



## **The Letha H. Brown Literacy Award**

The Letha H. Brown Literacy Award was established by the International Board of Directors in July 1993, to honor Past International President Letha H. Brown, who, in 1977, introduced literacy as a major emphasis of the organization.

### **OBJECTIVES**

1. To stimulate interest in developing active literacy projects to serve their community.
2. To create an awareness of Altrusa and its commitment to literacy.
3. To encourage members of local Clubs to participate actively in literacy projects designed to meet specific community needs.
3. To recognize outstanding Club achievement in service to the community.

### **DISTRICT AND INTERNATIONAL COMPETITION**

1. Literacy projects nominated for the Letha H. Brown Literacy Award are judged each year at District Conferences. First-place winners from each District are entered in the competition at the International level. Established judging criteria are used by Districts and by International.
2. One (1) literacy project from Clubs-At-Large is included in the competition by International. The International Membership Committee organizes the selection process for projects for Clubs-At-Large.

### **ELIGIBILITY**

1. Every Altrusa Club is eligible to enter one (1) service project each year of the biennium. Clubs can enter any service project that was:
  - A. Conducted in its entirety during the twelve (12) month period ending prior to the date of submission of entries for judging; or
  - B. Completed on or before the date of submission of entries for judging; or
  - C. Clubs with projects of an ongoing nature may submit for judging those major activities conducted during the twelve (12) month period ending prior to the date of submission of entries for judging.
2. Projects which are primarily fundraising projects or which generate funds for Clubs' use are not eligible for nomination.
3. An Altrusa Club may not submit the same project for both the Letha H. Brown Literacy Award and the Mamie L. Bass Service Award the in the same biennium.

## **ENTRY PREPARATION**

The entry should be completed and submitted as follows:

1. All entries should be typed. You may submit the entry in written format or may forward the entry via email or complete the online entry form.
2. Covers should be labeled, "Nomination for Letha H. Brown Literacy Award, name of Club, District, and Club year."
3. The first page should be the entry form, completed in its entirety.
4. The narrative must not exceed 1,000 words, must be typed and on plain white paper or background. In developing the narrative, Clubs should refer to the judging criteria and score sheet. The following questions should be addressed in the narrative to assist judges in evaluating the submission.

### **A. *Selection of Project:***

- 1) Describe the aims and objectives of your project:
  - a) What was the purpose of the project?
  - b) What segment of the community was the project designed to help?
  - c) What provisions were made for member participation in carrying out this project?
- 2) Explain why your Club chose the project:
  - a) How was the need for the project determined?
  - b) Was this need being met by any other community group or agency?
  - c) What were the reasons for choosing this project?
  - d) How was the membership involved in the selection of this project?

### **B. *Development and Implementation of the Project:***

- 1) Describe how your project was carried out (proposals, action plans, communication, etc.)
  - a) How was the project structure developed (guidelines, timetables, work assignments, communication, and record keeping)?
  - b) How was each party informed on the progress of the project?
- 2) What resources were required?
  - a) What resources and fundraising were needed for the project?
- 3) How was the Club membership involved in the project?
  - a) How were the talents and abilities of Club members utilized?
  - b) What percentage of Club members actively participated in the project?
  - c) How many hours of personal service were contributed by Club members?
- 4) How was the project supported by individuals and/or organizations in the community?
  - a) What was the extent of participation or support by individuals and/or organizations in the community?

### **C. *Evaluation of the Project:***

- 1) Were the original objectives of the project achieved?
- 2) What was the estimated number of people who were helped by the project?
- 3) What were the benefits to the community?
- 4) Did the project promote community awareness of Altrusa?
- 5) Supplementary information should not exceed six pages. Where more than 6 pages are provided the judges will only consider the first six pages.

5. Award Executive Summary/Synopsis:

A 60 word count synopsis of your project is to be provided. The synopsis should provide a brief outline of key aspects of the project This synopsis will not be counted towards the project description word count and will not affect the submission eligibility. The synopsis will be used if your award is selected as a winning entry.

### **PROCEDURES FOR SUBMITTING ENTRIES**

1. Clubs submit entries for the District competition on or before the date established by the District Governor. Entries may be submitted electronically or as a hard copy.
2. The winning District entry is forwarded to the International Office by the Governor or their nominee immediately following the close of the District conference.
3. The winning entries from the March/April/May District Conferences must reach the International Office no later than **June 1<sup>st</sup>** in the Convention year to be considered in the International competition. Late entries shall not be considered for judging.
4. The winning entry from Clubs-At-Large for each year of the biennium is forwarded by the International Membership Committee to the International Office and must be received by **June 1<sup>st</sup>** to be considered in the International competition.

