

**2010 KIDS
HELPING KIDS
AWARDS
JUDGING
CRITERIA**



Kids Helping Kids Awards Judging Criteria



Our Mission

SchoolAid is a national school based philanthropy network empowering kids to help kids in crisis. SchoolAid's purpose is to promote a world where Australian children live the values of care and compassion and so develop a lifelong sense of moral and social responsibility.

Purpose of the Kids Helping Kids Awards

To showcase, celebrate and reward the outstanding school-based philanthropic projects taking place across Australia, and to increase the national media and public profile of SchoolAid's work and activities.

Shortlisting the Awards Entries

The SchoolAid Awards project team will shortlist the entrants in each category, with the exception of the 'Cartoon Network Hero Award' (which is open to online judging) and the 'Best of the Best' winner, to be chosen by the Awards Judging Panel.

Entries will be shortlisted based on the below criteria:

1. Information and content
2. Issue engagement
3. Geographic location (equity across all states and territories)
4. Equity across rural, regional and urban school locations
5. School size, access to resources and obstacles faced

The shortlisting process will deliver equity based on the above criteria across each Awards category, to ensure a diverse group of shortlisted entrants representing the wealth of diversity across the nation.

The Judging Process

Entries close for the Kids Helping Kids Awards on 15 September 2010. The six shortlisted entries per category will then be provided to our Judging Panel for their consideration. Each Judge is assigned by the SchoolAid Awards project team to assess a specific Awards category aligned with their expertise and experience and in which there is no conflict of interest. Judges will award each entry a possible score out of 100, based on judging criteria and percentage weightings as outlined below. Judges will apply judging criteria (details below) and then confirm two finalists per category based on their final score. Category winners will be the finalist with the highest score. Judges will choose the Best of the Best winner from the two finalists across each of the seven Awards categories.

**Note the 'Cartoon Network Hero Award' is an online voting award, and with the entry receiving the majority of votes by the voting closing date declared the winner.*

**Note the Kids Helping Kids Highly Commended Secondary School Prize will be awarded in selected categories should an appropriate Australian Secondary school entry be received and judged worthy. Only Australian Primary schools are eligible for the major prize in each Awards category. If there is no Highly Commended Secondary School Prize winner in the category, the prize will be reallocated to the Primary School category winner.*

Award Judging Timetable

Judging begins after 5:00pm AEST on 15 September for a period of one calendar month, closing at 5:00 AEST on 15 October 2010. Following the closing of entries on 15 September, the SchoolAid Awards project team will shortlist six entries in each Awards category for the judges consideration. Awards category finalists will be announced on 15 October, and on Monday, 1 November the 2010 Kids Helping Kids Awards winner will be announced. Winning entries will be personally advised just prior to the public announcement.

15 September

Kids Helping Kids Awards entries close

15-20 September

SchoolAid project team to shortlist in each category

15 September to 20 October

Online voting taking place for 'Cartoon Network Hero Award'

20 September

SchoolAid project team to forward shortlisted entrants to each category Judge

by 10 October

Judges provide list of two finalists in each category

15 October

Finalists announced and personally advised

16-20 October

Judges review finalists from each category, choose 'Best of the Best' winner (majority vote)

20 October

Online voting closes for 'Cartoon Network Hero Award'

1 November

Winners announced for the Kids Helping Kids Awards

**note the Cartoon Network Hero Award will be open for online voting through the Judging period 15 September through 20 October. Each entry will be posted on the Awards website with a short description of the submission.*

Award Categories

Although fundraising is an important part of the appeals that SchoolAid runs, our primary goal is to nurture philanthropy and a social conscience in school students, creating a new

generation of philanthropists. As such, the Award categories include criteria other than funds raised, including community engagement, innovation and engagement with the issue.

Participants may select a category for their project when they submit it, or SchoolAid will allocate the entry to the most appropriate category.

MICROSOFT MOST INNOVATIVE – Awarded to the SchoolAid or non-SchoolAid project which takes a cutting edge approach to fundraising and philanthropy or which suggests a genuine, original engagement with the issue at hand and the recipients of the aid.

