



***Champion Creatively Alive Children™*** —2010 Mini-Grant Program  
Request for Proposals from 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 sent to **education@crayolamail.com** or **fax to 610-250-5768, ATTN: GARRITY**. Applications will be accepted until midnight EST, Sunday, August 15, 2010.

Grants will be announced by October 15, 2010.

Funded by Crayola, LLC.

## **Champion Creatively Alive Children™**

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### **Introduction**

Upcoming challenges of the 21<sup>st</sup> 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 we believe:**

- § in the power of children's original thought
- § creative experiences provide robust, memorable learning
- § children are empowered by creative leaders
- § "what if..." is the greatest question in the world—a question that makes leaders explore new possibilities!

### **Mini-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 everyday 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 above. We encourage a "what if..." that addresses your school's needs.*

### **Grant Funding:**

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

### **Each mini-grant application must:**

- § be received by Midnight EST, Sunday, August 15, 2010
- § be submitted by an NAESP member principal, collaboratively planned with teachers, including the arts teachers
- § address a "what if..." opportunity to increase arts infusion and foster children's critical thinking, creativity, collaboration, and communication skills
- § include objectives, success metrics, timeline, budget, contacts, and work plan spanning October 2010 through June 2011
- § outline what will be submitted in the interim report that will be due January 15, 2011 and final report due May 15, 2011
- § identify promising practices to share with other schools; contribute content & photos for print and/or Internet stories
- § affirm that the school's principal intends to be an NAESP member during the 2010–2011 school year.

### **Preference will be given to applications that emphasize:**

- § innovation—new ideas that aren't currently common practice
- § collaboration—school-wide, parents and/or community involvement
- § sustainability—ability to implement beyond mini-grant funding. Long-term projects are preferred over an event.
- § 21<sup>st</sup> Century Readiness—focus on 4Cs: Critical Thinking, Creativity, Collaboration and Communication
- § ongoing assessment (for example, show the rubric that will be used to evaluate program's success)

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**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 2010–2011 school year. If not a member, please join now at [www.naesp.org](http://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:**

**Mini-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™* mini-grant program, principals are required to:

- § implement the proposed project during the 2010-2011 school year
- § submit an interim project report (due January 15, 2011) and a final report (due May 15, 2011); both should include photographs and permission forms, promising practices and stories to show progress and results towards success metrics
- § agree that Crayola and NAESP may use, copy, and redistribute materials, including documents, photographs, illustrations, or 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, or promoting the “Champion Creatively Alive Children” Mini-Grants Program or helping schools develop and advance innovative, promising practices that could inspire educators and parents, and the applicant waives any right to compensation for such use.

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**PROJECT OUTLINE**

*(must be filled in completely and submitted by August 15, 2010)*

**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):**

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

**How does this project prepare your students with 21<sup>st</sup> century readiness skills; note 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):**

**Describe work plan spanning October 2010 – June 2011:**

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**Outline budget (people, supplies, publicity, other direct costs to implement the project):**

**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 accompany all photographs. See “Photo/Video Release Form” included in Application.) Also indicate who will participate in interviews with NAESP and Crayola staff about the success and challenges for the project. **(300-400 words or less):**