



The Evelyn Ruskin JA Corporate Awareness Scholarship

Junior Achievement of Canada (JA Canada)
2009 – 2010 Program Year Guide

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Award Background

- Evelyn Ruskin was an outstanding JA volunteer.
- In 1970, Mrs. Ruskin implemented the first Public Relations and Awareness Program to promote the benefits of volunteer involvement in JA; her profound dedication to JA was demonstrated in her goal of bringing JA awareness to the corporate and business communities across Canada.
- Over a number of years, she guided and instructed Junior Achievers to encourage them to present themselves and the organization professionally.
- This award given by Evelyn's family in her name was established to ensure that the benefits and relevance of JA are at the forefront of the business and industry sectors in Canada.

Awards & Scholarships Management

*The **Education Manager** has been appointed by JA Canada to oversee the management of JA Canada's National Awards & Scholarship Program and his/her responsibilities include the following:*

- Collaborate with JA Canada Vice President of Education in updating JA Canada's National Awards & Scholarship Programs and communicate with Charters as outlined in the Charter Communications Schedule.
- Serve as Liaison between the Sponsoring Organization and JA Canada
- Coordinate meetings and act upon the Communications Schedule as outlined
- Identify Sources of marketing to promote the Awards through media, such as scholarship books, schools, e-mail blasts; appropriate media will be identified and discussed with JA Canada
- Create Application Forms and establish Electronic Distribution Channels
- Short list all received applicants (Award Recipients & Non-Recipients) receive response in the form of a letter
- Conduct a Review with Donor Representatives regarding the Award Process
- Provide an Executive Summary of Award Process (3 – 5 pages long) and make recommendations to improve the overall Process

Application Process

Purpose	To Recognize the impact Junior Achievement has had on the lives of Canadian youth
Value	One (1) Cash Scholarship of \$1,000 per Award Recipient X One (1) Award Recipient
Eligibility	<ul style="list-style-type: none"> • All students enrolled in The Company Program – A Student Venture (In School/After School Edition), JA Titan, or GLOBE for the 2009-2010 Program Year • The Applicant must adhere to the rules and regulations concerning the Award including the completion of all requested documentation in the Application Package Requirements • The Application Form must be signed by the Applicant and his/her Parent or Legal Guardian if the Applicant is under 18 when the Application Package is submitted • The Applicant does not need to be a graduating student
Award Topic	<i>“Junior Achievement challenges you to come up with an engaging presentation to help their Charters recruit students to the Company Program. Develop the presentation and a 1-page overview of why this presentation will attract new students to the JA Company Program.”</i>
Application Package Requirements	<ul style="list-style-type: none"> • A 1-page overview - typed and double spaced – and a presentation (may use PowerPoint or Word format) addressing the Award Topic above • The Application Form • 2 Recommendation Letters; 1 from the JA Charter, 1 from a teacher or a community leader/JA volunteer/employer who is familiar with the Applicant • A Résumé highlighting the Applicant's best subjects, student activities, volunteer experience outside of school, club or church activities and hobbies
Application Process	<ol style="list-style-type: none"> 1. The Applicant submits the Application Package to his/her Charter by March 5th, 2010 2. Charters approve and forward Application Packages to JA Canada on behalf of the Applicant by March 19th, 2010 3. The Judging Panel reviews all Application Packages received by JA Canada
Award Recipient Criteria	<ol style="list-style-type: none"> (1) Scholastic Ability and Educational Record (2) Overall outstanding Achievements (3) Outstanding Career Potential (4) Contribution to JA <p>The Award Recipient must agree to have his/her name published in association with JA Canada and the Award and sign a release form</p>
Deadlines	<ul style="list-style-type: none"> • Applicant's Submission Deadline to his/her Charter: Received by March 5th, 2010 • Charter's Submission Deadline to JA Canada: Received by March 19th, 2010

Appendix A – Judging Panel Composition

Representative	Organization	Industry Sector

Appendix B – JA Canada & Charters Communications Schedule

Date	Step	Description	✓
May, 2009	1	Award Process review by a Representative of Donor/JA Canada	
		New recommendations identified and discussed	
June, 2009	2	Changes incorporated in new applications	
		Judging panel identified in terms of Composition/Names	
September, 2009	3	Award information posted on JA Sites	
		E-mail blasts to schools to promote the Award	
		Communications sent to Charters regarding the Award	
October & November, 2009	4	Award information updated on JA Sites	
		E-mail blasts to schools to promote the Award	
		Communications sent to Charters regarding the Award	
December, 2009	5	Reminder to Charters to promote Awards & Scholarships	
January, 2010	6	Remind Charters of the March 5th Application Forwarding Deadline	
February, 2010	7	Remind Charters of the March 5th Application Forwarding Deadline	
March, 2010	8	Charters to identify number of Applicants received	
		Application deadline to JA Canada: March 29th	
		Prescreening Applicants for eligibility: March 22nd –> March 26th	
April, 2010	9	Judging Panel reviews Applicants: Week of April 5th	
		Award Recipients determined by April 12th	
		Notify Award Recipients by April 26th	
May 2010	10	News release to announce the Award Recipients	
		Conference follow up calls to the Award Recipients	
		Award Recipients submit testimonials/experience letters to school Newsletters & JA Canada	
		Photos/Comments posted on JA Canada & Charters sites	

Appendix C – Awards Committee Schedule

Calendar 2009

January	February	March	April
May	June	July	August
Review Award Cycle Identify changes for the process & procedures	Changes incorporated Judging Panel Composition confirmed	Announce Judging Panel composition to Charters	No action planned unless required otherwise
September	October	November	December
Award information posted on Charters sites National Awards Director selected & oriented	JA/Sponsor E-mail blast to schools for promotions Charter Communications about the Award	Report on the Application submission status Review various logistics regarding the Award	

Calendar 2010

January	February	March	April
Remind Charters of March 5th, 2010 application deadline	Remind Charters of March 6th, 2010 application deadline	Charters submit Application Packages to JA Canada Prescreen & Review Application Packages Judges review Application Packages received to date	Judging Panel reviews applicants Wk of April 5 th , 2010 Award Recipients selected by April 12th, 2010 Announce the Recipients by April 26 th , 2010
May	June	July	August
News release to announce the Award Recipients Conference follow up calls to the Award Recipients	Award Recipients submit testimonials/experience letters to school Newsletters & JA Canada Photos/Comments posted on JA Canada & Charters sites	Prepare and review the overall Award process	
September	October	November	December