BIGGEST FUNDRAISER – Awarded to the SchoolAid or non-SchoolAid project which raises the most funds for a SchoolAid program.

BEST LOCAL PROJECT – Awarded to a school raising funds for a non-SchoolAid program helping kids in their local community.

CARTOON NETWORK HERO AWARD – A category determined by online voting for a fundraising program entered into the Awards. Open to both SchoolAid and non-SchoolAid Primary School projects.

OUTSTANDING INDIVIDUAL TEACHER – Awarded in recognition of a teacher who provides exceptional leadership, support and direction to a SchoolAid or non-SchoolAid project.

SUSTAINABILITY AWARD – Awarded to a SchoolAid or non-SchoolAid project that demonstrates a commitment to genuine long-term social change and shows that the activities and values are firmly embedded in the school community.

BEST OF THE BEST AWARD – Awarded by our judging panel to the most outstanding overall Primary School entrant in the 2010 Kids Helping Kids Awards

Judging Criteria

1. Funds raised

The amount of money raised for a project will be a significant factor in judging the projects, particularly in relation to the size of a school/fundraising group. Submission must be for a project your school/class undertook in 2010, not before.

Judges will take into consideration the limited resources that are available to those in regional, rural, remote or very small schools and communities and judge accordingly.

2. Issue engagement

As fantastic as it is to raise money for a specific project, SchoolAid is about more than just fundraising. Our goal is to develop students into philanthropists; which means

encouraging them to learn about the issues affecting people throughout the world, engaging with those they are helping and really care about other kids both here in Australia and around the world who may be struggling with any number of problems affecting their ability to grow up safe, healthy and educated.

Judges will consider how students have developed in their knowledge of the community they have helped, or the wider impact that the project has had on attitudes in the school community.

3. Innovation and Originality

Programs approaching fundraising and philanthropy in a novel, innovative way will be given particular consideration in the judging process. Traditional fundraisers such as free-dress days or cake stalls may be updated or tailored to increase engagement with the cause being supported, or a totally fresh and innovative approach to fundraising and awareness-raising may be employed.

4. Communication and feedback

The Awards are designed to excite and engage other schools to get involved in philanthropy, and one the ways SchoolAid does this effectively is to share updates on the SchoolAid website, on YouTube or via the media to inspire other schools to get involved.

Consideration will be given by the judging panel to the quality of regular feedback, in terms of updates, photos and information provided to SchoolAid (or to your own community/school or other stakeholders should it be a non-SchoolAid fundraising project) over the life of the project to assist us with this goal.

5. Media and Publicity surrounding the project

SchoolAid's goal is to spread the message of important student-led philanthropic work throughout Australia and to involve as many Australian primary schools as possible in SchoolAid Appeals.

Schools who send in media clippings or other communications shared with their local community as part of their submission and awareness-raising will be given particular consideration in the judging process.

6. Sustainability

A single fundraising project can have a big impact while it is running and for the immediate period afterwards, however to have ongoing impact and create lasting social change, the philosophy and values of the project needs to be embedded in the school community.

Winning projects will demonstrate that they can sustain their impact on the school community for a prolonged period to ensure continued engagement and interest in the cause.

Percentage Weightings to be applied by Awards category and criteria

	Funds raised	Issue engagement	Innovation and Originality	Communication and feedback	Media and Publicity	Sustainability
Microsoft Most innovative	5%	15%	65%	5%	5%	5%
Biggest Fundraiser	70%	5%	5%	5%	10%	5%
Best Local Project	10%	20%	5%	5%	30%	30%
Cartoon Network Hero Award	External voting	External voting	External voting	External voting	External voting	External voting
Outstanding Individual Teacher	10%	20%	20%	20%	10%	20%
Sustainability award	5%	10%	5%	5%	5%	70%
Best of the Best Award	Judges Choice 20%	Judges Choice 20%	Judges Choice 20%	Judges Choice 20%	Judges Choice 10%	Judges Choice 10%