



# DARE TO BELIEVE

## *ANNUAL REPORT 2022*



Team Ireland



Proud title sponsor

**permanent tsb**



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# A MESSAGE FROM *OUR TEAM*



The **Dare to Believe Olympic Schools Programme** has had another very successful year in 2022. We kicked off the year with the Road to Beijing Olympic School Challenge which saw 22,000 kids engage in the physical and cultural activity challenge to coincide with the Winter Olympics. Furthermore, we had our first online webinar that reached over 5000 children for a Q&A with two Winter Olympians Live from the Olympic Village in Beijing.

In March, we on-boarded 14 new ambassadors bringing our total ambassador count to 28 athletes. The new athletes included superstars Olympic medallists **Eimear Lambe** and **Aifric Keogh** along with Olympic and Paralympic athletes from 9 different sports.

In May, we announced **permanent tsb** as our title sponsor and launched our new interdisciplinary Olympic Values Transition Year Programme. We had hundreds of secondary school teachers register and we hosted a webinar for prospective teachers. The new programme release coincided with the launch of new website that hosts all of our programme resources.

Our core primary programme ran throughout the Spring term and included **50 ambassador visits** who engaged with approximately 3,000 students. We also ran 4 promotional visits and during these special visits, schools were gifted needed sports equipment.

The Autumn term of Dare to Believe Ambassador visits were booked up in under 15 minutes on our new custom visit management platform. The 50 visits included the happy return of ambassadors going back into schools to the delight of students and ambassadors alike. This term also included the first of our **Transition Year visits** which were also overwhelmingly positive for all involved.

Other highlights from the term was the involvement of Dare to Believe in the **Transition Year Expo** at the Sport Ireland Campus where 4000+ students attended and got to engage with our ambassadors through Olympic Sports demonstrations, panel discussions and talks.

One new offering we are delighted to have added for our Olympic Education Community was the **Olympians Live! Webinar** with Olympic medallists Aifric Keogh and Eimear Lambe. We had approximately 12,000 students join the primary and secondary webinars.

The Dare to Believe team of Roisin McGettigan-Dumas OLY and Roisin Jones were honoured to be asked to join a select group of Olympic Education programmes from around the world at the IOC HQ. Later in the Autumn Roisin McGettigan-Dumas OLY was invited back to become a new member of the IOC's Educational Commission.

We want to thank everyone involved in helping the Dare to Believe Olympic Schools Programme to deliver an incredibly successful 2022 year.

We especially are thankful to our super star ambassadors, teacher consultants, sponsors Permanent TSB and the IOC 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 2023.

**Róisín McGettigan-Dumas OLY + Róisín Jones**  
Dare to Believe Team

**14**  
NEW  
AMBASSADORS  
IN 2022

**28**  
TOTAL  
AMBASSADORS

**100**  
AMBASSADOR  
VISITS

**49,065**  
STUDENTS

**704**  
SCHOOLS

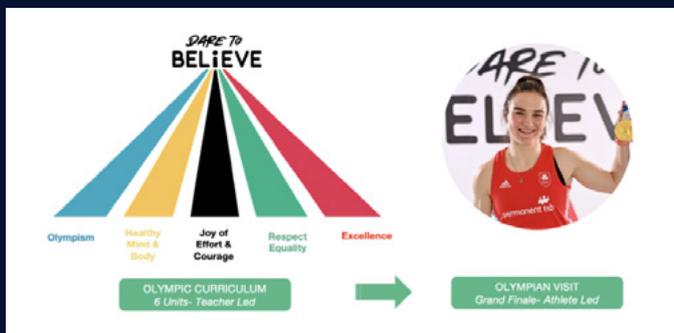
**27**  
COUNTIES  
REACHED  
IN 2022

# PROGRAMME **OM** OVERVIEW

## MISSION

Dare to believe brings the Olympics to the classroom and inspires students to Dare to Believe in themselves. We do this through our core primary and secondary school Olympic Values programmes that culminates with a live inspirational Team Ireland Olympic Ambassador workshop. In addition we run Olympic School Challenges and Olympian Live! nationwide webinars that allow us to promote Olympics + Paralympic sports and values to a wide audience.

