

2011 KIDS HELPING KIDS AWARDS JUDGING CRITERIA

OUR MISSION

SchoolAid is a national school based philanthropy network empowering kids to help kids in crisis. SchoolAid's purpose is to promote a world where Australian children live the values of care and compassion and so develop a lifelong sense of moral and social responsibility.

PURPOSE OF THE KIDS HELPING KIDS AWARDS

To showcase, celebrate and reward the outstanding school-based philanthropic projects taking place across Australia, and to increase the national media and public profile of SchoolAid's work and activities.

SHORT LISTING THE AWARDS ENTRIES

The SchoolAid Awards project team will shortlist the entrants in each category, with the exception of the 'Cartoon Network Totally Toontastic Award' (which is open to online judging).

* Note: Entries will be short listed, and then judged, taking into account:

1. The Information and content provided in the entry
2. Engagement with the fundraising/philanthropic activities
3. Geographic location (equity across all states and territories)
4. Equity across rural, regional and urban school locations
5. Equity across school size, access to resources and obstacles faced

The short listing process will deliver equity based on the above across each Awards category, to ensure a group of short listed entrants representing the wealth of diversity across the nation.

THE JUDGING PROCESS

Entries close for the Kids Helping Kids Awards on 30 September 2011. The six short listed entries for each category will be determined by the Awards project team, and will then be provided to our Judging Panel for their consideration. Judges will award each entry a possible score out of 100, based on judging criteria, percentage weightings and the issues taken into account when short listing. Judges will apply judging criteria, then confirm two finalists per category based on their final score. Category winners will be the finalist with the highest score.

*Note the 'Cartoon Network Totally Toontastic Award' is an online voting award, and with the entry receiving the majority of votes by the voting closing date declared the winner.

*Note the Kids Helping Kids Highly Commended Secondary School Prize will be awarded in selected categories should an appropriate Australian Secondary school entry be received and judged worthy. Only Australian Primary schools are eligible for the major prize in each Awards category. If there is no Highly Commended Secondary School Prize winner in the category, the prize may be reallocated to the Primary School category winner.

The 2011 Kids Helping Kids Awards is proudly supported by:



AWARD JUDGING TIMETABLE

The judging period begins after 5:00pm AEST on 30 September 2011, closing at 5:00 AEST on 15 October 2011. Following the closing of entries on 30 September, the SchoolAid Awards project team will shortlist up to six entries in each Awards category for the Judges consideration. Awards category finalists will be announced on 17 October, and on Monday, 1 November the 2011 Kids Helping Kids Awards winner will be announced. Winning entries will be personally advised just prior to the public announcement.

30 September	Kids Helping Kids Awards entries close
1 – 2 October	SchoolAid project team to shortlist each Award category
1 to 25 October	Online voting taking place for 'Cartoon Network Totally Toontastic Award'
2 October	SchoolAid project team to forward short listed entrants to Judges by 15 October. Judges provide list of two finalists, and winner, in each category
17 October	Finalists announced and personally advised
25 October	Online voting closes for 'Cartoon Network Totally Toontastic Award'
1 November	Winners announced for the 2011 Kids Helping Kids Awards

*please note the Cartoon Network Totally Toontastic Award will be open for online voting through the Judging period. Each entry be posted on the Awards website with a short description of the submission.

AWARD CATEGORIES

Although fundraising is an important part of the appeals that SchoolAid runs, our primary goal is to nurture philanthropy and a social conscience in Australian school students, helping to support the next generation of philanthropists. As such, each Award category include criteria other than funds raised, including community engagement, innovation and engagement with the issue.

Participants may select a category for their project when they submit it, or SchoolAid will allocate the entry to the most appropriate category.

Staedtler Creative Kids – Awarded to the entry displaying innovative ways to raise funds and drive philanthropy in your school through artistic and creative means (ie. posters promoting your fundraising). Please send us copies of your **World Kids Colouring Day** work, along with information about your fundraising, and we'll display them online!

Biggest Fundraiser – Awarded to the SchoolAid or non-SchoolAid project that raises the most funds for a SchoolAid program.

