



# *Be More* **AWARDS™**

Be more...engaged...involved...inspired.

## As an Important Member of our Non-Profit Community -

I would like to personally extend an invitation for your organization to **Be More** recognized for its good work in our community. Eight, Arizona PBS is proud to announce the **Be More Awards™** call for entries. The **Be More Awards™** recognizes and honors non-profit, charitable organizations and individual chapters of national charitable, non-profits within Eight's coverage area. There are five award categories a qualified organization may apply for with each of these award categories focused on a different area of organizational strengths and accomplishments. In addition, an online poll and the panel of judges will determine three additional awards for community support, innovation and overall, outstanding achievement.

To participate in the **Be More Awards™**, simply complete the enclosed application and submit it with the required support materials, no later than January 16, 2009. All applications will be scored on an impartial basis by a panel of judges and will be based on the quality of the program, project, activity or event and, equally important, quantifiable results. Therefore, no matter how large or small your organization, results are based on your goals and your accomplishments. These accomplishments will be highlighted during the **Be More Awards™** celebration, a prestigious luncheon and awards ceremony taking place on May 7, 2009 at the Camelback Inn in Scottsdale.

Organizations that win a **Be More Awards™** will not only receive the award title and a \$500 monetary stipend, but will also receive elevated, public exposure and awareness for their organization through the **Be More Awards™** half-hour primetime television special that will air on Eight in June of 2009. In addition, one charitable, non-profit organization will receive the coveted designation of Non-profit Organization of the Year. This award, which will be determined by the entire panel of judges, is accompanied by a \$1,500 monetary stipend.

The goal of the **Be More Awards™** is to honor and applaud the outstanding, but the too often unrecognized, efforts of the charitable, non-profit organizations admirably serving those in Eight's viewing area. Your participation in this program affirms your commitment to enrich the community by your daily implementation of an outstanding mission.

We look forward to your participation and the opportunity to honor your organization's achievements at the **Be More Awards™** being held on May 7, 2009. At no cost to you, please submit your best work for consideration. Again, to be considered for an award, all applications must be complete and received by Eight, no later than January 16, 2009.

Please forward any questions to [eightevents@asu.edu](mailto:eightevents@asu.edu) or call 602-496-9614.

Sincerely,

A handwritten signature in black ink, appearing to read "Kelly McCullough".

Kelly McCullough  
Associate General Manager for Development



## AWARD CATEGORIES

*Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful  
Understanding Knowledgeable Independent Imaginative Compassionate Inspiring Creative  
Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful Understanding*

**There are five Be More Award™ categories for which your organization may submit an application:**

### *Be More... Informed*

**Marketing Campaign Award** ~ the organization demonstrates creative original marketing through broadcasting, print material and/or community awareness. Examples include a specific program, project, or activity developed to promote, publicize, introduce, or create an identity for a specific organization service or idea.

### *Be More... Entertaining*

**Special Events Award** ~ the organization hosts a wide variety of or one particularly original special event or fundraiser. Special events are held to recognize, salute, assist, or celebrate people, business, and/or your organization. Examples include anniversary celebrations, open houses, dedications, galas, receptions, or fundraising events.

### *Be More... Brilliant*

**Innovation Award** ~ the organization displays the most imaginative and creative use of original ideas to achieve organizational goals. Examples include resourcefulness (i.e. limited budget) in creating a new program, project or activity; or developing a unique and inventive method to bring a particular initiative to fruition.

### *Be More... Knowledgeable*

**Educational Outreach Award** ~ the organization strives to educate the community through guidance, knowledge, emotional or physical support, and/or a mentorship program. Examples include a specific program, project or activity aimed at improving specific aspects of community life and introducing and/or conducting community enrichment programs.

### *Be More... Creative*

**Arts & Culture Award** ~ the organization strives to promote arts and culture in the community. Examples include programs/ initiatives that make the arts accessible to all citizens, improves the livelihood of artists, advances knowledge of the arts, and integrates arts and culture experiences in lives of young people.

