



2010 Video, Audio and Essay Contest

High school students (grades 9-12) from the Grand Rapids area are invited to submit one original written essay, audio essay, or video in response to the following statement and question.

The mission of the Grand Rapids Community Foundation is to *build and manage our community's permanent endowment and lead the community to strengthen the lives of its people.* From your perspective as a young person, what are the benefits and challenges of a permanent community endowment as compared to the immediate distribution of a charitable gift?

ENTRY GUIDELINES

Students may respond in one of three ways:

1. Written essay

- 750 to 1500 words
- Double-spaced and printed on white paper
- A title page with the name and address of the entrant, the high school, grade, and the name of the designated teacher. Do not put your name on the text pages.

2. Video (DVD format)

- Three to five minutes in length
- The video can be staged as a short play, photo story, commercial, news broadcast, talk show, or documentary.
- The video must close with production information including the name of the entrant, the high school, grade, and the name of the designated instructor. Student names should not appear elsewhere in the video.
- Anyone under the age of 18 who appears in the video is required to submit a consent letter signed by a parent or guardian and submitted with the entry video.

3. Audio Essay or Podcast (Audio CD format)

- Three to five minutes in length
- The audio essay may contain interviews or be presented as a news broadcast, talk show, or documentary.
- The audio must close with production information including the name of the entrant, the high school, grade, and the name of the designated instructor. Student names should not appear elsewhere in the video.

AWARDS

Awards will be given to seven students, with equal awards to the high school department represented by the teacher designated on student entries. The cash awards are:

- \$500 for first place
- \$350 for second place
- Equal awards of \$125 for five additional winners.
- At least one award will be made to each grade, 9-12.

HOW TO ENTER

1. Complete the attached submission form.
2. All entries must be delivered to Grand Rapids Community Foundation, 185 Oakes SW, Grand Rapids, Michigan 49503, by **5:00 p.m. on Monday, May 3, 2010**. Entries delivered after that time cannot be accepted.

RESEARCH RESOURCES

Recommended sources include:

- www.grfoundation.org
- www.forgoodforever.org
- www.cof.org

JUDGING CRITERIA

The Youth Grant Committee will judge the entries based on:

1. Grasp of the subject
2. Clear focus and organization
3. Effectiveness of expression
4. Originality and youth voice
5. Correctness in spelling and grammar.
6. Proper citation of borrowed material, including interviews and other sources.

The decision of the judges will be final. The Youth Grant Committee is not obligated to award all available prizes if the quality of the submissions warrants such a determination. Submissions will not be returned and must not have been previously published.

The Youth Grant Committee of Grand Rapids Community Foundation shall have full and exclusive publication rights to the winning entries for the period of six months following the awards dinner.

Winners will be announced at the Youth Grant Committee Year End Dinner on May 27, 2010, 6:00-8:00 p.m. at The B.O.B. in downtown Grand Rapids. All award winners and their parents will be invited to attend this event as guests of the Grand Rapids Community Foundation.

What is a Community Foundation?

The following information can help you develop your essay, video, or audio story.

A growing aspect of philanthropy

Grand Rapids Community Foundation's model for collective giving has three components: gifts, growth and grants.

Each year, thousands of people and companies make tax deductible charitable gifts of all shapes and sizes to the Community Foundation. The assets are pooled together and invested for growth. From the growth, grants are awarded to nonprofits organizations.

Since 1922, gifts to the Community Foundation have totaled \$168 million. Through investing, these gifts have been preserved and grown to \$315 million. From this collective pool, \$125 million in grants have been awarded to nonprofits. This is the power of endowment giving with your Community Foundation.

Six funding categories guide the Grand Rapids Community Foundation's grantmaking decisions.

- Academic achievement
- Economic prosperity
- Healthy ecosystems
- Social enrichment
- Vibrant neighborhoods
- Healthy people

Community foundations make up one of the fastest growing sectors of philanthropy in the United States today. Community foundations build and strengthen communities by making it possible for a wide range of donors to participate in creating permanent funds to meet present and future needs. Community foundations have become catalysts for improvement within urban centers and in rural settings through philanthropy that is visionary, diverse and inclusive.

Community foundations are a sustainable aspect of philanthropy - providing leadership and problem solving in the present and preparing for the future with a permanent endowment.

There are nearly 700 community foundations in the United States and there are more than 90 community foundations and geographic affiliates in Michigan. The community foundation model has spread throughout the world. There are at least 470 community foundations in 41 countries outside the United States, with at least another 140 in development around the world.

Endowment giving

- An endowment is a philanthropic tool that is forward-looking and sustainable. It is sustainable because it renews itself through smart investing and preservation of the principle.
- Endowment allows for immediate gifts because people have given to it in the past. There are funds available at any time to help with a variety of causes.
- An endowment speaks to the future of a community and the desire of people in the present to make sure that generations are assured the same or better quality of life.

An endowment can be compared to a savings account or a retirement savings plan. People make donations to an endowment and the funds are invested with growth as a goal. From the

income, grants are made and the principle of the gift always remains intact.

In the case of a community foundation the gift remains whole forever and a portion of the income - about 5 percent a year - is spent on grantmaking. This "spending rule" allows for continued growth of the endowment through reinvestment of earnings and new gifts.

A focus on leadership

In addition to the concept of endowed giving, community foundations often differ from other philanthropic options through their focus on community leadership.

Many community foundations demonstrate leadership by developing and using their knowledge, networks, and reputation, coupled with their ability to contribute and leverage resources to bring local partners together. This allows community foundations to address the community's most critical and persistent challenges, inclusively unite people, institutions and resources, and produce significant, widely shared and lasting results.

The Grand Rapids Community Foundation operates in compliance with the *National Standards for Community Foundations* as set forth by the Council on Foundations.

Gifts of all sizes and shapes

Community foundations can easily accept gifts of various sizes and types from private citizens, corporations, government agencies and other foundations. In most cases, a gift to a community foundation is made part of a permanent endowment and thus the intention, the asset and the name of the donor are preserved forever.

For more information

Recommended sources include:

- www.grfoundation.org
- www.forgoodforever.org
- www.cof.org



Grand Rapids

community foundation

For good. For ever.®

Grand Rapids Community Foundation
185 Oakes SW
Grand Rapids, MI 49503
www.grfoundation.org
616.454.1751

Grand Rapids Community Foundation's
Youth Grant Committee Announces

2010 Video, Audio and Essay Contest Submission Form



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This form *must* accompany the completed written essay, video, or audio essay.

Deadline for submissions is **5:00 p.m. on Monday, May 3, 2010.**

Submissions should be mailed or hand-delivered to **Grand Rapids Community Foundation, 185 Oakes SW, Grand Rapids, MI 49503.**

Please type or print.

Applicant Information

First and Last Name

Home address

City, State, ZIP

School

Current Grade

High School

Designated Teacher

Name of Parent/Guardian

Email address

Home phone

Cell phone

Entry Information

Type of Entry:

Written essay

Video*

Audio essay/podcast

By signing below, I acknowledge that I have read and understand the judging criteria. I understand that submitted materials will not be returned. If I receive an award, I understand that the Grand Rapids Community Foundation may publish or reproduce my work, with credit attributed to me.

Signature

Date

**Deadline for submissions is 5:00 p.m. on Monday, May 3, 2010 to the
Grand Rapids Community Foundation, 185 Oakes SW, Grand Rapids, MI 49503.**

*Video entries only: Attach any necessary letters of consent to this form.