The International Office will acknowledge receipt of each entry to both the District Governor and the president of the winning Club. The International Office will submit all District entries to the International Service Program Development Committee, who will coordinate the judging activities of the International competition.

### **JUDGING COMMITTEES**

1. The District Governor appoints a Chair of the District Letha H. Brown Literacy Award Committee. The Chair selects three (3) prominent members of the general public to serve as judges.
2. The International Service Program Development Committee coordinates the International judging activity. The Chair appoints three (3) prominent members of the general public to serve as judges.

### **JUDGING CRITERIA AND SCORE SHEET**

1. The judges may disqualify any entry for any rules violation.
2. In evaluating entries, the judges place primary importance on the written narrative. Substantiating materials are considered only in a supplementary perspective. Only the first six pages of supplementary materials will be considered by judges. Any additional pages shall not be considered.
3. The amount of funds spent on an activity is not a major criteria in selecting award winners.
4. In determining award winners, the judges consider how the Club selected, developed, implemented and evaluated the service project. The questions which follow are what the judges use to evaluate the components of Club projects. Each entry is evaluated on its own merits and not as compared with other entries. A Club should use the information in the preceding entry preparation section, judging criteria and score sheet as a guideline in preparing its entry.

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## Judging Criteria and Score Sheet

### I. Selection of Project (20 points)

- A. Describe the aims and objectives of your project.
- B. Explain why your Club chose the project.

**Maximum Points: 20**

**Points Earned: \_\_\_\_\_**

### II. Development and Implementation of the Project (60 points)

- A. Describe how your project was carried out (proposals, action plans, communication, etc.).
- B. What resources were required?
- C. How was the Club membership involved in the project?
- D. How was the project supported by individuals and/or organizations in the community?

**Maximum Points: 60**

**Points Earned: \_\_\_\_\_**

### III. Evaluation of the Project (20 points)

- A. Were the original objectives of the project achieved?
- B. What was the estimated number of people who were helped by the project?
- C. What were the benefits to the community?
- D. Did the project promote community awareness of Altrusa and its commitment to Literacy?

**Maximum Points: 20**

**Points Earned: \_\_\_\_\_**

**Supplementary information should not exceed six pages. Where more than six pages are provided only the first six pages will be considered by the judges.**

## **AWARDS AND AWARD PRESENTATIONS**

The names of the winning entries are kept secret until the time of the awards presentation.

***District Awards:*** A Certificate of Merit is presented by the District to the First-Place award-winning Club at each District Conference. Runners-up [the number not to exceed three (3)] may be given Honorable Mention.

***International Awards at Conference:*** An award of \$100 (U.S. dollars) is presented annually by the International Representative to the winner at District Conference. For Clubs-At-Large, an award of \$100 (U.S. dollars) is given annually to the winning entry. The Altrusa International Foundation provides the funding for the monetary awards at District Conferences.

***International Awards at Convention:*** An award of \$300 (U.S. dollars) is presented to the First-Place winner and awards at \$75 (U.S. dollars) are given to the Clubs winning First and Second-Place Honorable Mentions. The Altrusa International Foundation provides the funding for the monetary awards at the Altrusa International Convention.

# **Sample Title Page**

**Name of Project**

**Nomination for Letha H. Brown Literacy Award**

**Date**

**Name of Altrusa Club**

**Mailing Address/Street Address**

**City, State/Province, Zip/Postal Code**

**Country**

**District**



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## ENTRY FORM

**Please type.** (If you need additional room, please add separate sheets of paper to the Entry Form.)

**District:** \_\_\_\_\_

**Name of Altrusa Club:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_

**Country:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Date (day, month, year):** \_\_\_\_\_

**Club Membership (as of entry date):** \_\_\_\_\_

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**Project Title:** \_\_\_\_\_

**Project Description:**

The narrative must not exceed 1,000 words, must be typed and on plain white paper or background. In developing the narrative, Clubs should refer to the judging criteria and score sheet. Please refer to the section entitled, "Entry Preparation," #Item 4 for questions that should be addressed in the narrative to assist judges in evaluating your submission.

View the Submission Contact List to submit your completed entry to the designated Awards Chair of your District.

The winning entries at the District Conferences must reach the International Office by June 1<sup>st</sup> to be considered in the International competition.