



Do you know a young person who has taken action to make a difference in their community? Does a young person you know have an idea to create change?

► Nominate them for a CHANGEit award!

CHANGEit, run by Common Purpose and sponsored by Deutsche Bank, recognises, supports and rewards young people aged 11-18 who want to make a positive change in their schools, clubs and communities.

CHANGEit has nothing to do with academic achievement, and everything to do with good citizenship and positive action. Campaigns can be big or small and deal with any issue. Judges are looking for passion, innovation and the determination to create change.

► Spread the word!

Tell colleagues, family and friends who may know remarkable young people. It is an excellent way to encourage and recognise young campaigners, the leaders of tomorrow.

► Nominate today!

Nominations can be submitted online, for individuals or groups, at www.changeit.org.uk. Every young person nominated will receive a certificate of recognition.

► Contact CHANGEit or connect with us online

E: changeit@commonpurpose.org.uk
T: 020 7608 8148
F: 020 7336 6844
W: www.changeit.org.uk

CHANGEit will award prizes of up to £750 in three categories:

- **Innovation** – for young people with great ideas who need training or support to get their campaign off the ground.
- **Performance** – to celebrate the achievements of young campaigners who have already taken positive action.
- **Photography** – young people's photos that capture 'campaigning in action' or their view of the change taking place around them.

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CHANGEit FAQ

What is CHANGEit?

CHANGEit is an award scheme that recognises, supports and rewards young people in the UK who want to, or have already taken action to change or improve something in their community.

Who can apply?

The rules for applicants are as follows:

1. Nominees must be based in the UK and must be between 11 and 18-years-old.
2. For the Performance category, the activity or campaign should have resulted in a long-lasting activity, which made a genuine difference. It could be anything from starting a petition to setting up a campaign group.
3. Individuals or groups can be nominated for CHANGEit. Should a group win, the prize must be shared between all members or put towards further campaign activity.
4. All entries should be endorsed by an adult such as a youth leader, an adult involved in the campaign, teachers, etc.
5. We are keen to encourage entries from young people who have set up, or would like to set up their own campaigns. But young campaigners who are supporting existing causes or organisations are also welcome to apply. The ability to demonstrate an innovative approach is desirable.
6. We are eager to receive entries from young people who have not already received major national or international awards for their work. However, you can still win if you have already received an award for your work.
7. Please note: judging decisions do not take into account the popular vote results and the judges' decision is final!

Who's behind the Awards?

CHANGEit is run by Common Purpose and supported by Deutsche Bank.

Common Purpose

Common Purpose is a not for profit organisation that brings together people of all ages from a wide range of backgrounds to help them become more effective leaders in society. It runs a range of programmes that offer people the inspiration, knowledge and connections to help them become more active and engaged in society.

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Deutsche Bank, as a leading global investment bank, seeks opportunities to play a positive role in addressing the needs of our local community with the same passion with which we endeavour to achieve only the best on behalf of our clients. In London alone we invest over £3m, engage 1200 employee volunteers and utilise the leadership of our management to bring positive change to those most in need.

What are the prizes?

All nominations will receive a certificate of recognition. Finalists and winners will receive:

- Performance Winners (3) - £750 each
- Performance Finalists (5) - £250 each
- Innovation Winners (3) - £750 each
- Innovation Finalists (5) - £250 each
- Photography Winners (2) - £250 each
- Popular Vote Winners (3) - £250 each

All finalists and winners will be featured on the CHANGEit website and attend training sessions.

How do I apply or nominate someone?

Nominations can be submitted online via the electronic submission forms. Alternatively, the forms can be downloaded from the website and submitted via email or post.

Can groups apply?

Yes, we will accept nominations for groups of all sizes. Should they win the prize would be shared.

What happens if I'm a finalist?

Performance

Performance award finalists will meet with a member of the CHANGEit team to talk through the campaign in greater depth. Finalists will be expected to provide materials that can be used in the judging process and for the award ceremony. Posters, newspaper clippings, photos, videos (etc) are all useful for the judges when they are making their decisions.

Innovation

Finalists in the Innovation category will be invited to attend a training session to continue campaign planning and learn more about marketing, fundraising, teamwork and presentation skills. Finalists will also be set the task of keeping a blog about campaign progress. At the awards ceremony finalists will give a brief presentation about their campaign to a panel of judges in a "Dragon's Den" style pitch.

Photography

Individuals submitting photographs that are short-listed for the photo contest will be contacted by a member of the CHANGEit team to learn more about the photo and ensure personal copyright of the image(s). In addition, they will need to supply, in more detail, information about the campaigning or change taking place to be included in exhibition materials and a brief bio about themselves. Finalists will be invited to all exhibition events and the award ceremony.

When is the awards ceremony?

The award ceremony for finalists in all categories will be held on 29 April 2010 in central London.