. He was always a lover of the outdoors and tried most sports throughout his youth. He started athletics at the age of 8, and stuck with it as he made great friends in his club, Ferrybank AC. While he had a little success as a juvenile athlete, it was not until Thomas joined his current training group with coaches Hayley and Drew Harrison in UL, that he really started to excel and move up the ranks in the 400m hurdles. Since then, he has broken numerous Irish records and represented Ireland across the world, having fun in the process!



Highlights

Personal Best: 47.97 Irish Record
2018 European Athletics Championships: 3rd Place
2016 Rio Olympics, 4th Place
2015 World University Games, 1st Place

Links

<https://www.athleticsireland.ie/news/thomas-barr-wins-gold-at-world-university-games>
@tombarr247



A LOOK AHEAD...

PLANS FOR 2022 AND BEYOND

ROAD TO BEIJING

We are in the process of building a road to Beijing challenge to line up with the Winter Olympics from Feb 4th to Feb 20th with a launch date on Jan 21st. We are working on creating the video content, website and curriculum for this.

 [Explainer Video Link](#)

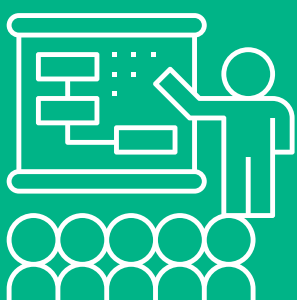
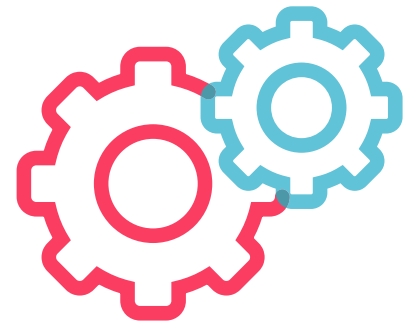


SITE ENHANCEMENTS

We are scoping out improving our site, scheduling etc particularly to tie in with the launch of the secondary school curriculum (as this is mostly online). This is something we are going to tackle post Road to Beijing in the new year

SECONDARY SCHOOL

This is being tested by a core group of transition year (approx 15/16 year olds) teachers at present. We are aiming to launch this around April/Easter time. This is a good time for schools to be planning their Transition Year modules for September 2022 onwards. Our Secondary School offering will include our Olympic Values Curriculum, a physical Challenge and then an athlete ambassador visit.



NEW AMBASSADORS

We will look to engage additional ambassadors in 2022 and run a training day (possibly in March/April 2022).