



Champion Creatively Alive Children™ 2012 Grant Program
Request for Proposals for Grants

Sponsored by Crayola, in collaboration with the National Principals Resource Center, a component of the National Association of Elementary School Principals (NAESP)

APPLICATION FORM

Applications should be e-mailed to **CreativelyAlive@crayola.com** or faxed to 610-515-8781;
Attn: Anita DeChellis.

Applications will be accepted starting December 1, 2011 and ending at
12 a.m. (midnight) ET on Friday, June 15, 2012.

Grant awards will be announced by Monday, October 15, 2012.

Funded by Crayola LLC.

Up to 20 elementary schools in United States and Canada will receive "Champion Creatively Alive Children" grants to implement and document results of an innovative arts-infused education project. Each award includes a \$2,500 grant and \$500 worth of Crayola products (selection determined by Crayola). Grant recipients will share outcomes and inspire other schools to implement these innovative practices via NAESP's National Principals Resource Center and Crayola.com.

Go to the educator section of Crayola.com or to NAESP.org for more information.

Eligibility: Proposals must be submitted by principals who are members of NAESP. The schools must be located in the United States or Canada. Educators whose schools received this grant in 2011 will not be eligible to apply for a 2012 grant. Instead, we urge you to become a judge and help us score new proposals. 2011 winners may apply again in 2013. Anyone interested in serving as a judge should e-mail contact information to CreativelyAlive@crayola.com and request a judge application form.

Champion Creatively Alive Children™ 2012 Grants

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Introduction

Upcoming challenges of the 21st century require today's students to develop skills in critical thinking, creativity, collaboration and communication. In order to reach their full potential and grow into self-motivated learners, children's natural curiosity and explorative spirit must be nurtured. Crayola shares principals' commitment to nurturing creatively alive children.

At Crayola and NAESP we believe...

- in the power of children's original thought.
- creative experiences provide robust, memorable learning.
- children are empowered by creative leaders.
- arts-infused education builds the essential 21st Century Skills—the 4Cs: Critical Thinking, Creativity, Collaboration, and Communication.
- “what if...” is the greatest question in the world—a question that makes leaders explore new possibilities!

Grants are available to help educators explore new ways to champion creatively alive children.

We're inspired by educators who ignite children's abilities to bring new ideas to life. There is something magical about children's self-expression. That magic occurs when education leaders develop effective ways to bring colorful wings to the invisible things that grow in the hearts and minds of children. Using their visual voices helps students engage in learning, as they share thoughts and feelings. We want to help educators find and nurture promising practices.

What if...

- arts-infused learning thrived every day in schools.
- art teachers became schools' Chief Creative Officers, helping others develop creativity.
- schools relied more on project-based authentic assessment rather than standardized tests.
- parents and administrators valued the power of creative experiences to enhance learning.
- schools found new ways to document and articulate the value of creative experiences.

Submissions are not limited to the “what if...” ideas listed above. We encourage an original “what if...” that addresses your school's needs.

Grant Funding:

Up to 20 elementary schools in the United States and Canada will be selected to receive Champion Creatively Alive Children™ grants to implement and document results of an innovative project. Each selected application will receive a \$2,500 monetary grant and \$500 worth of Crayola products. Grant recipients will share outcomes and inspire other schools to implement these innovative practices via Crayola.com and NAESP's National Principals Resource Center website and/or *Principal* magazine.

Each grant application must:

- be received by 12 a.m. (midnight) ET on Friday, June 15, 2012.
- be submitted by a principal who is an NAESP member and who affirms the intention of being an NAESP member during the 2012–2013 school year.
- be collaboratively planned by principal and teachers, including the arts teachers.
- address a “what if...” opportunity to increase arts-infused education and foster children's critical thinking, creativity, collaboration, and communication skills.
- include objectives, success metrics, timeline, budget, contacts, and work plan spanning October 2012 through June 2013.
- outline what will be submitted in the interim report that will be due January 15, 2013 and final report due May 15, 2013.
- identify promising practices to share with other schools; contribute content & photos for print and/or Internet stories.

Schools whose proposals are selected will receive notification that they are finalists. Finalists must provide signed Crayola/NAESP photo permission forms and a W-9 form before grant awards are announced on October 15, 2012. Failure to submit signed forms by due date will result in forfeiting the award. An alternate finalist will be selected to receive the grant.