## **Additional Be More Awards™**

***Garnered Through Community Support, Innovation, and Overall Outstanding Achievement***

### *Be More... Humble*

**The People's Choice Award** ~ this [www.azpbs.org/bemore](http://www.azpbs.org/bemore) online poll is driven by votes from the general public in Eight's viewing area. The poll will include a listing of all eligible charitable, non-profit organizations that submit an application, regardless of category. The **Be More People's Choice Poll™** will be open from February 15 to March 31, 2009. This prestigious award exhibits the connection and relationship the organization has with the community and the people the organization serves. It allows area citizens to honor the charitable, non-profit that they feel most exemplifies the spirit of the community. Please invite your supporters to visit [www.azpbs.org/bemore](http://www.azpbs.org/bemore) and vote for your organization!

### *Be More... Encouraged*

**Judge's Choice Award** ~ selected by the **Be More Awards™** panel of judges, the Judge's Choice Award is based on an organization demonstrating unique appeal due to its original and extraordinary approach to its respective endeavor. This award is decided by the entire **Be More Award™** panel of judges based on majority vote.

### *Be More... Unstoppable ~ Non-Profit Organization of the Year*

**Non-Profit Organization of the Year** ~ selected from all of the submitted eligible applications, the criteria to win this award consists of overall excellence and the degree of fulfillment of four commitments to the community. These commitments include: service to the organizations' constituency; level of community impact; financial viability; and embodiment of overall community goodwill. This award is determined through extensive research and is ultimately decided by the entire **Be More Awards™** panel of judges.



# RULES AND REGULATIONS

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## Eligibility

The **Be More Awards™** are open and free to all charitable, non-profit organizations that are located in and serve communities in Eight's viewing area. The viewing area includes: Apache, Coconino, Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai, and Yuma counties. To be considered eligible for any of the **Be More Awards™**, a program, project, activity or event must have been completed within YOUR ORGANIZATION'S MOST RECENTLY COMPLETED FISCAL YEAR...that would include the fiscal year ending between January 31, 2008 and December 31, 2008.

Application packets must be submitted in an organized and cohesive manner; submissions that do not meet this condition will not be accepted. All submissions become the property of Eight, and will not be returned; additional packets of information may be requested by Eight. Additional copies of the application and rules and conditions are available online at [www.azpbs.org/bemore](http://www.azpbs.org/bemore). The winning organizations will be announced during the **Be More Awards™** luncheon ceremony on May 7, 2009 at the Camelback Inn in Scottsdale.

## General Submission Format

- 1) Complete the **Be More Awards™ Application**. All requested information must be included.
- 2) Compose a narrative (maximum of two pages on 8 ½ x 11 paper, 12 point font) on why your organization should receive a **Be More Award™**. Your narrative should only address the organizational accomplishments for the specific **Be More Award™** category in which you are submitting (i.e. special events), and not the organization's additional goals and other achievements. You must include the following information in your narrative:
  - ✓ **Program/Project Analysis:** summarize the program/project; include any information gathered (through formal and/or informal research methods) that helped identify the need for the project, its respective target audiences, and the strategies developed for bringing the project to fruition.
  - ✓ **Objectives:** clearly state at least three (3) specific objectives (qualitative or quantitative) that the project was designed to achieve.
  - ✓ **Implementation:** outline the specific steps used to achieve the stated objectives for the project.
  - ✓ **Evaluation:** explain how the success of the project was measured; report how well it achieved its objectives (for example: the goals of a fundraising dinner may be to recruit 20 new volunteers, raise \$10,000 in funds, and have 100 attendees – explain the process of how you measured the success of the results).
  - ✓ **Future Prospects:** state if it is anticipated that this project will be continued, modified or replicated in some fashion in the future by the organization.
- 3) Complete and submit a one-page budget for the project. Also, include a brief justification for the budget explaining financial expenditures required for the development, implementation, and evaluation of the project; and explain how these expenditures related to the success of project.
- 4) Include 2-4 examples of materials supporting your narrative and demonstrating why your organization is the most deserving of the respective **Be More Award™**. Materials could include, but are not limited to: brochures, flyers, newsletters, web page, testimonial letters, event programs, event invitations, and photographs. No video or audio formats please.
- 5) Submitting organizations must submit **five (5) complete packets** of items 1) through 4) to be distributed to the judges for review and scoring.

### In addition:

- 6) Submit one current copy of the organization's 501(c)(3) determination letter from the IRS.
- 7) Submit one copy of your organizations most recently completed independent audit or the most recently completed and filed tax return, Form 990.
- 8) Please note that submitted applications and supporting materials will not be returned to the applying organization.

