SOGO Active

- SOGO Active is designed by Coca-Cola Ltd., ParticipACTION, and an Advisory Committee of youth and organizations to help young Canadians between 13 and 19 to become more active by creating a physical activity movement by and for youth.

- Grants available for youth to implement youth lead activities that encourage and increase physical activity levels in youth.

- www.sogoactive.com
Sogo Calgary formed in the fall of 2008 when the opportunity for a team of youth to run with the torch was presented to Calgary. The approach of Sogo Calgary was to share the opportunity with many organizations and work collectively.

“SOGO Calgary exists to bring agencies and young people together to increase youth physical activity levels and to participate in the Olympic Torch Relay in 2010”
Shared Beliefs - The Model

- Organization involvement
- Youth involvement
- Activities youth driven
Goals

- Meet monthly with the youth involved and participate in physical activity experiences.
- To highlight the strengths and opportunities each participating organization brings to the partnership.
- To help promote and facilitate involvement with SOGO Active from Calgary youth and organizations.
- To provide leadership development opportunities for the youth involved in the program.
The Organizations

SOGO Calgary consists of 20 participants from a number of organizations:
- Boys and Girls Clubs of Calgary (4 youth)
- YMCA Calgary (3 youth)
- ARPA (3 youth)
- City of Calgary - Recreation - Village Square Leisure Centre (4 youth)
- City of Calgary - Community and Neighborhood Services - West area (3 youths)
- Child and Youth Friendly Calgary (4 youths)
Communication / Accountability

- Steering Committee
  - Communicate organizations vision of involvement within SOGO Calgary
  - Provide support to leaders in planning and executing monthly meetings
Leaders
- Provide direction to youth participants for the planning of monthly meetings
- Attend monthly meetings
- Communicate issues/concerns with other leaders
- Provide support and encouragement to participants to complete expectations
Youth Participants
- Attend meetings regularly
- Actively participate in activities
- Create an account on SOGO Active and log in for a minimum of 10 weeks
Monthly Activities

- Youth were involved in the planning and executing of each monthly event. The youth learned valuable skills, abilities, and about all the organization involved.

- Many of the activities included a team building component.
SOGO Video – Monthly Activities
The Torch Run

- All of these activities lead to the big day: January 19th, 2010
- 130 supporters, which included family and friends in Chestermere where SOGO Calgary’s segment of the Torch run took place
- The group brought the Torch 1 kilometer closer to the 2010 Olympic Games in Vancouver
Challenges

- Coordination between the organizations and managing differing organization objectives and mandates
- Forming and maintaining a group
- Staffing Changes
Keys to Success

- Agreed to terms of Reference
- Ongoing communication through Sogo news
- Monthly leader meetings via teleconference
  - Organizations were meeting their objectives
- Organization Support (financially and in kind)
- Sogo Leaders engaged the youth
SOGO Calgary

The Journey is the reward

Chinese Proverb
Intended Outcomes

- Youth Leadership/Confidence Building
  - Volunteer experience
- Understanding of resources/opportunities of different organizations
  - Youth jobs
  - Summer Programs
- Adult/Youth Relationships
  - Connecting one youth to a different facility
- Leisure Education
  - Horseback riding, mountain biking
Additional Outcomes

- ARPA award
- Youth Awards in their own communities
  - Youth volunteer of the year award
- Friendships
  - Integration of diverse youth (ages, socioeconomic, leadership skills, geography, etc...)
- Memories
- Family Support/Involvement
  - 130 people attended on the day of!!!
- Organizational relationships
  - Aboriginal Conference YMCA
The Torch Run - Video
Thank you!

Any questions?