## CORE PROGRAMME



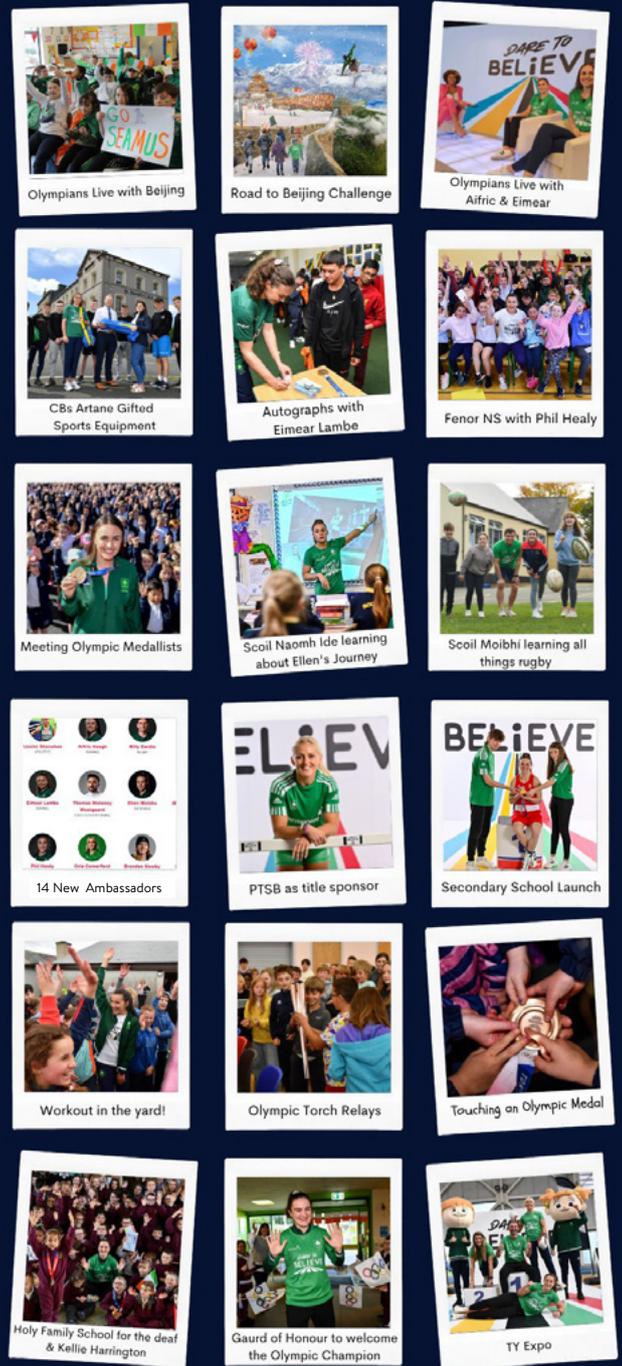
## KEY BENEFITS

✓ **Brings the Olympics Into Classrooms** - spreads the Olympic spirit through Olympic Values Education and live interaction with Olympians and Paralympians.

✓ **Empowers Olympians** - Ambassadors become effective role models and give back to their communities and sports.

✓ **Connects With Community** - We put world class ambassadors in front of children all over Ireland to help inspire and motivate the next generation to engage with Olympic sports.

✓ **Building the Olympic Brand** - Our school programmes engage hundreds of schools every year and this helps the Olympics stay front of mind throughout the Olympic cycle. We also value our athletes by supporting them as ambassadors, giving them training and compensating them for their time.



*“It’s genuinely one of the most fulfilling things I do with my time, and brings me a lot of fun, joy and also motivation to hear how much these kids really look up to us as Olympians.”*  
**Thomas Barr**



MEET THE

# AMBASSADORS

## NEW AMBASSADORS

The expansion of the programme to post-primary schools also included the addition of fourteen exciting new ambassadors who we've trained to deliver their story to classrooms, imparting insights on their sporting journey and sharing tips on how to deal with challenges, demonstrating examples of their resilience. The ambassadors list now ranges from Olympic hopefuls to Olympic and Paralympic medallists, including Olympic Champion Kellie Harrington, Olympic bronze medallists Aifric Keogh and Eimear Lambe and Paralympic silver medallist Nicole Turner.

