



The Letha H. Brown Literacy Award

The Letha H. Brown Literacy Award was established by the International Board of Directors in July 1993, to honor Past International President Letha H. Brown, who, in 1977, introduced literacy as a major emphasis of the organization.

OBJECTIVES

1. To stimulate interest in developing active literacy projects to serve their community.
2. To create an awareness of Altrusa and its commitment to literacy.
3. To encourage members of local Clubs to participate actively in literacy projects designed to meet specific community needs.
4. To recognize outstanding Club achievement in service to the community.

DISTRICT AND INTERNATIONAL COMPETITION

1. Literacy projects nominated for the Letha H. Brown Literacy Award are judged each year at District Conferences. First-place winners from each District are entered in the competition at the International level. Established judging criteria are used by Districts and by International.
2. One (1) literacy project from Clubs-At-Large is included in the competition. The International Membership Committee organizes the same selection process for projects for Clubs-At-Large as the Districts.

ELIGIBILITY

1. Every Altrusa Club is eligible to enter one (1) service project each year of the biennium. Clubs can enter any service project that was:
 - A. Conducted in its entirety during the twelve (12) month period ending prior to the date of submission of entries for judging; or
 - B. Completed on or before the date of submission of entries for judging; or
 - C. Clubs with projects of an ongoing nature may submit for judging only those major activities conducted during the twelve (12) month period ending prior to the date of submission of entries for judging.
2. Projects which are primarily fundraising projects, or which generate funds for Clubs' use are not eligible for nomination.
3. An Altrusa Club may not submit the same project for both the Letha H. Brown Literacy Award and the Mamie L. Bass Service Award in the same biennium.
4. A winning project at the District Level cannot be re-submitted for two full Awards cycles, and then, only if significant improvements are made to the project. The Awards Chair will be responsible for ensuring this and removing ineligible applications prior to judging.

ENTRY PREPARATION

The entry should be completed and submitted as follows:

1. All entries should be typed. You may submit the entry in written format or may forward the entry via email or complete the online entry form.
2. Covers should be labeled, "Nomination for Letha H. Brown Literacy Award, name of Club, District, and Club year."
3. The first page should be the entry form, completed in its entirety.
4. The narrative must not exceed 1,000 words, must be typed and on plain white paper without background. In developing the narrative, Clubs should refer to the judging criteria and score sheet. The following questions should be addressed in the narrative to assist judges in evaluating the submission.

A. *Selection of Project:*

- 1) Describe the aims and objectives of your project:
 - a) What was the purpose of the project?
 - b) What segment of the community was the project designed to help?
- 2) Explain why your Club chose the project:
 - a) How was the need for the project determined?
 - b) Was this need being met by any other community group or agency?
 - c) What were the reasons for choosing this project?
 - d) How was the membership involved in the selection of this project?

B. *Development and Implementation of the Project:*

- 1) Describe how your project was carried out (proposals, action plans, communication, etc.)
 - a) How was the project structure developed (guidelines, timetables, work assignments, communication, and record keeping)?
 - b) How was each party informed on the progress of the project?
- 2) What resources were required?
 - a) What resources and fundraising were needed for the project?
- 3) How was the Club membership involved in the project?
 - a) How were the talents and abilities of Club members utilized?
 - b) What percentage of Club members actively participated in the project?
 - c) How many hours of personal service were contributed by Club members?
- 4) How was the project supported by individuals and/or organizations in the community?
 - a) What was the extent of participation or support by individuals and/or organizations in the community?

C. *Evaluation of the Project:*

- 1) Were the original objectives of the project achieved?
- 2) What was the estimated number of people who were helped by the project?
- 3) What were the benefits to the community?
- 4) How did the project promote community awareness of Altrusa?

D. *Other Supporting Documentation*

- 1) Supporting information will not exceed six pages. When more than 6 pages are submitted, the District Chair will remove all pages beyond the first six pages.

2) Supporting information may include photos, promotional items (flyer, brochure), ads, media coverage, etc.

5. **Award Executive Summary/Synopsis:**

A synopsis of your project is required and should not exceed 100 words. The synopsis should provide a brief outline of key aspects of the project. This synopsis will not be counted towards the project description word count. The synopsis will be used if your award is selected as a winning entry, and in some Districts, to describe all entries in the Conference Program.

PROCEDURES FOR SUBMITTING ENTRIES

1. Clubs submit entries for the District competition on or before the date established by the District Governor. Entries may be submitted electronically or as a hard copy, per the District instructions.
2. The winning District entry is forwarded to the International Office by the Governor or designee immediately following the close of the District conference.
3. The winning entries from the District Conferences must reach the International Office no later than **June 1st** in the Convention year to be considered in the International competition. Late entries will not be considered for judging.
4. The winning entry from Clubs-At-Large for each year of the biennium is forwarded by the International Membership Committee to the International Office and must be received by **June 1st** to be considered in the International competition.

