

# MORE THAN GOLD

## 2014

The Commonwealth Games are coming to Glasgow in 2014 and will provide a great opportunity for churches to serve and witness to their communities, the organisers, athletes and the many visitors who will attend the event. We want churches and the wider Christian community to be able to respond to those opportunities with one voice and More than Gold would enable that aim to become reality.



Supported by the Church Leaders of Glasgow

“Even if a unity of faith is not possible, a unity of love is” - **Hans Urs von Balthasar**.

More than Gold in Scotland will give churches the chance to come together for the benefit of the people and the communities they seek to serve and to love. It will enable each individual to use their own gifts and skills in a way that will benefit the church, the city and the nation. The 2014 Commonwealth Games provide a unique focal point to unite the various branches of the church and make them stronger. It will require a lot of time, commitment and effort but the legacy could be felt for many years to come. You are being asked to read through this proposal and whilst doing so think how you and the denomination or organisation you represent could contribute to this ambitious plan.

## **WHAT IS MORE THAN GOLD?**

More than Gold is a well recognised brand which has been used all over the world as an interdenominational flag under which the Christian church has been able to respond to major sporting events. It provides a means for having a clear interface between the event organisers and the churches and enables a local focus with international recognition.

How it all began

The Christian community has been involved with the world's major sporting events for over 40 years. In the early years denominations and agencies mainly worked independently of each other.

Then in the 80's and early 90's a number of sports mission agencies helped the local churches develop partnerships. These made it possible for the churches to offer a wide range of officially sanctioned initiatives including –

- Giving out water to the crowds
- Hosting athletes' families
- Providing chaplains in the athletes' villages
- Staging events with creative arts performers
- Contributing translators and literature resources

Then came More Than Gold

In the build up to the 1996 Atlanta Games an umbrella Christian agency, Quest Atlanta, saw the need for a uniting name and identity.

This would provide –

- A flag for faith-based outreach, hospitality and service without overstepping any denominational or doctrinal boundaries
- An interface between the sports event's organising committee and the churches

As a result, the name 'More Than Gold' has been used by the Christian community since the 1996 Atlanta Summer Games for events including –

- Commonwealth Games
- Pan American Games
- All-Africa Games
- Indian Ocean Games
- Olympic Games and Paralympics

This has led to the churches playing an ever increasing role in assisting the official local organising committee to implement programmes associated with the Games.

## **THE BRAND**



The actual brand, More than Gold, is one of the main strengths in adopting this approach to respond to the challenges and opportunities that the Commonwealth Games will bring. It has been used to successfully overcome denominational and doctrinal boundaries in the past and has become recognised by event organisers. In London, goodwill towards More than Gold has led to responsibility for key areas of the programme, such as hosting athlete's families, being given over entirely to More than Gold.

**The brand is owned by the International Sports Coalition (ISC) which is an international relational network, based in the US, formed in 1985 to help the different spheres of sports interests interact with each other.** The ISC has two divisions that oversee the use of the brand around the world. The first is the Major Sport Events Host Partnership (MSEHP) division that coordinates the use of the brand in a host country for a Major Sporting Event. The second division, the Major Sport Events Partnership (MSEP) oversees the use of the brand on resources distributed worldwide in conjunction with major sporting events.

The MSEHP appointed Christians in Sport (CIS) in 2000 as the designated holders of the brand if and when a major sporting event occurs in the U.K. With the permission of the MSEHP Council, CIS has the right to bestow the authority to use the brand to a third party agency that is created to coordinate the outreach for a multi sport major event. It should be noted that this third party must be an ecumenical group and be inclusive of all Christian agencies and denominations. The main criteria for being part of this ecumenical group is that each agency/denomination must be able to agree in principle to the Apostles Creed.

Before authority to use the brand is given to the third party agency the third party group must provide documentation that they are in the process of gathering a cross denominational group together. This proof can be given in the form of meeting notes which include the names of those denominations and agencies listed.

