***MAKING LIVES BETTER***

This program is designed to empower students at higher education organizations to catalyze community-building projects that address pressing local needs fulfilling the theme ***Making Lives Better*** through the following, broader categories: Changing the Way People Move Through Smart Mobility, Driving Social Mobility and Building Sustainable Communities.

Participants are urged to think broadly and explore a variety of potential topics including infrastructure and workforce needs, education pipeline issues, and new approaches to student volunteerism, etc.

**Important dates:**

**May 15, through Oct. 30, 2021, 5 p.m., CET:** Proposals

**November 2021:** Winners publicly announced

**December 2021 - December 2022:** Projects implemented

**Profile Information (max. 50 characters each):**

**Please fill in the information for the project leads.**

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| --- |
| Project Name or Title  Click here to enter text. |

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| --- | --- | --- |
| College/University  Click here to enter text. | | |
| \*Project Lead: **Faculty Member Name**  Click here to enter text. |  | Student Organization or associated ONG  Click here to enter text. |
| Department  Click here to enter text. |  | \*Project Lead: **Student Name**  Click here to enter text. |
| Contact Phone  Click here to enter text. |  | Student Major/Faculty  Click here to enter text. |
| Contact Email  Click here to enter text. |  | Contact Phone  Click here to enter text. |
| \*\***Main Grant Contact Name** (fiduciary at university)  Click here to enter text. |  | Contact Email  Click here to enter text. |
| Main Grant Contact Phone  Click here to enter text. |  | ***\*Both Project Leads will be notified if the proposal is successful.*** |
| Main Grant Contact Email  Click here to enter text. |  | ***\*\*The Main Grant Contact is the fiduciary at the college or university.*** |

**Confirm that you have notified your college or university of your submission and that they have agreed to act as the fiduciary organization in the event that this proposal is awarded grant funds.**

Choose an item.

**Step 1 of 4**

**Proposal**

**All fields are required. Please include approximately two paragraphs for each answer.**

1. Introduction and Project Summary (1400 characters)

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| Click here to enter text. |

1. Describe how this project meets each of the following Ford College Community Challenge criteria (please refer to the RFP for more details):
   1. How does this project represent an innovative approach to *Making Lives Better*? (1400 characters)

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| Click here to enter text. |

* 1. The project must involve students in a leadership role. What leadership roles will students take on throughout the duration of the project? (1400 characters)

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| Click here to enter text. |

* 1. How is the project meeting an urgent and unmet community need in a tangible way? Describe the identifiable/measurable outcome For example, the project’s impact will allow 300 people to access to low-cost, healthy food choices (1400 characters)

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| Click here to enter text. |

* 1. Identify the community-based partner organization and describe the relationship to this project. (500 characters)

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| Click here to enter text. |

* 1. How does the project involve students from different University Faculties as appropriate to the project scope? (1400 characters)

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| Click here to enter text. |

**Step 2 of 4**

**Extra Credit**

**Additional consideration will be given to proposals that are able to identify the following:**

1. Answer the following extra credit questions in two sentences or less (500 characters each)
2. Will the project be sustainable after the grant money is spent?

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| Click here to enter text. |

1. Can additional resources be identified and leveraged?

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| Click here to enter text. |

1. What are the strategies for extending the life of the initiative?

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| Click here to enter text. |

1. Describe how your project is using the themes of Building Sustainable Communities, Driving Social Mobility or Changing the Way People Move Through Smart Mobility?

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| Click here to enter text. |

**Step 3 of 4**

**Attachments**

**When uploading the completed proposal, also upload budget and timeline attachments (.pdf, .doc, .xls). Provide any additional information in the text boxes below.**

1. Budget

|  |
| --- |
| Click here to enter text. |

1. Timeline

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| --- |
| Click here to enter text. |

**Communication and Publicity**

Include a brief section that addresses how the university will communicate and/or publicize the project through various outlets. (e.g. press release, web, local television and print, video, social media, etc.) (500 characters)

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| Click here to enter text. |

**Finally, please identify how you found out about the Ford College Community Challenge:**

Choose an item.

**Step 4 of 4**

**Submission Terms and Conditions**

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| Once submitted, an entry cannot be deleted, canceled or modified by registrant.  By submitting an Entry, you warrant and represent that it: (a) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (b) that you have obtained permission from a person whose name or likeness is used in the Entry (including acceptance of these official rules); and (c) that publication of the Entry via various media including Web posting, will not infringe on the rights of any third party rights. Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.  Any element(s) appearing in a video or photo, including without limitation stills, clip art, supers, music (lyrics and/or melody) or other materials must be the contestant’s own original work, created and performed by the contestant, or be in the public domain. Use of any copyrighted elements or other materials that are not the contestant’s own original work, or not in the public domain, will result in disqualification.  Ford Motor Company reserves the right to reject and disqualify any entry that it deems, in its sole discretion, to violate any of these content related requirements or for any reason for its sole discretion. If the content of the video does not meet the requirements listed above, it will not be posted.  Submitting an entry constitutes agreeing to the terms of these Terms and Conditions and all decisions of Sponsor and/or its designee, which are final and binding in all respects. Sponsor is not responsible for incorrect, inaccurate or incomplete entry information or for entries which are garbled, damaged, incompletely received, otherwise defective or lost due to any reason, all of which will be voided.  Once submitted, all video content become the sole property of Ford Motor Company and can/will be used to promote company programs and services without further compensation or permission.  Submission of a video signifies that the applicant has read and agrees to the Terms and Conditions listed above. |

**Confirm that you have read and agree to the above terms and the privacy statement relating to your entry for the Ford College Community Challenge.**

Choose an item.

**Ready to Submit?**

**Once completed, please email your finalized template, budget and timeline to**

[**fordscholars@campbellmarketing.services**](mailto:fordscholars@campbellmarketing.services)