

DC KIDS HELPING DC KIDS PROJECT IMPLEMENTATION GUIDELINES

Project Vision

"Imagine every Kid in the District of Columbia learning about and practicing charitable giving by earning money through their own efforts and then donating that money to a DC Kids' charity of their own choice in their own name."

DCPS Superintendent Clifford Janey noted, "DC Kids Helping DC Kids provides a creative opportunity for our students to learn more about their role in the community through practical hands-on participation in projects of their own design. This effort affords our teachers an opportunity to provide lessons aligned to our curriculum standards, while empowering students to bring tangible immediate returns to the local neighborhoods where they live."

DC Kids and the community are the beneficiaries of this project:

- DC Kids learn the importance of assisting other DC Kids, and the importance of community involvement
- DC Kids earn recognition and a gift for their efforts
- DC Kid's charities gain much needed funds
- The community, government, schools, non-profits, businesses and youth organizations demonstrate that they can come together to help DC's Kids.

Endorsements

THE WHITE HOUSE

March 1, 2005

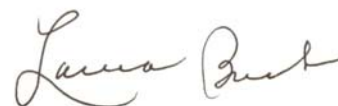
Dear Friends,

I am delighted to send greetings to the Rotary Club of Washington as you begin your "DC Kids Helping DC Kids" campaign.

Organizations like Rotary have a real and lasting impact and enlist the kindness and generosity of many people. I commend this effort to encourage children of the District of Columbia to help one another and their community by participating in a charitable giving program.

President Bush joins me in sending our best wishes, admiration and appreciation as you continue your wonderful work.

Sincerely,



With best wishes, Laura Bush



A Project of the
Rotary Club of Washington DC
And its community partners

Email: Team@DCKids-Helping-DCKids.Org
Mail: Rotary Club of Washington DC
Hotel Washington
15th & Pennsylvania Ave NW
Washington, DC 20004



CHILDREN FIRST
DISTRICT OF COLUMBIA PUBLIC SCHOOLS

OFFICE OF THE SUPERINTENDENT
825 North Capitol Street, NE, 9TH Floor
Washington, D.C., 20002-1994
(202) 442-5885 – fax: (202) 442-5026

February 2, 2005

Ms. Doris Margolis, President
Mr. Donald Marx, Chairman, DC Kids Helping Kids
The Rotary Club of Washington, DC
Hotel Washington
15th & Pennsylvania Avenue, NW
Washington, DC 20004

Dear Ms. Margolis and Mr. Marx:

It is with great pleasure that DC Public Schools endorses Rotary Club's DC Kids Helping DC Kids project. The thoughtfulness and creativity of your program design are impressive, and clearly demonstrate a considerable commitment on the part of Rotary Club to our students and to our community.

DC Kids Helping DC Kids provides a creative opportunity for our students to learn more about their role in the community through practical hands-on participation in projects of their own design. This effort affords our teachers an opportunity to provide lessons aligned to our curriculum standards, while empowering students to bring tangible immediate returns to the local neighborhoods where they live.

My staff has discussed this initiative with Mr. Marx, and we will take an active role in assisting in the execution of the project by encouraging our teachers and administrators to participate.

The involvement of the local business community is vital to the success of our school district. I am most appreciative of your efforts to encourage more of our community's business leaders to support the important work of providing our students with a quality education which will prepare them for responsible citizenship. I applaud the Rotary Club of Washington DC's commitment to our community, to DC Public Schools, and to DC students. We look forward to a successful launch of the DC Kids Helping DC Kids project.

Sincerely,

Clifford B. Janey, Ed.D.
Superintendent

"Children First, Their Future is Now!"

How Classrooms and Students Participate

DC Kids may participate in this project in one of two ways:

Classrooms or youth organizations may participate in a project as a group supervised by a classroom teacher or youth group leader. Each classroom or youth group may design, develop and conduct a project which helps DC Kids. A short essay describing the project goals and results should be submitted by the teacher or youth group leader. All participating Kids will earn money for their charity. Creativity in project design is encouraged. Classroom projects are strongly encouraged as they potentially provide the greatest value to the participants and to DC Kids.

Individuals Kids who do not have an opportunity to participate in a classroom project may participate based upon their grade level. Kindergarten through grade 4 may earn money for their charity by submitting an entry form along with a poster depicting one of these five themes:

- The role of DC Kids in helping other DC Kids and their communities
- The importance of "truth" in relationships with DC Kids and others, including parents
- The importance of "fairness" in dealing with other DC Kids
- Ideas for building "goodwill and better friendships" among DC Kids
- Actions you could take that you believe would be "beneficial" to other DC Kids

Grade 5 through 12 may earn money for their charity by submitting an entry form along with a short essay (not more than 100 words) on one of the five themes listed above.

Details are provided on www.dckids-helping-dckids.org.

Plan a Visit at Your School

The project team is planning several celebrity visits to some classrooms while projects are in progress. Additionally, community business leaders are available to visit while projects are in progress. If your classroom would like to have a celebrity or business leader visit, please email team@dckids-helping-dckids.org with your request and approximate dates of your project.

Submitting an Entry

How do you enter your classroom project?

- First, read the contest description and rules above or on the website.
- Second, use the attached entry form or download and print an entry form from the website.
- The entry form includes a place to designate the chosen DC Kids Charities (students may choose from a list of charities on the website)
- Complete the form and submit it along with your project description

Where do I submit my class project entry?

Submit entries to the address listed below via DCPS internal mail or online at the website.

Sally Schwartz, Director, International Programs
DC Public School System
825 North Capitol Street, NE, 8th Floor
Washington, DC 20002

Schedule

Projects must be completed by May 20th. Submissions must be received no later than May 21st. Awards will be made in June at a date to be announced.

Awards and Judging

Every Kid will earn the same amount for their selected DC Kids Charity for participating in the project regardless of grade level; and each entrant will receive a DC Kids Helping DC Kids tee shirt and their names will be posted to the Honor Roll at www.dckids-helping-dckids.org.

Additionally, classroom and youth group projects and individual entrants and will be judged according to contest rules; and winners and runners-up will be selected for every grade level. Award winners will earn additional money for their selected DC Kids Charity and will receive other prizes.

Screening of all entries will be by a committee of DC's non-profit organization leaders. Final selection of winners will be by Federal Judges Lawrence Margolis and Mary Terrell.

Where the Money Comes From

DC community businesses sponsor the charitable contributions through pledges. At the completion of the contest, sponsors will be provided with a list of charities to whom the pledges will be paid directly. The only exception will be the direct donation of participant awards such as tee shirts. Rotary and its community partners do not receive any of the pledged funds.

Participating Charities

For a list of participating DC Kids charities, see www.dckids-helping-dckids.org. Links are provided to each charity so that Kids may learn more about each charity prior to making their selection; or you may download a description of the charities from the website.

ENTRY FORM
CLASSROOM OR YOUTH ORGANIZATION ENTRY

School (or orgn) Name	
Teacher (or leader) Name	
Grade	
Contact Street Address	
City	
Zip Code	
Contact Telephone	
Contact Email	
Selected Charity (Note1)	
Attached (Note 2)	<input type="checkbox"/> Project Description (limited to 500 words)
Attached	<input type="checkbox"/> List of students (Last name, First name, grade)

Notes:

- 1) Select a charity from the www.DCKids-Helping-DCKids.org website and enter the name here; or enter “no preference” and we will pro-rate donations.
- 2) Each classroom or youth group may design, develop and conduct a project which helps DC Kids. A short essay describing the project should be submitted by the teacher or youth group leader. Creativity in project design is encouraged.
- 3) All entries must be submitted by May 21, 2005