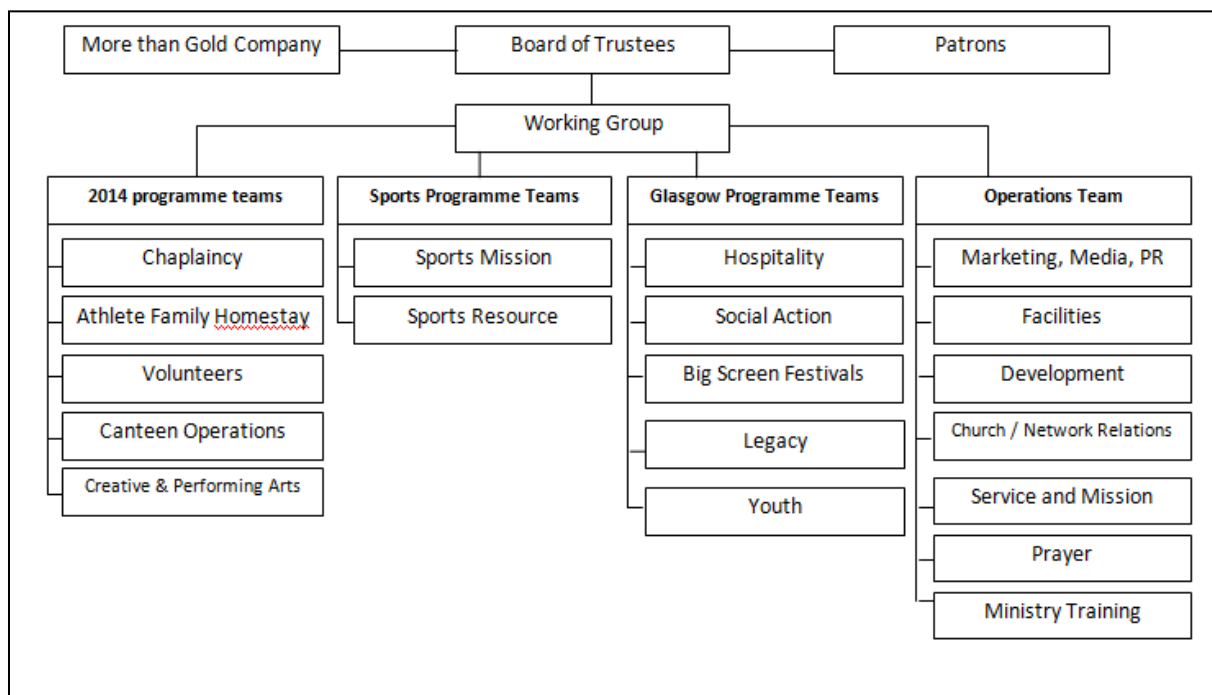
Technically More than Gold London has been authorised to use and protect the brand through the end of 2012 for use with the Olympics and Paralympics. From now until the end of 2012, only More than Gold London can give permission to use the brand. More than Gold London is happy to give permission to the churches in Scotland to use this brand for the 2014 Games. At year end 2012, it will then be up to CIS (acting as the ISC's agent) to give permission and authority to promote the brand during the Commonwealth Games outreach throughout the U.K.

## **DEVELOPING A PROGRAMME FOR SCOTLAND**

Each location is responsible for developing its own programme and to a great extent the programme that might be created is limited only by our imaginations however appendices 1 and 2 provide examples of activities from previous games to give an idea of what can be done.

## **HOW WOULD MORE THAN GOLD IN SCOTLAND BE STRUCTURED?**

A possible structure for More than Gold is set out below, showing the areas and types of activity that can be undertaken. The principle is that there are teams leading different activities and this will be based on their own current areas of interest. The structure is based on that currently being used in London and which was previously used in Vancouver:



## GETTING ORGANISED

The key parts of the organisational structure are explained below:

- The Company

The intention would be to incorporate as a charitable company limited by guarantee or a Scottish Charitable Incorporated Organisation with the Church Leaders of Glasgow and Evangelical Alliance being the company members.

