

## **Top 100 Project Proposal**

*(Created October 2007)*

Congratulations on being selected to submit a full proposal for the Make It Your Own Awards™. We look forward to getting a more in-depth view of your planned initiative. As you complete the full proposal, please make sure you read through the grant guidelines located in the [How It Works](#) section of the Make It Your Own Awards homepage.

You will notice that we have imported several answers from your original application into the full proposal. Please feel free to modify or expand these responses anyway you would like. To see a copy of your complete original application, [click here](#).

### **A few quick notes before you get started:**

- **Save as you go** – We know how much work goes into these proposals, so PLEASE make note of the “Save as draft” button at the very bottom of your proposal and use it often!
- **Log back in at any time** – The proposal gives you the option to log back in at any time to finish your work. Please do us a favor though and remember to always “Save as a draft” before you log out.
- **When and how to SUBMIT** – Please make sure your ENTIRE proposal is finished and reviewed before you click submit because you once you hit that button, there’s no coming back. **Proposals must be submitted by Thursday, November 12, 2007, at 3 p.m. Eastern Time (2 p.m. Central, 1 p.m. Mountain, Noon Pacific).**
- **Where to go for help** – We’ve included proposal help information & contact info on your homepage “Help” tab as well so this can be your go-to place for all questions.

### **APPLICATION SECTIONS**

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*\*The word "citizen" is used inclusively, i.e., it assumes the inclusion of both current and future citizens and is not an attempt to exclude any person or group based on their legal status.*

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First name: \*

Middle initial:

Last name: \*

Street address: \*

Email address: \*

Unit No.:

City: \*

State: \*

Zip: \*

One of these phone numbers is required -- give us your main number.

Home Phone:

Business Phone:

Mobile Phone:

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B. Personal Profile

**1. Gender: \***

**2. Age Range: \***

**3. Ethnicity: \***

**4. We want to know about you.**

Please expand on [your response from the application](#) by providing more information about your proudest accomplishments and ability to get things done. (Feel free to include relevant information about key team members as well, if appropriate.) Whether you're a single dad, run the book fair, or were voted Woman of the Year, we want to know why you and/or the members of your team are the ones who can get the job done. (2500

Characters) \*

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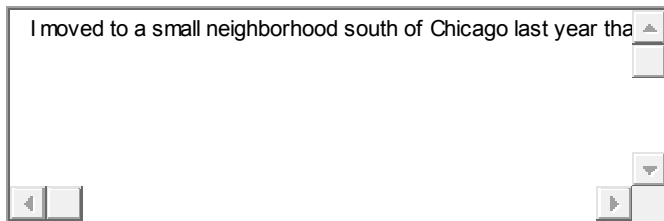
C. About Your Community

**1. Describe your community and tell us how you will work to solve problems together and encourage people with different backgrounds and viewpoints to participate.**

Please expand on [your response from the application](#) by addressing each of the following questions (2500 characters max):

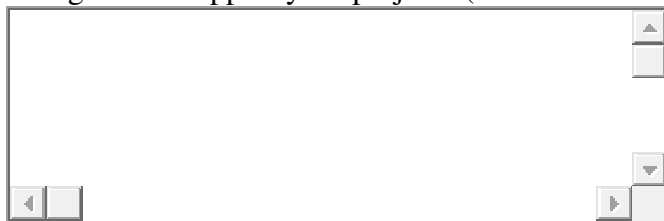
- Who will you try to involve in the effort and why?
- How will you recruit participants? How will you reach out and motivate them to participate?
- Will participants represent different groups from the community? If so, how?
- Will participants meet with others whom they may disagree with or are different from them?
- Will representatives/leaders from community organizations be involved and, if so, how?

\*



**2. Collaboration & Partnerships**

This program is about wide cross-sections of individuals coming together to create a community vision and plan of action to address common issues. But, in some cases, community institutions -- such as nonprofits, local businesses, schools, religious organizations, and government agencies -- can play an important role as well. So, tell us about the organization(s), if any, that will be part of your team and/or will participate in the overall initiative and what their role is or will be. Or, if there are no plans to partner right now, do you eventually plan to connect with other people or groups that can strengthen or support your project? (1500 characters max) \*



**3. Partner letters of support**

Please provide two letters of support. Letters of support should be from key partners, potential project beneficiaries, or other community stakeholders who can endorse your commitment to success, such as a potential participant or supporter, local nonprofit or small business leader, school official, or local elected official.

Partner letters of support should be on official stationery whenever possible. Applicants are responsible for collecting letters of support from partners and submitting them with the full proposal by the due date.

Please upload a PDF copy of your signed letter of support on partner letterhead (when appropriate). If you are unable to upload a signed version, then upload a text version of the letter. Then fax a signed copy to 866-262-3083, Attention: Make It Your Own Awards Top 100. (Please be sure to include the project name, your name, and your city/state.)