Preference will be given to applications that emphasize:

- Innovation—new ideas that aren't currently common practice. Don't duplicate a proposal that was submitted by your school or funded in another school in prior years. Be original!
- Collaboration—school-wide, parents, and/or community involvement. How will adults as well as children collaborate?
- Sustainability—ability to implement beyond grant funding. Long-term projects are preferred over an event.
- 21st Century Readiness—focus on the 4Cs: Critical Thinking, Creativity, Collaboration, and Communication.
- Arts-infused education—the program and budget should have particular emphasis on integrating visual arts into other aspects of school curriculum and assessment.
- Ongoing assessments—how will the school evaluate the success of the program? How will students' work be assessed, particularly in the 4C skills? For example, will the school develop and share an assessment rubric?

Eligibility:

Proposals must be submitted by principals who are members of NAESP currently and intend on renewing membership for the 2012–2013 school year. Educators whose schools received this grant in 2011 will not be eligible to apply for a 2012–2013 grant. Instead we urge you to become a judge and help us score new proposals. 2011 winners may apply again in 2013. Anyone interested in serving as a judge should e-mail contact information to creativelyalive@crayola.com and request a judge application form.

Champion Creatively Alive Children™

2012 Grant Application Form

Principal Name: _____

Principal E-mail: _____

Principal must be a member of NAESP at the time of application submission and intend to be a member for the 2012–2013 school year. If not a member, please join now at www.naesp.org.

Name of School: _____

School District: _____ **County:** _____

School Address: _____

City, State, Zip Code: _____

School Telephone: _____ **Fax:** _____

Grade Levels (e.g. K–6): _____ **School Enrollment:** _____

School Type (choose one): Urban / Rural / Suburban / Other: _____

Grant application collaboration team members:

Name:	Title:	E-Mail:
Name:	Title:	E-Mail:
Name:	Title:	E-Mail:
Name:	Title:	E-Mail:

(if more than four team members, please feel free to add)

As a part of the *Champion Creatively Alive Children™* grant program, principals are required to:

- implement the proposed project during the 2012–2013 school year.
- submit an interim project report (due January 15, 2013) and a final report (due May 15, 2013); both will include promising practices, photos, and stories to show progress and results towards success metrics. Also include photograph and permission forms for any new students and faculty.
- agree that Crayola and NAESP may use, copy, and redistribute materials, including documents, photographs, illustrations, and digital media, submitted in connection with a grant, including, but not limited to, any proposal, application, interview, interim or final report, in any media, for the purposes of publicizing, advertising, and promoting the program.

**Champion Creatively Alive Children™ 2012 Grants
APPLICATION FORM**

PROJECT OUTLINE

(must be filled in completely and submitted between December 1, 2011 and June 15, 2012)

Describe your “what if…” opportunity and how it addresses your school’s needs (100-200 words or less):

Outline goals and objectives (300-400 words or less):

Define what success would look like and how you will measure the progress. Be sure to describe any ongoing assessment (300-400 words or less):

How will you identify promising practices to share with other schools? (100-200 words or less):

Why is your project innovative? (100-200 words or less):

Describe the collaboration planned for your project (100-200 words or less):

Describe the sustainability of your project and ability to implement aspects of it beyond the grant funding (100-200 words or less):

How does this project prepare your students with 21st century readiness skills? Address the 4Cs: Critical Thinking, Creativity, Collaboration, and Communication (300-400 words or less):

List key contacts and the role each leader of this project will play (e.g. principal, art teachers, other teachers, budget coordinator, public relations manager, community/parent liaison, etc.):

Project timeline (indicate key milestones) and describe work plan spanning October 2012 – June 2013:

Outline budget, including any supplies or direct costs to implement the project:

(Note: the budget will be evaluated by how closely the planned expenditures align with the Champion Creatively Alive Children Program purpose/objectives and pertain to arts-infused education. While some technology might be needed to implement this project, proposals that indicate the majority of grant funds would be spent on technology are less likely to be funded.)

List other resources/contributions being applied to the project:

Outline what will be submitted in the interim and final reports. Be sure to address how you will capture photographs and stories that document the success of your project. (Note: Signed permission forms allowing Crayola and NAESP and its National Principals Resource Center to use photographs in communication must be provided by all finalists before grants are awarded. See "Photo/Video Release Form" included in Application.) Also indicate who will participate in interviews with NAESP and Crayola staff about your project. **(300-400 words or less):**

To submit your application, save it to your desktop as a Word document. Complete it and e-mail to creativelyalive@crayola.com, or print it and fax to 610-515-8781; Attention: Anita DeChellis.

