

get on track with a once-in-a-lifetime opportunity

'I have seen the impact churches have made at the past four summer Olympics. Now the UK churches have the same great opportunity'.
David Willson, CEO
More Than Gold

The world's premier sporting event is coming your way – the 2012 Olympics and Paralympics. It gives your church a once-in-a-lifetime opportunity – to impact those in your own community and also guests from around the globe.

This happened when the Games came to **Atlanta, Sydney, Athens** and even **Beijing**. Now the baton is being passed to the UK churches, including yours.

Every community will be touched by the Games – including through the Torch Run that's to pass in easy reach of almost everyone. This means your church can play their part through *More Than Gold's* tested programmes of outreach, hospitality and service – all under-girded by prayer.

Outreach – reaching beyond the church walls

Your church is part of a community where people are active and interested in sport. This will be intensified with the build-up to the 2012 Games, as young and old are bombarded with Olympic and sports messages through the news, advertising and more.

More Than Gold will help churches make the powerful link between sports and faith both before and during the Games.

The vast possibilities include –

- Children's Holiday Clubs on an Olympic theme
- Sports clinics for youth and children
- Community festivals, with churches working together to host a local Olympic party
- Guest events, including a pub-style sports quiz



In response to the Sydney 2000 Games, churches ran over a hundred sports clinics for disadvantaged young people with an attendance of over 2,500.



At Atlanta's 1996 Olympics and Paralympics three-quarters of the homes used for hosting athletes' families were provided by the churches

These approaches – and more – offer each church a way to do what's appropriate to their own situation and resources. With *More Than Gold* on hand with help and experience.

Hospitality – a generous welcome in Jesus' name

Genuine faith is always expressed through generous and welcoming hospitality. *More Than Gold's* aim is for the 2012 Games to be renowned for the level of hospitality offered to overseas visitors by the UK's Christians.



At the Sydney 2000 Games, 250,000 cups of free water were distributed to visitors

Through the *More Than Gold* hospitality programme, churches and their members can serve the athletes' families and the hundreds of thousands of visitors coming for the Games.

The opportunities include –

- Hosting the families of Games athletes – providing a bed and practical help for those who would otherwise miss seeing their relatives take part
- Hosting members of international mission teams coming to share their faith with visitors and serve churches in their outreach
- Serving at *More Than Gold* Hospitality Centres, which will

show practical care to visitors including giving away a million cups of water

There is something every church can do to offer a welcome in Jesus' name.

Service – putting the love of Christ into action

The 2012 Games present a magnificent opportunity for churches and their members to show how the love of Christ leads to serving others. And an army of dedicated volunteers is vital if *More Than Gold's* extensive programme is to be delivered.

There is something everyone can do to serve – young and not-so-young. Some will have specialist skills and others will be just willing to muck in. Much needed are those who will serve as –

- Part-time and full-time volunteers helping with our conferences and training programme as office support, administrators, data enterers, runners and humpers and more
- On teams to welcome and serve the official Olympic Torch Run through UK cities

Another way is to volunteer directly with LOCOG, the Games organisers, in one of their many roles.



Sydney: Churches ran 110 sports clinics for disadvantaged young people

Atlanta: Three-million cups of water given to spectators

Sydney: Over 60 chaplains served the athletes in the Olympic Village

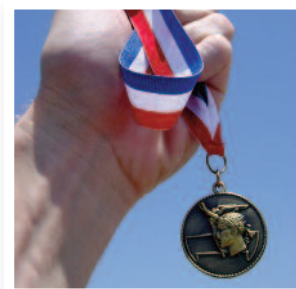
Salt Lake: Churches provided the largest number of homes for hosting athletes families

Beijing: Over thirty teams of creative artists performed in pubs, clubs, malls, coffee houses and orphanages

Atlanta: Churches gave out 300,000 hospitality bags to visitors

Sydney: Over 1,000 creative arts performances took place on 155 stages across the city

every church needs a Gold Champion



By far the best way for a church to evaluate the opportunities of *More Than Gold* is to appoint their own church representative – a Gold Champion.

The role of a Gold Champion is –

- To be the channel for information from *More Than Gold* to their church
- To link with other Gold Champions in their area to share ideas, plans and opportunities

Gold Champions receive their own dedicated eNewsupdate and invitations to special briefings.

Having a Gold Champion also gives a church access to all the *More Than Gold* communication resources and the right to use the *More Than Gold* logo on church publications and events.

To register your church's Gold Champion please be sure to visit morethangold.org.uk/goldchampion

Free DVD for your church

Our DVD, Get Ready to Run, helps churches see the opportunities the Games offer. Available from www.morethangold.org.uk/dvd



who or what is More Than Gold?

Since the 1996 Atlanta Games the Christian community's involvement with the world's major sporting events has been under the banner 'More Than Gold'.

To get ready for the 2012 Games, *More Than Gold* was established as a charitable trust in 2008 under the chairmanship of Lord Brian Mawhinney. It has the support of all the main denominations and over 60 Christian organisations and mission agencies.



Dates of the 2012 Games

Olympics 27 July to 12 August

Paralympics 29 August to 9 September



The Bible is what we are about Which is why we are right behind More Than Gold

As part of a global partnership, Bible Society provides most of the Bibles for most of the world. In languages and formats people need, and at a price they can afford. And we work to help the public see the Bible in a new light and the churches to put it to work. biblesociety.org.uk

Our mission – that the whole world should 'have it, get it and live it'

More Than Gold global sponsors



More Than Gold

Unit 37, Tileyard Studios,
Tileyard Road, London N7 9AH

Phone: 0845 475 2012

Email: info@morethangold.org.uk

morethangold.org.uk

Charity no 1121852



**the 2012
Games –
is your church
in the running?**