- Board of Trustees

The Board of Trustees would have full authority and oversight for the activities of the charity and each year would join with the company at an AGM.

- Patrons

The patrons would include leaders of the main Christian denominations and Christian agencies as well as leaders in industry, politics and sport to give added credibility, accountability and authority.

- Working Group

The working group will oversee the teams that will deliver the programmes and will be made up of representatives from denominations and organisations. **These individuals should, at least, have a specific Commonwealth Games focus within their job remit to ensure that they have the resources to contribute fully to the work of the executive committee.**

- Programme Teams

One of the most important functions of More than Gold is to help denominations, missionary and para-church agencies form their own internal Games Task Force. By helping denominations and agencies to see the possibilities for ministry that the Games provide, leaders can then determine what programmes they wish to be involved in and to appoint resources accordingly. In some circumstances they may also be asked to give leadership to the MTG Teams that they are passionate about.

## FINANCES

Some financial support will be required to enable More than Gold to be established in Scotland. The aim will be to keep costs to a minimum however some funding will need to be raised. It is proposed that consideration is given to some of the ways More than Gold in London have used:

- Company Members contribution: Those initially signed up to be company members committed funds to provide a starting point.

- Sponsors: Global Sponsors – Maximum of 15, National Sponsors – Maximum of 20, Games Sponsors – unlimited. A percentage of sponsorship can be paid through the secondment of staff.
- Church Partners: Donation not compulsory but a suggested donation of £1 per member.
- Individual Donations
- Fundraising Events: Golf marathon, Cycling etc

## **GOING FORWARD**

A steering group of Glasgow church leaders was formed in April 2010 to begin looking at how the church responds to the Commonwealth Games. This group has now given its support to the formation of More than Gold in Scotland. With Sydney being 5 years planning with a A\$1 million Dollar and Manchester 2 years planning with a £25 000 budget there are clearly decisions to be made as to how we proceed. To move the process forward and bring the idea into realisation **it is proposed to form a steering group with the specific remit of creating More than Gold in Scotland. This group would consist of one representative from each of the following denominations and organisations: The Church of Scotland, the Roman Catholic Church, The Scottish Episcopal Church, The Salvation Army, Mission Scotland and Evangelical Alliance.**

The steering group will meet on a regular basis and the actions and progress of the group will be circulated to all denominations and organisations that have stated an interest to be involved. To this end **each denominations and organisations should appoint an individual** who will receive the minutes and to act as a point of contact for future correspondence and actions.

The team working in London have recently completed a series of road shows around Britain, engaging the churches in the 2012 process and they have arranged to do one at Hampden Stadium (an Olympic venue) on 25<sup>th</sup> May 2011. This would provide the steering group with a date at which it will be able to inform the wider Christian community of its progress and future.

More than Gold is a once in a lifetime opportunity to bring the Christian community closer together, to witness and work for the benefit of the people and communities they seek to serve and to demonstrate the relevance of the Christian faith in our nation today.

If you have any feedback, queries or suggestions please send them to [chris2014@presbyteryofglasgow.org.uk](mailto:chris2014@presbyteryofglasgow.org.uk)