**Partner 1**

First Name: \*

Last Name: \*

Title:

Organization or relationship to project: \*

Contact Main Phone Number: \*

Email address: \*

Yes

I have faxed a signed version of this letter.

Letter Of Support \*

Allowed extensions: tif tiff jpeg jpg gif pdf png doc rtf txt

**Partner 2**

First Name: \*

Last Name: \*

Title:

Organization or relationship to project: \*

Contact Main Phone Number: \*

Email address: \*

Yes

I have faxed a signed version of this letter.

Letter Of Support \*

Allowed extensions: tif tiff jpeg jpg gif pdf png doc rtf txt

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D. Citizen-Centered Approach

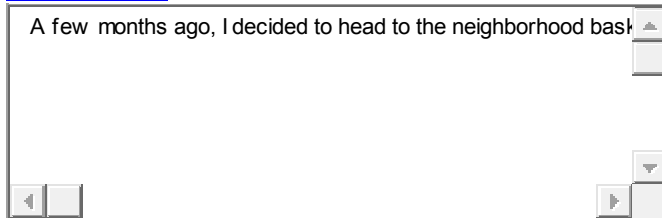
**1. How will you and your community decide what "it" (the issue(s) to be addressed) is? If you've already decided -- what is the "it" and how did you get to that decision?**

Please expand on [your response from the application](#). Tell us more about how you plan, or already have planned, to work with your community in agreeing upon common issues

and actionable solutions. Please be sure to address each of the following (2500 characters max):

- What will you and/or others do to decide which needs/issues to address?
- How will you or partners bring together your community in discussion and deliberation that leads to deciding common issues and lasting solutions?
- What, specifically, will you do to make sure everyone's voice is heard and/or needs are considered when defining common issues and lasting solutions?
- What tools, if any, will you use to help facilitate connections, actionable conversations, and greater participation?

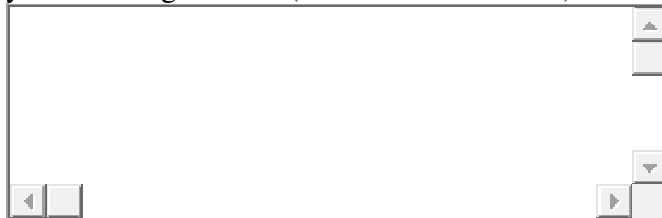
Note: Need examples of successful approaches to facilitate community discussions that include all voices and lead to real action? Check out [Six Steps to Make It Your Own](#) or [Places to Go](#). \*



A few months ago, I decided to head to the neighborhood bas

## 2. Action

Tell us how this project will lead to action on the issues your community cares about the most. Be sure to describe how those involved in the process/initiative will determine what action steps they'll take. If you've already set action steps in motion, describe the process you used to get there. (1500 characters max) \*



## 3. The Approach

The spark for this grant program was a paper we released last fall, [Citizens at the Center: A New Approach to Civic Engagement](#), which suggests that if people are actually going to get engaged and stay engaged in their communities, one thing has to happen first: They must have more opportunities to connect with one another (including those they might disagree with or rarely have chances to work with) and figure out how they can work together for the common good.

### [What do citizen-centered approaches look like?](#)

- They focus primarily on culture change, rather than short-term outcomes, issues, or victories.
- They provide opportunities for people to form and promote their own decisions.
- They make every effort to reach out to and include a cross section of the entire community.
- They bring people together around the issues, rather than working separately without communication or common goals.

- They recognize the need for politics and volunteer service, not one or the other.
- They emphasize doing, not just talking.
- They do not replace politics or other democratic processes.
- They are not structured or pre-determined programs or campaigns to “plug into.”
- They are not focused solely on providing “training” or “education.”
- They are not planned, structured, or driven by outside experts or organizations.
- They do not attempt to inspire, persuade, or manipulate people to adopt a particular view or position.

Please describe how and why your project reflects a citizen-centered approach to civic engagement. Realizing that long-term culture change does not happen over night, please be sure to address whether and how your initiative can or will serve as the jumping-off point for ongoing citizen-led capacity building and problem-solving in your community and how you will help to make this possible. (1500 characters max) \*

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#### E. Project Description

##### 1. It really all comes down to having a plan. What's yours?

Please expand on [your response from the application](#) by providing more specific detail on your proposed initiative, including project goals, specific activities or events, and frequency of activities. (2500 characters max) \*

##### 2. Timeline

Realizing that projects can and will change, we want to get a sense of the timeline you have in mind for your initiative. First, describe the immediate milestones you have set for the coming year, starting in April 2008. Then, give us a general sense of the timeline after that (if needed). (1500 characters max) \*

##### 3. Project name

(25 characters max) \*

The New Side of Riverside

Please take the opportunity to modify the sentence and paragraph summary of your project based on any updates to your application. This information will be used to summarize your project to the public on your widget homepage and during voting if you make it to the Top 20.