The International Office will acknowledge receipt of each entry to both the District Governor and the president of the winning Club. The International Office will submit all District entries to the International Service Program Development Chair, who will coordinate the judging activities of the International competition.

JUDGING COMMITTEES

1. The District Governor appoints a Chair of the District Letha H. Brown Literacy Award Committee. The Chair selects three (3) prominent members of the general public to serve as judges. The judges should be from areas without Altrusa Clubs. Preferably, each of the three judges would be from a different area.
2. The International Service Program Development Committee coordinates the International judging. The Chair appoints three (3) prominent members of the general public to serve as judges.

JUDGING CRITERIA AND SCORE SHEET

1. The judges may disqualify any entry for any rules violation.
2. The amount of funds spent on an activity is not a major criterion in selecting award winners.
3. In determining award winners, the judges will consider how the Club selected, developed, implemented, and evaluated the service project. The questions which follow are what the judges use to evaluate the components of Club projects. Each entry is evaluated on its own merits and

not as compared with other entries. A Club should use the information in the preceding entry preparation section, judging criteria, and score sheet as a guideline in preparing its entry.

The Letha H. Brown Literacy Award

Judging Criteria and Score Sheet

I. Selection of Project (10 points)

A. Describe the aims and objectives of your project. (5 pts) _____

B. Explain why your Club chose the project. (5 pts) _____

Maximum Points: 10 **Points Earned:** _____

II. Development and Implementation of the Project (60 points)

A. Describe how your project was carried out (proposals, action plans, communication, etc.). (15 pts) _____

B. What resources were required? (15 pts) _____

C. How was the Club membership involved in the project? (15 pts) _____

D. How was the project supported by individuals and/or organizations in the community? (15 pts) _____

Maximum Points: 60 **Points Earned:** _____

III. Evaluation of the Project (20 points)

A. Were the original objectives of the project achieved? (6 pts) _____

B. What was the estimated number of people who were helped by the project? (2 pts) _____

C. What were the benefits to the community? (6 pts) _____

D. Did the project promote community awareness of Altrusa and its commitment to Literacy? (6 pts) _____

Maximum Points: 20 **Points Earned:** _____

IV. Supporting Documentation (10 points)

A. How well does the supporting documentation enhance understanding of the project?
Supporting documentation will not exceed six pages.

Maximum Points: 10 **Points Earned:** _____

Total Points Earned _____

AWARDS AND AWARD PRESENTATIONS

The names of the winning entries are kept secret until the time of the awards presentation.

District Awards: A Certificate of Merit is presented by the District to the First-Place award-winning Club at each District Conference. Runners-up [the number not to exceed three (3)] may be given Honorable Mention.

International Awards at Conference: An award of \$100 (U.S. dollars) is presented annually by the International Representative to the winner at District Conference. For Clubs-At-Large, an award of \$100 (U.S. dollars) is given annually to the winning entry. The Altrusa International Foundation provides the funding for the monetary awards at District Conferences.

International Awards at Convention: An award of \$300 (U.S. dollars) is presented to the First-Place winner and awards of \$75 (U.S. dollars) are given to the Clubs winning First and Second-Place Honorable Mentions. The Altrusa International Foundation provides the funding for the monetary awards at the Altrusa International Convention.

Sample Title Page

Name of Project

Nomination for Letha H. Brown Literacy Award

Date

Name of Altrusa Club

Mailing Address/Street Address

City, State/Province, Zip/Postal Code

Country

District



Letha H. Brown Literacy Award ENTRY FORM

Please type. (If you need additional room, please add separate sheets of paper to the Entry Form.)

District: _____

Name of Altrusa Club: _____

Address: _____

City: _____ **State/Province:** _____

Country: _____ **Zip/Postal Code:** _____

Club President: _____

Contact Person: _____

Telephone: _____ **E-mail:** _____

Date (day, month, year): _____

Club Membership (as of entry date): _____

Project Title: _____

Project Description:

The narrative must not exceed 1,000 words, must be typed on plain white paper without background. In developing the narrative, Clubs should refer to the judging criteria and score sheet. Please refer to the section entitled, "Entry Preparation," Item 4 for questions that should be addressed in the narrative to assist judges in evaluating your submission.

View the Submission Contact List to submit your completed entry to the designated Awards Chair of your District.

The winning entries at the District Conferences must reach the International Office by June 1st to be considered in the International competition.