Activate UBC
AN UNPRECEDENTED INVESTMENT IN STUDENT FITNESS
About Athletics & Recreation

UBC ATHLETICS & RECREATION IS A VITAL PART OF UBC CAMPUS LIFE AND CULTURE

We enhance the experience of UBC students, staff and faculty, and the Point Grey campus community at large by delivering outstanding sport and recreation experiences.

The A&R department supports everything from physical activity and student-led sport, through to inter-university and national competition at the highest sporting levels.

We provide unique and exciting student learning opportunities that foster personal growth, skill-building, and leadership development.

We are also a catalyst for igniting UBC school spirit and pride, and for promoting a more healthy, fun and successful experience at UBC for all students.

We hear from many people that some of their most memorable moments at UBC involve Athletics & Recreation, whether it's friendships formed with teammates, the thrill of trying something new and challenging, or the excitement of cheering the Thunderbirds to victory with thousands of other UBC fans.

Our efforts are guided by A&R’s vision of “Inspiring excellence, championing health and sport, building community”, and by our core values:

- EXCELLENCE
- INCLUSIVITY
- INTEGRITY
- WELL-BEING
- TEAMWORK

2M+ ANNUAL STUDENT RECREATION ENGAGEMENTS

3,000+ STUDENT REC. PROGRAMS OFFERED

525 STUDENT STAFF AND VOLUNTEERS WITH UBC REC

224 OLYMPIANS AS OF 2020

2 OF CANADA'S LARGEST RECREATIONAL EVENTS
This framework guides investments in facilities for recreation, athletics and related research at the UBC Vancouver campus. It was developed over two years with extensive stakeholder consultation, a campus-wide survey, comparative research, and an analysis of existing UBC facilities and programming.

The process clearly identified a shortage of student recreation facility space. Today, UBC students exercise in crowded, outdated campus fitness facilities in two different spaces that total only 16,000 square feet, providing a scant 0.36 square feet per student. With our current enrollment of 54,863 students and more vibrant growth anticipated, the need for more room to move has reached a near crisis level.

The process also identified opportunities for collaboration and synergies between recreation, high-performance sport, academic research, health and well-being, and community building. It also heralded enhanced integration among the School of Kinesiology, other UBC initiatives, and potential partners such as the Canadian Sport Institute, Coaching Association of Canada and Canadian Olympic Committee.

WE ARE SEEKING SUPPORT TO HELP BUILD A NEW STUDENT RECREATION CENTRE WHICH IS A CRITICAL COMPONENT OF UBC ATHLETIC AND RECREATION’S 20-YEAR FRAMEWORK

Support that will change lives
The Fitness and Activity Centre will add 41,500 square feet of fitness and activity space (for a total of 1.05 sqf. per student) and elevate UBC to comparable Canadian university per-student standards that range between 0.45 and 1.36.

The centre will include three full-size gymnasium courts; state-of-the-art strength and cardio workout equipment; functional training and multipurpose spaces; changing rooms; and more. Taking advantage of the latest technology and design to personalize activity experiences, the centre will enable us to provide inclusive accommodations to encourage participation by marginalized populations.

In 2017, students committed their support to the new centre by overwhelmingly approving an Alma Mater Society referendum to establish a fee to support the initiative. Beginning at $5 per year and increasing $5 annually to $25, students will dedicate up to $22.5 million to the project. Additional funding from the university will supplement those student fees.

The ActivateUBC campaign offers generous private donors the chance to complete the funding to make this vision a reality.

“This project will be a crucial component of student life by creating a hub where students can take part in activities that contribute greatly to their well-being, mental health and overall happiness. I can confidently say that the new centre is an initiative that students and the wider UBC community need!”

Chris Hakim, AMS President 2019, UBC Vancouver Senator

YOUR GENEROUS SUPPORT WILL NEARLY TRIPLE THE SPACE FOR HEALTHY AND ACTIVE LIVING AT THE UBC VANCOUVER CAMPUS

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Also, as the new home for UBC’s Physical Activity Office, which translates leading-edge research into real-world programs to support underserved demographics and improved health benefits for all, the centre will facilitate opportunities for faculty- and student-led research in the School of Kinesiology.

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When you invest in ActivateUBC—UBC’s campaign to transform student health and well-being—you will make an extraordinary impact on the health, well-being and academic success of University of British Columbia students. Supporters of ActivateUBC will help create a new and spacious Fitness and Activity Centre that offers students ample room to move, state-of-the-art exercise opportunities to achieve their fitness goals, and a welcoming space to connect with each other.

To augment the already-pledged financial support of the student body and the university, we now turn to caring people like you to make this vision a reality. You will change lives when you invest in ActivateUBC.

“This development would fill a long-standing gap in student access to physical activity resources, where adequate space is lacking to create a comfortable fitness environment for not only students, but the staff, faculty and public members who also use these spaces. Think of this new rec centre as an investment in student health, access and equality!”

Julie Mette, fourth-year Kinesiology student
Lifelong Health
And Well-being

With trends that start early in the teenage years, females tend to be under-represented in sports and active pursuits relative to males, despite the significant mental, physical and academic benefits derived from regular physical activity. By developing the new Recreation Centre, we hope to provide improved access for all UBC students to sport and recreation facilities, and to reduce barriers to access for female students in particular.

