

Postmark
Deadline:
September 16, 2005



Keep America Beautiful, Inc. *Graffiti Hurts*® National Award

Award Description

Graffiti vandalism hurts communities, businesses, schools, and you. Help us recognize and honor programs that are bringing innovation and best practices to erase graffiti vandalism. Enter your program to win a *Graffiti Hurts*® National Award. Winners will receive a cash award of up to \$1,000 and national recognition. Contest is open to all anti-graffiti projects that have taken place within the last 12 months. Please join us!

Graffiti Hurts® is a community-based graffiti prevention program. It was developed in 1997 through a partnership between Keep America Beautiful, Inc., a nonprofit organization dedicated to engaging individuals to take greater responsibility for their community environment, and The Sherwin-Williams Company, maker of Krylon® paint. *Graffiti Hurts*® provides resources to help community leaders assess the graffiti problem, initiate graffiti prevention activities, and educate youth and adults about the impact of graffiti vandalism on neighborhoods. Learn more at www.graffitihurts.org.

Eligible Groups

Any of the following groups are eligible to apply for the *Graffiti Hurts*® National Award:

Nonprofit, Civic, and Community Organizations

Includes neighborhood groups (e.g., Neighborhood Watch), crime prevention associations, civic clubs or organizations, and other nonprofit groups.

Youth Groups/Schools

Includes any group of youth such as Girl/Boy Scouts, 4-H, Girls/Boys Clubs, YW/YMCAs, and students in a class, grade, or school club.

Government Agencies

Police departments or other law enforcement. Also includes city, county, state and federal government agencies, or subdivisions within these agencies (e.g., department of public works).

Business/Professional Organizations

Includes small and large businesses, corporations, and professional organizations.

Entry Categories

Eligible applicants may enter **one** of three award categories:

- **Community under 100,000 population - \$1,000 Cash Award**
Enter under this category if you are an eligible group located or operating in a city that has a population of **100,000 or under**.
- **Community over 100,000 population - \$1,000 Cash Award**
Enter under this category if you are an eligible group located or operating in a city that has a population of **over 100,000**.
- **Paint Brush Mural - \$500 Cash Award**
Enter under this category if you are an eligible group with a project that is using one (or more) paint brush mural(s) to respond to persistent graffiti.

KEEP AMERICA BEAUTIFUL, INC.

2005 *Graffiti Hurts*®
National Award

How to Enter

Only those entries in compliance with the following guidelines will be judged:

- 1. Award Information Sheet** - Complete the attached "Award Information Sheet," which will be the first page of your entry.
- 2. Executive Summary** - Write an executive summary, responding to the award criteria questions contained in the "Executive Summary" section. Do not exceed two double-sided pages (four sides).
- 3. Supplemental Materials** - Provide up to two double-sided pages of supplemental material numbered 1-4. Supplemental material can include education and outreach materials, press clips, brochures, data that shows a reduction in graffiti, etc. Please do not include bulky items such as T-Shirts, posters, or videos.
- 4. Photos** - Submit up to five un-cropped photographs that feature your organization's work. Please include captions to describe what each photo is depicting. Photos from the winning entry may be used on the *Graffiti Hurts*® Web site, or in a Keep America Beautiful multi-media display.
- 5. Letter of Recommendation** - Provide at least one letter of recommendation from an elected official, sponsor or project partner that supports the credibility and impact of your graffiti prevention project.

Executive Summary

The Executive Summary is the most important part of the entry, and is read carefully by the judges. Summaries must be typed and answers must be numbered to match the award criteria questions.

Include the name of your organization, city, and state in the top right-hand corner of the first page of the Executive Summary. Then answer the questions below. Please do not use clip art or colored ink in this portion of your entry. Use no less than one-inch top, bottom and side margins on standard 8 1/2 " X 11" paper, with a type size no smaller than 11-points. Please double space your summary. You will need to submit three photocopies of this portion of your entry.

- 1. Background and Statement of Need** – What was the motivation for the project/program? Describe the specific graffiti problem to be addressed. Use concrete data and information to show the extent of the problem. Provide the date the program started and the length of activity.
 - 2. Program Execution**– Describe your project/program and how it specifically responded to the local graffiti vandalism problem. What activities were involved? Describe any aspects of the program that you consider to be innovative.
 - 3. Budget, Partnerships, and Community Involvement** – What was the budget? Describe any in-kind donations and volunteer hours that were contributed to the program. Describe any partnerships with the community, businesses, schools, government resources, individuals, etc. that helped make the program work.
 - 4. Public Education** – How did the program contribute to educating the public about the impact of graffiti vandalism on the community? What communication or education tools were employed to raise public awareness?
 - 5. Results and Sustainability** – Did the program help to reduce or prevent graffiti? What results and community benefits did the program achieve? Will this be a continuing effort? Use concrete data and information to show results.
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Winner Notification

The award winners will be selected by an independent panel of judges from the public, private, and government sectors. The winners will receive a cash award and a display plaque. These will be presented in the winner's city at a local event of their choice.

All award applicants will be notified by mail by November 1, 2005.

Submitting Your Entry

You may submit your *Graffiti Hurts*® National Award entry in any of the following three (3) ways:

1. Electronically via email to Grace Keegan at gkeegan@kab.org (please put "*Graffiti Hurts*®" in the email subject line).
2. On a CD-Rom mailed directly to Keep America Beautiful, attention *Graffiti Hurts*® Award.
3. As a hard copy mailed to Keep America Beautiful. You are required to submit three photocopies (double sided) of the Award Information Sheet and Executive Summary. Please do not send copies of the Supplemental Material. Clear plastic sleeves inside a three-ring binder are an excellent way to display the award application and material.



Entry Checklist

- o Award Information Sheet
- o Executive Summary, two (2) double-sided pages.
- o Supplemental Material, two (2) double-sided pages.
- o Three (3) copies of the Award Information Sheet and Executive Summary.
- o Supplemental material, two (2) double sided pages.
- o Photos with captions— up to five (electronic or print).
- o Letter of Recommendation.

*Deadline: Postmarked by
September 16, 2005
Mail to: Graffiti Hurts c/o
Keep America Beautiful, Inc.
1010 Washington Blvd.
Stamford, CT 06901*

Questions: Contact Keep America Beautiful at 203-323-8987, or *Graffiti Hurts*® at graffitihurts@kab.org.

(Over for Application)

2005 Graffiti Hurts® Award Information Sheet

For Correspondence: (please print or type)

Name:

Title:

Organization Name:

Street Address:

City, State, Zip Code:

Phone:

Fax:

Email address:

(All correspondence will be conducted via email unless no email address is provided.)

Signature _____ Date _____

*Keep America Beautiful, Inc. reserves the right to publish the enclosed information.
Your signature gives us the right to reprint any portion of your application.*

Award category (select only one):

- Community **under** 100,000 population
- Community **over** 100,000 population
- Paint Brush Mural

Name as it should appear on the award:

Type the name exactly as it should appear on the award (limit 50 characters, including spaces):