

# Youth Give

*Empowering Bermuda's next generation*



## Capital G presents

Youth Give - Empowering Bermuda's Next Generation

### Overview

In partnership with The Centre on Philanthropy and U.S. based organization, The League, Capital G launched its Youth Give initiative on Friday, February 27, 2009.

High school-aged youth were introduced to the programme at The Centre of Philanthropy's Power of One Conference, where 34 students attended the "Engaging and Empowering Youth for Philanthropic Service" workshop, hosted by The League's Barbara Dillbeck.

During the workshop, students learned to identify themselves as philanthropists, and began creating an action plan to address the needs that are important to them.

Through the Youth Give initiative, a school team will be selected as the winner for creating a successful giving plan that will ultimately address social issues in Bermuda.

Capital G will award a prize of \$5,000 to one Youth Give School Team to donate to a group of their choosing or to further develop their giving plan.

During the planning stage of the giving programme, Capital G will match any funds you raise up to \$250 to help fund your action plan.

For example; your team held a bake sale and raised \$75, a family friend donated \$100 to help your cause and you received \$150 worth of donated food from a grocery store. Capital G will award you up to \$250, potentially making your team's budget total \$575 in this example.

Matching funds to be awarded will be evaluated following the Saturday, March 28 meeting. Cheques for matching funds will be made payable to the school for internal disbursement to the team/students for the continued implementation of your plans.

## How can you win the \$5,000?

To be eligible to win the \$5,000 you must send written submissions of your giving back plan by Tuesday, June 16, 2009.

**NOTE:** Submissions received after 5 pm on Tuesday, June 16 will immediately receive a 10 point deduction. Any submissions received 24 hours after the deadline date will be automatically disqualified.



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## In your submission packet, you must include:

- 5 Printed copies of your giving plan submitted to the attention of:

Michael DeCouto  
Senior Vice President, Marketing  
Capital G Limited  
25 Reid Street  
Hamilton HM11  
294.5019 - Direct Line

- 1 Electronic copy on a CD, USB Flash Drive or email the plan to:

mdecouto@capitalg.bm.

## Your giving plan should be clear and comprehensive and must include:

- The target group you intend to help, charitable focus addressed, measurable objectives and outcomes, a financial report and impact/results of your program, and future plans for your program.
- The financial report should include a final budget – funds raised, expenses, variances and remaining assets or debt.

## How Will Your Team's Giving Plan Be Judged?

A winner for the **\$5,000** prize will be chosen based on the following criteria:

- Ask yourself does the plan include all the components required such as budget, objectives and future plans to earn the **\$5,000** award?
- Quality of written submission – **10%**
- Creativity of philanthropic ideas and fund raising approach – **25%**
- The value of cash and in-kind resources raised and budget management – **10%**
- Video and in-person presentation (5-7 min video) – **20%**
- Measured impact of the giving action plan on the plan's target segment. What emotional and tangible impact was received by the implementation of the plan? – **35%**



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## The Judging

Once you have met all of the above criteria, your giving plans will be evaluated by an Evaluation Committee consisting of:

- A Capital G Representative
- A Centre on Philanthropy Representative
- A Catlin Representative
- A Representative of The Family Centre

Video and in-person presentations will take place on June 23, 2009, from 3-5pm in a meeting room at the Elbow Beach Hotel. From these presentations, a winner will be selected by the Youth Give Evaluation Committee.

## 'Youth Give' Rules and Regulations

In addition to meeting the criteria for your giving plans, you must adhere to the rules below:

- Clear financial reporting of the disbursement of funds must be disclosed to the Centre on Philanthropy and Capital G.
- Cheques will be paid directly to the school or charity receiving the award.
- Giving Plans must follow a theme of assisting 'Families in Need' or other 'Social Issues Facing Bermuda'.
- Any misappropriation of funds will automatically disqualify teams from the competition and legal ramifications will be immediately applicable.
- Any non-performing team or team that quits during the competition or the period following the \$5,000 award will be required to reimburse Capital G of funds paid to the school. **Schools will be held accountable for the reimbursement.**
- Participants must be ages 16 – 19 and be enrolled in school and in good standing at and during the time of the competition.
- Students must be socially responsible and conduct themselves professionally during the competition.
- Flip Cameras will be provided to the school teams to record their giving plan in action and must be returned to Capital G at the completion of the competition. Cameras should be returned at the Awards Reception on June 23. **Schools will be charged \$200 for damaged and un-returned Flip Cameras.**

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## The Award Reception

The Youth Give winner will be selected from the June 23 video and in-person presentations and will be announced at an Award Reception the same evening of June 23, from 6:30– 8pm at Elbow Beach Hotel. Government dignitaries, the media and other VIPs will be invited to the reception.