ONLY 24% OF WOMEN IN CANADA PARTICIPATE IN SPORT COMPARED TO 45% OF MEN.
Canadian Fitness & Lifestyle Research Institute, (2013)

BY 14, GIRLS DROP OUT OF SPORTS AT TWICE THE RATE OF BOYS AND BY 17 HALF OF GIRLS HAVE QUIT PLAYING SPORTS ALTOGETHER.
WomenSportsFoundation.org

REGULAR PHYSICAL ACTIVITY HAS PROVEN TO HELP BOOST SELF-ESTEEM AND CONFIDENCE, IMPROVE PERFORMANCE IN SCHOOL AND MAINTAIN A HEALTHY BODY WEIGHT.
CAAWS (Canadian Assoc. for the Advancement of Women & Sport & Physical Activity)
Enhancing Student Outcomes

MOVEMENT FUELS PHYSICAL AND MENTAL HEALTH WHILE ENHANCING STUDENTS’ ACADEMIC ACHIEVEMENT

Being physically active is key to overall physical and mental health and has been established as an important factor in preventing chronic disease. It has also been associated with improved academic performance. In fact, regular exercisers earn higher GPAs and have higher graduation rates than their peers who do not exercise.

ACCORDING TO UBC’S 2019 UNDERGRADUATE EXPERIENCE SURVEY (UES), ONLY 55% OF UNDERGRADUATE STUDENTS MEET THE RECOMMENDED CANADIAN PHYSICAL ACTIVITY GUIDELINES.

The 2019 survey also revealed that UBC students who meet Canadian physical activity guidelines are significantly more likely to report higher satisfaction with their campus experience, sense of belonging, and connection to the campus community.

“"The Community is unparalleled. I’ve made some of my best friends in my time at UBC through the intramural program. I feel so lucky that I found such an inclusive and loving group of people on campus.”

Kelly, Officials Development Director - Rec Intramurals
Developing Lives in Balance

UBC HAS LONG BEEN COMMITTED TO THE OVERALL WELL-BEING OF STUDENTS

However, our existing fitness facilities fall short of providing them with the space, equipment and innovative exercise opportunities they need to maximize their wellbeing and develop healthy habits that will last a lifetime.

Your support of ActivateUBC will give our students the environment they need to invigorate both their bodies and their minds.

25,000+ UBC STUDENTS PARTICIPATE IN REC. PROGRAMS ANNUALLY

Rec participants are more likely to have higher GPAs; build more relationships with individuals from different cultures; feel a sense of belonging; and achieve higher levels of physical health and quality of life.

2019-2020 NIRSA Research & Assessment committee (National Intramural-Recreational Sports Association)
With the help of UBC Thunderbirds Triathlon Sport Club lead Adam Guthrie (Faculty of Education, School of Kinesiology), Triathlon BC launched a new 2020 University Super Series for student-athletes who are now able to represent their school in competition towards an overall University title and gain future potential of a spot on Triathlon Canada’s National Development team.

Student volunteers like Alex Lambert (Faculty of Arts) are a critical part of the intramural program. A fourth year student studying International Relations, Alex has been volunteering for three years, including roles as a student leader responsible for coaching and guiding her peers. Alex has used her passion for building community to create a better campus experience for students and staff.

Developing Lives in Balance

Julia Zhang (Faculty of Education, School of Kinesiology) was the Thunderbird Sport Club women’s ultimate club lead this past year. She is a current team Canada member, and led her team to being one of the top ultimate programs in North America. Julia also helped lead her team to strong academic success this past year with over 70% of the team achieving 80% academic averages or above.
Invest in the health of future generations

The students attending UBC today are the future leaders of our community, province and nation. They, and every student who follows them, should have access to recreational and sports facilities that inspire them to move, build their physical and mental muscle, and contribute to a university that deeply values a fit and healthy campus community.

Our vision is bold and extraordinary. And so is our confidence in you. We believe that generous donors will step up to support ActivateUBC because you understand the critical role that fitness and activity plays in developing well-rounded future leaders.

The Fitness and Activity Centre is a vision today that — thanks to your support — will become a reality tomorrow. For those who seek to make a more profound impact on the health and wellbeing of UBC students, we offer these naming opportunities to honour your generosity. Thank you for supporting our students by contributing to the ActivateUBC campaign.

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Naming Opportunities

THANK YOU FOR SUPPORTING OUR STUDENTS BY CONTRIBUTING TO THE ACTIVATEUBC CAMPAIGN

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<table>
<thead>
<tr>
<th>Your Name On</th>
<th>Area Size (sq ft)</th>
<th>Your Gift</th>
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<tbody>
<tr>
<td>Building</td>
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<td>$10-15 million</td>
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<tr>
<td>Gymnasiums (3)</td>
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<td>Outdoor Functional Space</td>
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<tr>
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Find Out More

For more information on ActivateUBC recognition opportunities please contact:

**SARAH BARCLAY**
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