**28**  
OLYMPIC  
AMBASSADORS

# DARE TO BELIEVE





*“I want to give kids what I have had in my sporting career, and I want to let them know that believing is achieving. That anything is possible once they believe. Through the Dare to Believe programme, as ambassadors, we can show them the power of believing in their dreams, and that if they dare to believe they can achieve something positive in their lives, be it an actor, a singer or a sports star.”*

**Kellie Harrington, Olympic Champion & Dare to Believe Ambassador**

Harrington has been a Dare to Believe ambassador since the launch of the programme in 2019 and is passionate about inspiring communities and school children around the country.

## OUR AMBASSADORS



**Marcus Lawlor**  
BOXING



**Sarah Lavin**  
ATHLETICS



**Thomas Barr**  
ATHLETICS



**Kellie Harrington**  
BOXING



**Brendan Boyce**  
ATHLETICS



**Michelle Finn**  
ATHLETICS



**Oliver Dingley**  
DIVING



**Roisin Upton**  
HOCKEY



**Shirley McCay**  
HOCKEY



**Sarah Quinn**  
ATHLETICS



**Shane O'Donoghue**  
HOCKEY



**Grainne Walsh**  
BOXING



**Sive Brassil**  
MODERN PENTATHLON



**Nicole Turner**  
PARA-SWIMMING



**Greta Streimikyte**  
PARA-ATHLETICS



**Clare Cryan**  
DIVING



**Louise Shanahan**  
ATHLETICS



**Aifric Keogh**  
ROWING



**Billy Dardis**  
RUGBY



**Philip Doyle**  
ROWING



**Eimear Lambe**  
ROWING



**Thomas Maloney Westgaard**  
CROSS COUNTRY SKIING



**Ellen Walshe**  
SWIMMING



**Monika Dukarska**  
ROWING



**Phil Healy**  
ATHLETICS



**Orla Comerford**  
PARA-ATHLETICS



**Danielle Hill**  
SWIMMING



**Rachel Timothy**  
PARA-CYCLING TRACK

KEY 2022

# HIGHLIGHTS



**704**

SCHOOLS REACHED INCLUDING 100 OLYMPIC SCHOOL VISITS

**49,000**

KIDS REACHED VIA PROGRAMME



**27**

COUNTIES IN IRELAND REACHED VIA PROGRAMME



LAUNCH OF NEW SECONDARY SCHOOL CURRICULUM WITH ~278 TRANSITION YEAR CLASSES REGISTERING

**16,930**

ATTENDEES OF OUR 3 X OLYMPIAN'S LIVE! WEBINARS



**14**

NEW AMBASSADORS TRAINED



CREATION AND OPERATION OF THE FIRST WINTER OLYMPIC CHALLENGE "ROAD TO BEIJING"



# ROAD TO BEIJING

## CONCEPT OVERVIEW

The 2021 Winter Olympics were held in Beijing from February 4th 2022 until February 20th 2022. We sought to create awareness of the Winter Olympics and snow sports with school aged pupils in Ireland. In a similar vein to the “Road to Tokyo” Schools challenge we aimed to create a virtual physical and cultural challenge over 2 weeks which encouraged schools to get active and learn more about the Winter Olympics.

A key positive about this initiative is that it helps address the low activity levels of children in Ireland ( identified in the National Health and Physical Activity plan). So by getting an hour a day which we are encouraging kids to do it will help reverse this statistic and achieve the WHO recommendation of 60 mins of activity per day.

## HOW IT WORKED

School teams logged their physical activity which was converted to a distance on their virtual journey to Beijing. There were four stops on the interactive road where students unlocked new activities, whilst also learning all about Beijing and the Winter Olympics.

Activity included games on the school yard, PE, sports and activity at home. We provided Winter Sports and Chinese themed physical education resources at each stop. We were delighted to include adaptations for the PE games for students with disabilities using the tree model. The TREE model is one of a few widely used adaptation models that serve as memory tools to help consider different aspects of a physical activity to facilitate inclusion of students with disabilities.

