

The NewCities® Everyday Hero Award Certificate Program

YOU ARE A HERO

you are a visionary, a mentor, a problem solver, an inspiration

DO YOU KNOW AN ORDINARY PERSON DOING SOMETHING EXTRAORDINARY?

It's often those people who can "see the possible" in big and small ways who make the biggest impact on people, communities or systems.

There's the man who stands up at the city council meeting to save a green space at risk of being rezoned. Or the lady who has been volunteering for the local Meals on Wheels program for 20 years to make sure elderly folks get nutritious meals. Or the public leader who takes a controversial stand on crime to make neighborhoods safer for kids.

Who is that person in your community?

To recognize these everyday heroes the NewCities Institute founded the NewCities® Everyday Hero Award Certificate Program.

www.newcities.org



see the possible

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PURPOSE:

- ♦ To honor someone who has taken the steps to become informed, involved and see the possible in making a difference in their local community.
- ♦ To recognize individuals who understand that one person can change the world.

ELIGIBILITY: Any person doing work that is lifting the capacity of his or her community is eligible for nomination. This includes persons creating or contributing to existing programs, taking a stand or getting involved in ways that result in improving the quality of life for others.

APPLICATION/NOMINATION PROCESS: The NewCities Everyday Hero applicant or nominee should address an issue relative to the NewCities Institute 12 Principles of Community Building (see attached list) in the areas of civic leadership; proactive community involvement; community economic and social vitality; and involvement in public office.

Nominators or applicants should submit a 350-word description of the individual outlining the qualities and practices that set the individual apart in their efforts toward enhancing community activity, citizen participation and the improvements resulting from their civic engagement and leadership.

Nominees may submit their own application or be submitted by someone else.

Go to www.newcities.org/rbaward.asp to download a nomination form or to nominate someone online.

PROMOTION: NewCities Everyday Hero winners will receive:

- ♦ Recognition through NewCities news release announcing the winner to local media
- ♦ Listing in NewCities materials and on www.newcities.org
- ♦ Attractive certificate suitable for framing
- ♦ Congratulations letter from Sylvia L. Lovely, NewCities Institute President

CORPORATE/ORGANIZATIONAL PROGRAMS:

Companies and organizations are encouraged to start their own “Everyday Hero” recognition programs internally. The NewCities Institute will work with companies to create internal programs to recognize employees, retirees or volunteers.

- ♦ This program can be co-branded with the NCI Everyday Hero logo and the organization’s logo.
- ♦ This program can be set up as a weekly, monthly or annual recognition.
- ♦ Companies may promote the program internally using NCI branded logos.

JUDGING: Entries will be reviewed by a panel of judges selected by the NewCities Institute.

Judging Criteria:

- ♦ Relevance to 12 Principles of Community Building
- ♦ Emphasis on community building and civic engagement
- ♦ Results and evidence of changes, growth or transformation

ROLLING DEADLINE: Entries may be submitted at any time, noting that it will take up to three weeks for judging and to process the certificate. (A \$10 processing fee is necessary to offset production costs.)

QUESTIONS: Direct questions to Bobbie Bryant, NCI Director of Public Affairs, at bbryant@newcities.org or 1-888-352-0922.

ABOUT THE NEWCITIES® INSTITUTE: *The NewCities Institute was founded in 2001 by Sylvia L. Lovely, a civic leader, author and nationally renowned expert on community building, in response to civic disinterest she saw on local, state and national levels. People need to feel good about where they live and that they can be part of making it even better. The NewCities Institute works with communities around the world to develop customized solutions to build economic and social wealth and works with organizations and partners to research trends and develop programs for current and future leaders.*

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NOMINATION FORM

Nominee:

Name of Nominee	
Nominee Organization	
Address	
City/State/Zip	
Telephone	Fax
Email	Name of Community

Provide a brief summary of the hero's service or contribution to the community. Limited to 350 words or less, the summary should be sent as an attachment giving an overview of the person and how his or her community efforts relate to the 12 Principles of Community Building.

Preparer: Same as above

Name of Preparer	
Organization	
Title	
Address	
City/State/Zip	
Telephone	Fax
Email	Website

Delivery Preference: Nominee Preparer

Deadline: Entries may be submitted at any time.

Questions: Bobbie Bryant, Director of Public Affairs, at 1-888-352-0922 or by email at bbryant@newcities.org

Payment: \$5.00 Processing fee for certificate (please enclose check or money order payable to NewCities Institute)
 \$9.95 Purchase a copy of The Little Red Book of Every Day Heroes (The processing fee for the certificate is included in book price)

Quantity discounts and co-branding options available.

Return to:

NewCities Institute, Everyday Hero Award
100 East Vine Street, Suite 800
Lexington, KY 40507-3700



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THE 12 PRINCIPLES *OF* COMMUNITY BUILDING

PERSPECTIVE

- ◆ Adapting to change by being informed
- ◆ Connect to the outside world
- ◆ Start locally; Go globally

PLACE

- ◆ Play to strengths and uniqueness
- ◆ Plan and develop over time
- ◆ Steward the environment

PEOPLE

- ◆ Leadership
- ◆ Inclusiveness (diversity and youth)
- ◆ Basic needs (education, arts and health)

PROSPERITY

- ◆ Recruit, retain, and generate wealth
- ◆ Think big and small at the same time
- ◆ Rethink boundaries

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