## APPENDIX 1

### **SYDNEY OLYMPICS 2000**

#### **(5 years planning \$1million budget)**

- 👍 700+ Athletes Family members were hosted in Christian Homes as part of the Family Host Programme.
- 👍 110 sports outreaches were held by 85+ churches with 2,500 youth attending. 1,200 youth wanted to know more about Jesus including 500 who made first time commitments.
- 👍 700+ volunteers signed up to serve as official chaplains, drivers, interpreters and administrative staff.
- 👍 Approximately 3,000 Mission Team members assisted the local churches in outreach and service to the masses during the Games. Many of them utilised pin trading, balloon sculpting, clowning, costumes and even fire eating to open a conversation with people.
- 👍 Approximately 224,000 people attended 120 Torch Run and Opening Ceremony Festivals staged by 500 churches.
- 👍 3,500 people had a cruise on The Church on the Water Ferry. 80+ people made commitments via this ministry.
- 👍 The Salvation Army co-ordinated the distribution of 250,000 cups of water, tea and coffee, inside and outside of Olympic venues during the Games.
- 👍 2,500 Creative Arts performers sung, danced and acted at 155 venues during the Games. 4,500 hours of entertainment was staged for the purpose of drawing a crowd to present the Gospel.
- 👍 Over 1 million sports resources were distributed leading up to and during the Games. A variety of Christian resources were produced for the Games. As of 6 years ago, no Christian sports resource existed in Australia.
- 👍 Over 700 churches participated in the More Than Gold outreach across the country.
- 👍 It is conservatively estimated that 2,250 commitments of faith were made during the Games.
- 👍 \$1,860,000 was donated over four years to the Quest Australia More Than Gold Ministry.
- 👍 The Bible Society in Australia has sold more copies of its Sports New Testament than any other New Testament on record (225,000).
- 👍 The "More Than Gold" stage show, produced by Logosdor, has been seen by estimated audiences of 200,000 people around the world.
- 👍 300 radio stations on 5 continents received Christian coverage of the Games via 2K+ media team hosted by Quest.
- 👍 \$345,000+ was raised for the ministry via Golf, Tennis and Swimming Marathons over the past 3 years.
- 👍 It is anticipated that over 1 million people walked past the More Than Gold tent located at one of the main entrances to Olympic Park. This tent represents the first time ever a religious organisation has been officially sanctioned to distribute materials in an Olympic venue. 300+ people per hour frequented the facility. Approximately 200,000 resources were distributed from this location to visitors,

volunteers, officials and athletes.

Over 50 video-taped interviews with athletes were co-ordinated and archived for future use by CBN, the Australian Christian Channel and 25+ unofficial and official chaplains.

## APPENDIX 2

### **MANCHESTER COMMONWEALTH GAMES 2002**

#### **(2 years planning £25,000 budget)**

The prayer event which launched More Than Gold at the Velodrome Cycling Centre in July 2001 was attended by over 2,000 people.

In June 2002 we held another large-scale prayer meeting which was facilitated by Prayer Network. Around 1,200 people gathered at Salford's Lowry Theatre.

24/7 prayer during the 10 days of the event

We had 4 chaplaincy teams working in:

- The Athletes' Village (led by Fr Tim Hopkins)
- The Venues (led by Rev Peter Knight)
- The Sportcity Area (led by Rev Allen Bagshawe)
- The City Centre (led by Rev Jeremy Tear)

Almost 180 delegates from all over the UK and abroad came together for 3 days of evangelism training and orientation before going to 15 church placements for 7 days of mission.

Five Salvation Army canteens operated each day during the games, over 40,000 hot and cold drinks were served from the canteens.

The More Than Gold pocket guide was a souvenir booklet containing background information on the games as well as a Christian message.

The Bible Society produced a special edition of John's gospel with a sporty wrap around cover as well as some inserted pages featuring Christian athletes. More than 15,000 copies of each were distributed.

140 churches signed up as More Than Gold participating churches. Around 500 church events took place during the ten days of the games.

The main achievement of the Communications ministry group was the production of the five minute promotional video, which was our major tool in spreading the vision of More Than Gold.

Clergy visited schools to lead an assembly on a More Than Gold theme or in other ways to promote the More Than Gold initiative.

During the Commonwealth Games held in Manchester, 72 individuals were hosted by Christian families in the city. These people came from 17 of the Commonwealth Nations. 182 households offered hospitality and these represented a cross section of the denominations and streams of the Christian church in the city.

Commonwealth Praise took place on Sunday 7<sup>th</sup> July 2002, with over 8,000 people attending.