SPECIAL EARLY BIRD BONUS: Complete proposals that meet eligibility requirements and are submitted on or before Friday, June 1, 2012 will receive a complimentary Crayola Classpack of art supplies. It's our way of showing appreciation for those who submit applications early.

FREQUENTLY ASKED QUESTIONS

- **Briefly, what is the Champion Creatively Alive Children™ grant program?** Up to 20 grants will be available from Crayola to help educators explore the "what if..." opportunities that are innovative, promising practices that could inspire other educators to implement similar programs.
- **Why is Crayola sponsoring this program?** Crayola is inspired by educators who ignite children's abilities to bring new ideas to life. There is something magical about children's self-expression. That magic occurs when education leaders develop effective ways to bring colorful wings to the invisible things that grow in the hearts and minds of children. Using their visual voices helps students engage in learning, as they share thoughts and feelings. Crayola and NAESP want to help educators find and nurture promising practices.
- **What is the grant?** The school will receive \$2,500 to implement the innovative arts-infused education project and \$500 worth of Crayola products (selection of products determined by Crayola).
- **When will the grants be awarded?** The grants will be distributed in October 2012. Finalists are contacted in early October and if they submit the required W9 form and signed photo permission forms, they will be grant winners.
- **Do I need to complete the attached photo permission form now?** The attached photo permission form is required for the schools selected as Finalists. Finalists will be notified in October 2012. Signed Crayola/NAESP photo permission forms must be received for each person involved in the grant program so the photos can be used in interim and final reports.
- **What if my school does not have an art teacher?** If the school does not have a certified Art Educator, the principal should collaborate with the person who is designated within the school to teach the arts.
- **Who is eligible?** The application must be submitted by an elementary school principal, in the United States or Canada, who is an NAESP member and intends to be an NAESP member during the 2012–2013 school year. If the principal is not a member, s/he can join now at www.naesp.org. Educators whose schools received this grant in 2011 will not be eligible to apply for a 2012–2013 grant. Instead, we urge you to become a judge and help us score new proposals. 2011 winners may apply again in 2013. Anyone interested in serving as a judge should e-mail contact information to creativelyalive@crayola.com and request a judge application form.
- **My principal is a member of the State affiliate association, but not the national (NAESP) - what do we do?** The principal must also be a national NAESP member. Nonmember principals can join now at www.naesp.org.
- **What if my principal leaves during the 2012–2013 school year?** The school's new principal should join NAESP.
- **Should the applications focus on one of the five "what if..." ideas outlined in the application?** No, we encourage an original "what if..." that addresses your school's needs.
- **What type of collaboration is required?** You can get a sense of some community and university collaborations from past years' winners. But we urge that each grant be original and not duplicate an idea that was funded a prior year. Grants that are too similar to prior years' proposals will be less likely to receive a grant.



PHOTO / VIDEO RELEASE FORM

I hereby give permission to Crayola LLC, the National Association of Elementary School Principals, and my child's school to use moving and still images and accompanying audio of me and/or my child, captured during the

_____ (enter school name) grant program, on and in connection with educational, demonstration or promotional materials and publications in any media, worldwide and in perpetuity, related to the "Champion Creatively Alive Children" Grant Program and waive any rights of compensation or ownership thereto.

Print Name of Participant: _____

If participant is under the age of 18:

Age: _____

Print Name of Parent/Guardian:

Participant's or Parent/Guardian's Signature:

Date: _____

Please make copies of this form, obtain signatures, and return with application (due from finalist before grants are awarded). Send additional forms as updates, along with the Interim and Final reports, for students and faculty who join the school during the program.

Schools selected as Finalists MUST PROVIDE ONE SIGNED FORM FOR EACH PARTICIPANT INVOLVED IN THE PHOTOGRAPHS (children and adults)

Selected proposals will receive notice that they are finalists. The signed photo permission forms and a W-9 form must be received by Crayola before the grant is awarded. Failure to submit forms by due date will result in forfeiting the award. An alternate finalist will be selected to receive the grant.