

the Sillerman Center

FOR THE ADVANCEMENT OF PHILANTHROPY

The Heller School

for Social Policy and Management

The 2011 Sillerman Prize for Innovations in Philanthropy on College Campuses

Philanthropy: The effort or inclination to increase the well-being of mankind as by charitable aid or donations. (The American Heritage Dictionary, Boston, Houghton Mifflin, 1991)

Background and submission instructions

Purpose

The purpose of this competition is to identify innovative strategies for advancing philanthropy on University campuses. Both the creation of programs to increase the awareness of university students about their personal philanthropy, or strategies to develop philanthropic values which last throughout their lifetimes are subjects of interest. The Sillerman Center's goal of increasing knowledge about, and motivation to engage in philanthropy is both 1) consistent with the underpinnings of social justice and 2) vital at this moment in history when the scales of need and giving in society are becoming even less balanced.

Why would students give?

What would change the awareness and behavior of University students so that they are motivated to engage in their own personal philanthropy and think about philanthropy as a life-long important civic engagement activity?

Cash Prize

The Sillerman Center for the Advancement of Philanthropy at the Heller School, Brandeis University, will award a \$5,000 cash prize to the winner of the Sillerman Prize for Innovations In Philanthropy business plan competition. Runners up will be recognized on the web site of the Sillerman Center. There are no strings or obligations to the cash award, the winner may spend it as they see fit including donating some or all of the prize but that is not required.

Eligibility

Any University student or teams of students who can articulate a plan to build a culture of giving on college campuses, increase philanthropy amongst college students and/or create innovative structures in which that objective can be accomplished are eligible to submit plans according to the criteria in the official application.

Submission instructions

Submission of a written plan not to exceed five to eight single spaced pages answering all the questions detailed on the official application form is required. Submissions will be evaluated and finalists selected by a panel of judges. Finalists will be invited to give an oral presentation about their submission that will be evaluated by the panel of judges. Following the judges deliberations, a winner will be announced. The narrative of the business plan should focus on innovations that hold promise to increase and improve philanthropy amongst college and graduate students. Business plans should be submitted via email attachment to cjacobs@brandeis.edu or hard copy to Claudia Jacobs, The Sillerman Center, The Heller School, MS035, Brandeis University. Oral presentations will be scheduled after judges have selected finalists

Deadline

Submissions are due by Friday, March 11, 2011 and winners will be announced by Friday, April 15, 2011.

Eligibility

Any undergraduate or graduate students matriculated in any U.S. college or University are eligible.

Eligible applicants may apply as individuals or in groups. The Sillerman Center encourages students to apply in teams so there can be greater opportunities to take advantage of multiple perspectives. In case of a winning submission by a team, the prize will be split equally amongst team members unless the Sillerman Center is otherwise notified/advised by the applicants.

Background

With so many unmet needs in the United States and globally, the question of how to advance philanthropy is a topic ripe for innovation, especially challenging in an economy that has seen recent declines in the wealth that has fueled much charitable giving in recent decades. University campuses are important sources of original thought and students can play a significant role in surfacing ideas that present innovative approaches to promote philanthropy. The Center values concepts about giving that go well beyond the giving behavior of the wealthy. The Center wishes to encourage philanthropy at every level of society because of the deep satisfaction and good that can be accomplished.

With technological advances in social networking, internet usage, etc., young adults often communicate and conduct business in new ways. The Sillerman Prize seeks innovations concerning how University students approach their own giving or ideas about how to motivate and encourage philanthropic behavior on University campuses through use of any technology available.

What this is not

For this prize competition, the topic of philanthropy **does not** include service or volunteer work—while the Center has enormous respect for those strategies; it is not within the Center’s mission. This competition is focused sharply on giving of one’s own resources, and since college and graduate students may not have enough financial resources to accomplish a specific goal, that which can be supplemented by fund raising. Only applications that focus on that aspect of philanthropy will be considered eligible.

Questions to Address

The Sillerman prize will recognize innovative ideas which address any of the following questions and/or similar questions posed by the applicant(s).

- How might we foster new generations of philanthropists, especially by fostering the engagement of those who are now University and college students and motivate them to begin and develop their own thinking about philanthropy while still in their younger years?
- How might we develop programs, courses of study, or activities to engage University students directly in philanthropic knowledge and behavior?
- What strategies and approaches can be used to encourage direct giving?
- How would these approaches be sustained over time, rather than one shot events?

What Ideas Might We Receive from Teams?

Some examples of strategies that teams might propose include but are in no way limited to:

- Social networking and use of internet strategies
- Developing publications, intercollegiate events, college curriculum, etc.
- Working through Greek life organizations

The list above is not complete, it is just a way to help you visualize what some ideas might be and to stimulate your thinking!

Criteria for Judging

Judges will take into account the following to make their decisions on awards. Judges will be drawn from University campuses and the philanthropic community at large.

- Feasibility of plan were it to be implemented
- Clarity of writing
- Plan indicates a “high return” in terms of increasing philanthropic giving or increasing the understanding and incorporation of philanthropy into daily life
- Innovativeness of the idea—something not tried before or a new twist on something that may exist in some form
- Sustainable over time, ideas are ones that would make an impression on University age population but whose principles could be adopted throughout the life span and stay with people over time
- Written submission is within the eight page single spaced limit
- For finalists, an oral presentation that is clear to the audience and generates enthusiasm and positive response—for those finalists who are unable to travel to the Boston area for the oral presentations, video, UTube, or other facsimile can be worked out.

NB: If the winning application is judged to be something that could be implemented, the Sillerman Center may award an additional grant to that winning team for implementation. Finalists will be announced in late March and Finalist Oral Presentations scheduled in early April. Winner announced by April 15, 2011. Only applications submitted in a word document will be accepted.

2011 Sillerman Prize Application

Title of your Philanthropy Business Plan Project:

Brief Summary of Project Proposed (150 words or less):

Proposed Project Plan (5–8 pages single spaced).

This is your philanthropy business plan and it should include the eight elements bulleted below.

Include in your plan:

- The stated goal of your proposed project
- How the project holds promise to increase philanthropy and philanthropic values amongst college and graduate students
- The objectives (time limited, specific) of the project
- The activities and tasks you would need to achieve to implement and operationalize the plan including marketing, staffing (volunteer or paid), financial resources necessary
- Include a separate budget page that lists activities and costs; including staff cost
- The budget should match your narrative discussion of those elements allowing the judges to determine what the project will cost and the priorities for spending
- Describe the beneficiaries of the project
- Describe how you would measure its success/impact if implemented

Applicant Name(s) and Contact Information

Name _____

Address _____

Email: _____

Phone _____

University affiliation (e.g. undergrad, graduate student, school of your University if appropriate and your graduating class year; estimate if doctoral student):

Name _____

Address _____

Email: _____

Phone _____

University affiliation (e.g. undergrad, graduate student, school of your University if appropriate and your graduating class year; estimate if doctoral student):

Name _____

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Phone _____

University affiliation (e.g. undergrad, graduate student, school of your University if appropriate and your graduating class year; estimate if doctoral student):

Signatures of Applicant(s): signing the application certifies that this is your original work from the authors below. Prize eligibility includes return of any prize money if evidence exists that the business plan is not your original work.

Oral Presentations: If you are a finalist you will be notified about oral presentations dates. If you know you will be unavailable any date prior to April 15, please include below.