### Activities included the following:

- Ball Games
- In the water
- Move & Dance
- On the wheels
- Playground
- Walk and run
- Adventure
- Housework/gardening
- Other eg. Winter Games, Indoor games



WATCH VIDEOS OF THE COLOURING COMPETITION



WATCH VIDEOS OF THE SCHOOL SUBMISSIONS



# OLYMPIC SCHOOLS CHALLENGE

**650+**  
SCHOOLS

**22,000**  
STUDENTS

**197,247**  
15 MINUTE PHYSICAL  
ACTIVITIES RECORDED

## TEACHERS REPORT ON THE OLYMPIC SCHOOL CHALLENGE:

- WOULD HIGHLY RECOMMEND THE CHALLENGE
- INCREASED STUDENT PHYSICAL ACTIVITY LEVELS
- INCREASED STUDENT MOTIVATION TO BE PHYSICALLY ACTIVE



*“The best parts were the PE Resources, the info video links, the progress map and the zoom with the athletes in Olympic Village. Also, the excitement of the children when they logged their activities each day. It was an excellent programme, easy to implement and very enjoyable for both teacher and students.”*

**Teachers from around the country**



# SECONDARY SCHOOL

# PROGRAMME LAUNCH

In April 2022, we expanded our Dare to Believe programme offering by launching our new TY post primary school programme, After developing and testing the programme for over a year, we were thrilled that 383 secondary schools teachers immediately registered for the programme.

The TY programme includes a 6 unit-curriculum that is based on the Olympic & Paralympic Values and is coupled with an Olympic Ambassador visit.

## Transition Year Programme



### RING 1: OLYMPISM

Students learn about the history of the Olympic & Paralympic movements, values & sports role in the Global Goals



### RING 2: HEALTHY MIND & BODY

Students explore the variety of sports & body types, mental & emotional health, the benefits of sports & more



### RING 3: JOY OF EFFORT + COURAGE

Students reflect on their own interests and strengths, define & discuss courage in action.



### RING 4A: RESPECT

Students examine the importance of respect for self, others, competitors and the environment.



### RING 4B: EQUALITY

Students learn about the inequalities many of the worlds population face due to physical impairments, gender, sexual orientation, socio economics.



### RING 5: EXCELLENCE

The final ring dives into the athletes mindset & students will set goals and complete other sport psychology exercises that cover growth mindset & resilience. Students will review the programme & take the Olympic values quiz.



Thank You

*“The highlights were the Ambassador visit and the introduction to the sociology/ psychology and political elements of the Olympics.”*

Gobnait Uí Shé  
Coláiste Iósaf Kilmallock,  
Co. Limerick



# DARE TO

# BELIEVE



*“Overall this is an excellent programme and compliments to those who put it together. Very engaging programme, greater understanding of commitment of elite athletes. Greater understanding of the benefits both physical and mental of physical activity and a great programme to encourage students to engage better with their well-being.”*

**Dara Mc Dermott,**  
Our Lady's Grove

We developed the classroom based curriculum was developed in conjunction with teachers, a mental health counsellor and sports psychology consultant. It explores important topics through the lens of sport:

- **the positive impact of sport on society as a whole**
- **it's role in the sustainable development goals**
- **personal well-being and motivation**
- **important topics such as respect, equality and online harassment.**

The curriculum encourages dialogue around key subjects such as **mental health, racism, psychology and sociology** in an age appropriate and relevant way.

We provide all the resources teachers and students need for the classroom based programme: online presentations, printable teacher worksheets and student worksheets for no cost.

Autumn 2022 saw the first cohort of schools rolling out the programme and it is currently being taught by PE teachers, Guidance Counsellors and by other teachers looking for something different for their TY students. Our ambassadors have enjoyed working with this older population and teachers are reporting that students are enjoying the programme and visits.

# CORE PROGRAMME AND ACTIVITIES

## OVERVIEW

The Dare to Believe Olympic Schools Core Programme aims to inspire and increase youth participation in sports, by maximising our Olympic athletes roles as ambassadors.

This core programmes are aimed at 5th/6th class primary schools children (aged approx 10-12 years) and now also TY students (aged approx 15-16 years old). This is done through inspirational workshops by Olympic and Paralympic ambassadors going in schools across Ireland, where the ambassadors will share their own individual stories of dedication, resilience and determination.