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## RULES AND REGULATIONS

### Application Due Date

Award applications must be postmarked by **January 16, 2009**. Send applications to: Eight, 555 N Central Ave. Suite 500, Phoenix, AZ 85004, Attn: Be More Awards. **Late submissions will not be accepted.**

### Judging

Initial judging of the applications in the five submitted categories will take place from **February 2, 2009 to February 27, 2009**. The Be More Awards™ panel of judges is composed of impartial business and philanthropic leaders who volunteered their time and energy to support this program and have been selected from throughout Eight's viewing area. Judges will not review any organization's application with which they may have either a personal or professional relationship. All applications will be screened by staff members to ensure all application criteria were appropriately met; judges will not review incomplete applications. All judging will be based on a point system. All decisions are final.

Be More Award Sponsor

**The UPS Store** 



# APPLICATION

*Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful  
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Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ZIP: \_\_\_\_\_ County: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Tel#: \_\_\_\_\_ Ext #: \_\_\_\_\_

Fax#: \_\_\_\_\_ Organization Website: \_\_\_\_\_

Name of Executive Director/President: \_\_\_\_\_

Exec. Dir./Pres. Email: \_\_\_\_\_ Tel #: \_\_\_\_\_

Number of Employees: Full Time \_\_\_\_\_ Part Time \_\_\_\_\_ Volunteers \_\_\_\_\_

Organization's Mission Statement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Annual Operating Budget: \$ \_\_\_\_\_

Does your organization partner with other non-profit organizations?  No  Yes, I partner with: \_\_\_\_\_  
\_\_\_\_\_

Please indicate the **Be More Award™** category in which you are submitting an entry (If applying for more than one award category, a separate application packet must be submitted for each award):

- Be More Informed** (Marketing)                       **Be More Brilliant** (Innovation)  
 **Be More Entertaining** (Special Events)                       **Be More Knowledgeable** (Educational Outreach)  
 **Be More Creative** (Arts & Culture)

**Be More Awards™ Disclaimer Statement:** By signing below, I acknowledge that I have read and understand the rules and conditions of entry. Furthermore, I acknowledge that all information stated on the application and submitted with the application is correct to the best of my knowledge. Eight has made every effort to notify all non-profits in the Eight viewing area through State of Arizona 501(c)(3) listings, non-profit listings provided via third party, etc. Judges will abstain from scoring any application in which they are either personally or professionally affiliated.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Executive Director/President: \_\_\_\_\_

**Eight, must receive all application submissions by 5:00 p.m., January 16, 2009** (submissions postmarked by 1/16/09 will still be accepted). Send applications to: Eight, 555 N Central Ave. Suite 500, Phoenix, AZ 85004, Attn: Be More Awards. *Late submissions will not be accepted.*



## APPLICATION CHECKLIST

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**Please take a moment to check the following to ensure that your organization has thoroughly completed a Be More Awards™ application package**

- I have completed and included the **Be More Awards™** application with all requested information.
- I have composed a narrative on why my organization should receive a **Be More Award™** and have included information on the following: Program/Project Analysis, Objectives, Implementation, Evaluation, and Future Prospects.
- I have included a one page budget for the Program, Project, Activity or Event and a brief budget justification explaining the expenditures required.
- I have included 2-4 examples of materials supporting my narrative and demonstrating why my organization is the most deserving of this **Be More Award™**.
- I have completed and submitted five (5) complete packets of above items to be distributed to the judges for review, and scoring.
- I have included a current copy of my organization's IRS determination letter indicating our 501 (c) (3) status.
- I have enclosed a copy of my organization's most recently completed independent audit or the most recently completed and filed federal tax return, IRS Form 990.
- I understand that the application and supporting materials will not be returned to my organization.

### *Questions?*

We are happy to help!  
Please contact **Eight**, by calling 602-496-9614  
or E-mail [eightevents@asu.edu](mailto:eightevents@asu.edu)

### *Don't Forget!*

**Be More Awards™** tickets:

Tables of 10 are available by calling 602-496-9614 or online at [azpbs.org/bemore](http://azpbs.org/bemore)

\$75 per individual • \$1,250 for a Be More Involved Table of 10  
\$1,750 for a Be More Engaged Table of 10 • \$2,500 for a Be More Generous Table of 10

**Thank you for participating in Be More Awards™ ~ Good Luck!**