*The shortlisting process will deliver equity based on the above across each Awards category, to ensure a group of short listed entrants representing the wealth of diversity across the nation.

Best Local Project – Awarded to a project raising funds for a non-SchoolAid program or cause helping kids in your region, or feeding back into your school or community.

Cartoon Network Totally Toontastic Award – A project open to online voting by kids, teachers, family members - in fact anyone! Enter your fundraising project in this category to win! Entries may be for a SchoolAid or non- SchoolAid project. Students will create their own Toonix avatar and vote online for their school's fundraising project.

*Online voting for this category will take place during the Awards judging period (18 through 25 October 2011) with the school receiving the most votes and who has created the most Toonix avatars' deemed the winner.

Outstanding Individual Teacher – Awarded in recognition of a teacher who provides exceptional leadership, support and direction to a SchoolAid or non-SchoolAid project.

SchoolAid's Pick – Philanthropic School Award – Awarded to a SchoolAid or non-SchoolAid project demonstrating a commitment to genuine long-term social change and illustrating philanthropy is firmly embedded in their school community.

JUDGING CRITERIA

1. Funds raised

The amount of money raised for a project is NOT the most significant factor when our Judges are considering entries, given the disparity of resources, school size, surrounding communities and other factors affecting capacity in each and every school. The exception to this is the 'Biggest Fundraiser' category. But even issues relating to school size, resources etc. will be taken into account by our Judges when determining Finalists and Winners in this category. Judges will also take into consideration the limited resources that are available to those schools in regional, rural, remote or very small communities / locations and judge accordingly.

2. Issue engagement

As fantastic as it is to raise money for a specific project, SchoolAid is about more than just fundraising. Our goal is to contribute in the development of students into young philanthropists; encouraging them to turn their innate compassion into action. This requires encouragement and resources to assist in kids' learning about issues affecting people throughout the world. SchoolAid encourages kids and schools to engage with they are helping and really care about other kids both here in Australia and around the world who may be struggling with any number of problems affecting their ability to grow up safe, healthy and educated.

Judges will consider how students have developed in their knowledge of the community they have helped, or the wider impact that the project has had on attitudes in the school community.

3. Creativity and Originality

Programs approaching fundraising and philanthropy in a novel, creative and engaging way will be given positive consideration by our Judges. For example, traditional fundraising activities such as free-dress days or cake stalls may be refreshed by the use of art and creative concepts to increase engagement, or a totally fresh and innovative approach to fundraising and awareness-raising may be employed.

4. Communication and feedback

The Awards are designed to not only recognise and reward philanthropy in schools, but to excite and engage other schools to get involved in philanthropy, and one the ways SchoolAid does this effectively is to share updates on the SchoolAid website, on YouTube or via the media to inspire other schools to get involved.

Positive consideration will be given by the judging panel to the quality of regular feedback, in terms of updates, photos and information provided to SchoolAid (or to your own community/ school or other stakeholders should it be a non-SchoolAid fundraising project) over the life of the project to assist us with this goal.

5. School's Commitment to Philanthropy

A single fundraising project can have a big impact while it is running and for the immediate period afterwards, however to have ongoing impact and create lasting social change, the philosophy and values of the project needs to be embedded in the school community.

Winning projects will demonstrate that philanthropy is firmly embedded in your school's values base.

*Your submission must be for a project your school/class undertook any time after September 2010, not before.

PERCENTAGE WEIGHTINGS TO BE APPLIED BY AWARDS CATEGORY CRITERIA

	Funds raised	Issue engagement	Creativity and Originality	Communication and Feedback	School's Commitment to Philanthropy
Staedtler Creative Kids	10%	15%	50%	5%	20%
Biggest Fundraiser	50%	5%	5%	20%	20%
Best Local Project	10%	20%	20%	20%	30%
Cartoon Network Totally Toontastic Award	External Voting	External Voting	External Voting	External Voting	External Voting
Outstanding Individual Teacher	10%	40%	20%	10%	20%
SchoolAid's Pick - Philanthropy Award	10%	10%	10%	10%	60%