



## Sponsored by the Community Tool Box

The 2010 Out of the Box Prize will honor innovative approaches to promoting community health and development. The Grand Prize includes \$5,000 cash, and the contest will highlight innovative and promising work happening in communities worldwide. Enter the contest to share your story with hundreds of thousands of Community Tool Box users looking for ways to improve their community efforts. We invite you to submit your own application, and please share contest information with others doing innovative work to improve life in their communities.

### Eligibility and Selection Criteria

Any group that has engaged in any aspect of community health and development effort – from planning to sustainability- for the period of 2008 to 2010 can apply. Your group’s work may involve efforts to improve community health, education, urban or rural development, poverty, the environment, social justice, or other related issues of importance to communities. Applicants must be willing to share the group’s innovative and promising approach with others.

We are seeking “out of the box” —innovative and promising— approaches to promoting community health and development. “Innovation” may include a unique or effective way of planning or implementing a change effort, creative use of existing community resources, original ways of generating participation and collaboration, implementing a best practice within a new context or group, or other innovative and promising approaches. We seek clear descriptions of how applicants took action in the community (currently or within the past three years); including Assessment, Planning, Taking Action, Evaluation, and Sustainability of the group’s efforts. The initiative should effectively address an issue of importance to the community.

### Awards and Selection Process

- ❖ **Grand Prize: \$5,000** cash award (USD) + free customized [WorkStation](#) for your group (value \$2,100)
- ❖ **Second Prize: \$2,000** cash award (USD) + free customized [WorkStation](#) for your group (value \$2,100)
- ❖ **“Out of the Box” Award Finalists:** All Award Finalists will have their stories posted on the Community Tool Box as an outstanding example of “Taking Action in Your Community.”

Finalists will be selected by an international judge panel and posted on the Community Tool Box website (<http://ctb.ku.edu>). Site visitors will vote on their favorite “Out of the Box” project to receive the top two prizes.

### Key contest dates:

- **1 August 2010:** Opening date for applications
- **31 October 2010:** Deadline for submission of applications
- **1 November – 21 November 2010:** International panel reviews the applications to select Finalists
- **1 December 2010:** Award Finalists posted on the homepage of the Community Tool Box; public voting begins
- **31 January 2011:** Public voting on Award Finalists closes
- **15 February 2011:** Grand Prize and Second Prize announced and awards given; All Award Finalists’ stories will be publicly featured on the homepage of the Community Tool Box.



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## APPLICATION FORM

We invite you to fill out this brief entry form on behalf of your group. In Part A, please provide your contact information. In Part B, please provide a project summary and tell your group's story of "Taking Action in the Community." In Part C, please include any supporting materials (optional), and in Part D, please indicate permission for sharing your group's story on the Community Tool Box website, <http://ctb.ku.edu>.

*Please submit this completed form by 31 October, 2010 to: [toolbox@ku.edu](mailto:toolbox@ku.edu). While we seek applications in English, if this is not possible, please submit materials in your native language and we will utilize Google Translate. Many thanks!*

### PART A. BACKGROUND INFORMATION

#### **1. Your contact information:**

Name/Title of Person Submitting for the Group:

Organization/Group:

Address:

City/Town:

Zip code:

State/province/department:

Country:

Phone:

Fax:

Email:

Website:

#### **2. Name of project/ initiative:**

#### **3. Community/Location where the project took place:**

#### **4. Time frame of project (Start date; End date, if applicable):**

## PART B. PROJECT SUMMARY AND “TAKING ACTION STORY”

- 1. HEADLINE FOR YOUR GROUP’S STORY:** If a newspaper published an article about your group’s efforts, what would the headline say? (One brief phrase or sentence)
- 2. COMMUNITY PROBLEM/GOAL:** What problem/goal was the group trying to address? How do you know it is important to the community? (100 words or less)
- 3. PROJECT SUMMARY:** Briefly describe the initiative. (150 words or less. Include: WHAT your group did, WITH WHOM, to address WHAT PROBLEM/GOAL, that was affecting WHAT PEOPLE/COMMUNITY/WHERE, and with WHAT IMPACT OR RESULTS. )
- 4. IMPACT OR RESULTS:** How is the community different because of your group’s efforts? What evidence do you have of impact you have had? (150 words or less)
- 5. INNOVATION:** Please describe what makes your group’s work “Out of the Box” (innovative and promising)? (150 words or less)

### 6. YOUR GROUP’S STORY OF “TAKING ACTION IN THE COMMUNITY”:

Tell your group’s story using the five phases of “Taking Action in the Community.” (For Award Finalists, your story will be shared through the home page of the Community Tool Box.) Please include a description of what you did for each phase (if applicable), highlighting the innovative aspects of:

- Assessment** (How did you discover what mattered to the community? How did you identify local needs and resources to address the community’s concerns?) (150 words or less)
- Planning** (How did you involve the community in developing a plan for what you would do to achieve the intended results? Please describe your group’s mission (i.e., what you intend to do and why), objectives (i.e., intended results), and strategies (i.e., general approach). (150 words or less)
- Taking Action** (What did your group do—the major activities—to try to achieve the intended results? How did you mobilize people in the community for your group’s effort?) (150 words or less)
- Evaluation** (How did you evaluate the effort to see what was being done and whether results were being achieved? Did the evaluation suggest that the activities were having an impact? How did you use the information to make adjustments along the way? (150 words or less)
- Sustaining the work** (What are you doing to maintain valuable aspects of your effort? How will you keep it going after the project is over?) (150 words or less)

For more information on these five phases of community work, see the “Taking Action in the Community” Gateway published on the Community Tool Box: <http://ctb.ku.edu/TakingActionInTheCommunity.aspx>

## PART C. SUPPORTING MATERIALS (OPTIONAL)

Please feel free to list and attach copies of supporting materials to help tell the story of your group's efforts. You may also attach any other tools produced to support this initiative that may be of interest to others.

We encourage you to share photographs (8 maximum) and/or a video (one video, 4 minute maximum) to help tell the story of your group. We will post photographs/videos submitted by Award Finalists on the Community Tool Box site along with the story of your group's efforts. Please provide captions for any photographs submitted (below), and a title of any video submitted.

Photo 1 Caption:

Photo 2 Caption:

Etc.

Video title (if submitted):

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## PART D. CONSENT TO USE SUBMITTED INFORMATION/ MATERIALS

We truly appreciate your submission, and your passion for making a difference in your community.

For all Award Finalists, your submitted stories of "Taking Action in the Community" (as well as photos/video) will be made available on the Community Tool Box website (<http://ctb.ku.edu>) as examples of innovative or "out of the box" efforts to promote community health and development. To indicate your approval, we ask that you sign the statement below.

*I certify that all information I am providing is accurate to the best of my knowledge, and I agree to let the Community Tool Box display our submission and related materials (with due attribution) on its website, <http://ctb.ku.edu>.*

\_\_\_\_\_  
Name/Title in Organization

\_\_\_\_\_  
Date