#### 4. Sentence

We need you to make your one sentence summary a little shorter in order to fit on the web. We've inserted your original 200 character sentence above to help you get started. Remember, your project title, this one sentence, and the paragraph you edit below will be used to convey what your project is all about to the public.

Your original text:

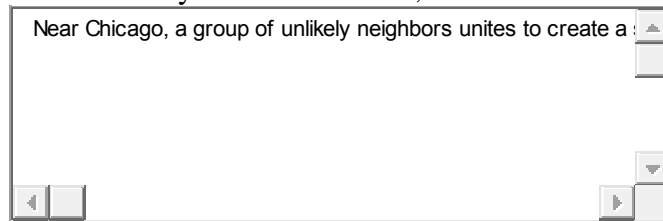
*Near Chicago, a group of unlikely neighbors unites to create a safe space to discuss issues and take action.*

(100 characters) \*Originally allowed 200 characters \*

#### 5. Summary

This summary is the main text that voters will read to learn more about your proposal. So make it clear and compelling. Include how your plan will bring together your community to determine your shared vision, form solutions and take action. (295 characters max) \*

Near Chicago, a group of unlikely neighbors unites to create a



Project Photo

#### 6. Project Photo

Please attach a photo that you think best captures the spirit of your application. The photo can be of anything, but please keep in mind that this photo will be displayed on your widget and homepage and will be posted on our online voting section if your project is selected to be part of the Top 20.\*

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### F. Evaluation & Budget

#### 1. Evaluation

We realize that citizen-centered efforts are very difficult to measure, even in the short-term. So, rather than require complicated evaluation measures and analysis, all we want to know is this: What outcomes do you anticipate getting and, after the first year, how will you know if you've been successful or are heading toward success? Also, what systems will you have in place to know if you're heading in the wrong direction and need to modify along the way? (1500 characters max) \*

## 2. Budget & Sustainability

If your proposal is chosen as part of the Top 20, you will receive a \$10,000 grant investment from the Case Foundation -- and a chance to compete for an additional \$25,000. Please tell us about the overall budget for your project and how you would use the investment from the Foundation. [More Information](#)

We hope that the grant from the Case Foundation is just a start -- that your project will last far beyond our funding. You may need to recruit more funders this year or in the years ahead, so please let us know what you're thinking.

We also require that you complete the attached one-year budget template, including major planned revenue and possible expenses. However, this question is your chance to talk about what the numbers mean. Please note: grant funds are to be expended over the course of one year, beginning in April 2008. If you do not think you will be able to expend \$10,000 in 2008, please explain why. For those selected by our online community to receive additional \$25,000 grants, we will allow monies to be expended over the course of up to three years, if necessary (an additional budget sheet will be completed at that time). Please be sure to include:

- The overall proposed budget for this project and how the Case Foundation funds will be used;
- Other investors/funders to be involved, if any, and if so, how; and
- Your plan to ensure ongoing investment for this year and in the future, if needed, beyond and after the Case Foundation funds come to an end.
- What assistance from the Case Foundation would be helpful to you in carrying out your project? (i.e. training, technical assistance, budget workshops, communications support, etc.?)

The Case Foundation will use this budget plan to determine semi-annual grant payments, so please be as specific as possible.

(1500 characters max) \*

## 3. Budget Template



Please [click here to download](#) a one year budget template. Please download the form, complete to the best of your ability and upload your final version below. The Case Foundation will use this budget plan to determine quarterly grant payments, so please be as specific as possible.\*

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## G. Additional Information

### 1. Private Comments

Most of your application will be available for the public to review if you are selected in the Top 20. Accordingly, if there is private information that you would like to disclose to the grant reviewers and not to the public please use this field to do so. Comments in this field will never be disclosed to the public but will be disclosed to grant reviewers. (1500 Characters)



### 2. Video

We are not accepting video as an alternative to completing the full proposal. However, if you feel like you couldn't get all of your ideas and big dreams across in words alone, you can upload a video to your [project homepage](#) at any time for the public to see.

If you are selected to be in the Top 20, you can choose for this video to be displayed on your widget to help the public make a decision about your project before voting. This video will not be required, but some basic assistance will be provided if you're not quite sure how to get started.

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Yes

By submitting this full proposal, I hereby agree to comply with and be bound by the [Terms of Use](#), the [Privacy Policy](#) and the [Make it Your Own Awards™ Terms and Conditions](#).

Save A Draft

Submit