In addition to the visit, schools receive a 5 Module Resource pack that teachers work through with students to introduce Olympism and teach students about 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. Primary schools receive physical copies of the resources whereas the TY/secondary school resources are hosted on our website and include presentations, teacher and student worksheets. The core programme curriculum was co-created with teacher's input and help teachers cover.

## RESULTS

We set ourselves a goal of conducting 100 visits per school year. The Spring term were mainly still remote virtual visits but by the Autumn athletes and students alike were delighted to be able to go back in-person and we had over 50% of our visits in-person. We will be keeping the virtual visits too because they have been well received and they allow us to engage internationally based Olympians and also they allow us to reach schools all over the country.

**50%**  
OF OUR VISITS  
WERE IN-PERSON



FENOR NATIONAL SCHOOL, TRAMORE  
WITH OLYMPIAN PHIL HEALY



SCOIL MOIBHÍ LEARNING ALL THINGS RUGBY  
WITH OLYMPIANS BILLY DARDIS



SCOIL NAOMH IDE LEARNING ABOUT  
OLYMPIAN ELLEN WALSHÉ



HOLY FAMILY SCHOOL FOR THE DEAF  
& OLYMPIC CHAMPION KELLIE HARRINGTON



“One of the best parts of being an Olympic athlete is being an ambassador for this programme. I’ve learned that the Olympic is so much more than sport. The Olympic values are something that children can engage with in their every day lives to guide them on their path to success in whatever that may be.”

Aifric Keogh

“The ambassador visit was such a fantastic day for the school, especially for the class involved in the programme. Sarah was so obliging with her time and she really connected with the children.....the programme is very worthwhile and I would have absolutely no hesitation in recommending it to other schools and teachers.”

Mike Fitzgerald, Herbertstown NS



# OLYMPIANS LIVE!

Due to the high demand on ambassador visits that far exceeds our budgetary capacity to give everyone a visit, we decided to run an Olympians Live! webinar to let students from all over Ireland join two of Ireland's biggest sport stars, Olympic bronze medallists from the Tokyo Olympics, rowers Aifric Keogh and Eimear Lambe.

On Wednesday, November 16th, we hosted their first official Olympians Live! nationwide webinar event for both primary and secondary schools. Over 12,000 students tuned in from all over the country to meet Aifric and Eimear. The two 30minute shows were hosted by TV personality and activist Emer O'Neill and they welcomed students from six schools ask the Olympians questions live.

Reviews of the webinar reported that students loved having live access and interaction with the medallists; learning about the athletes lives, training routines (they can weight lift the equivalent of a panda!!) , the importance of teamwork, information about the sport of rowing and how they came back from injury and defeat. The rowers were described as inspirational!



## A SPECIAL MENTION TO SOME OF THE SCHOOLS WHO JOINED US LIVE TO ASK QUESTIONS BELOW.

### PRIMARY SCHOOLS

- Presentation Primary School in Fermoy Co. Cork
- Mary, Help of Christians Girls National School, Ashton, Dublin
- Scoile Einne, Spiddal, Galway
- St.Patrick's NS, Wicklow Town, Co.Wicklow

### SECONDARY SCHOOLS

- Ursuline Secondary School, Blackrock, Cork,
- Colaiste Iosaef, Kilmallock, County Limerick
- Presentation Secondary School, Clonmel, Co. Tipperary
- St. Peter's College, Wexford



# A LOOK *AHEAD...*

## *PLANS FOR 2023 AND BEYOND...*

- 2023 includes new star ambassadors - coming soon!
- 100 + school visits
- Olympian's LIVE!, nationwide webinars
- Road to Paris Olympic School Challenge development
- Dare to Believe Community programme
- Translation to Gaeilge
- TY Physical Activity Resources + Olympic Movement breaks



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# DARE TO BELIEVE

PROGRAMME SINCE 2019



**41**

AMBASSADORS



**235**

SCHOOL VISITS



**115,845**

STUDENTS REACHED



**1,463**

SCHOOLS ENGAGED



**27**

COUNTIES

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