



Wyoming Department of Education

Dr. Jim McBride, Superintendent of Public Instruction

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Cheyenne, WY 82002-0050

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MEMORANDUM NO. 2010-164

TO: School District Superintendents
School Principals

FROM: Jim McBride, Ed.D. 

DATE: September 17, 2010

SUBJECT: Prudential Spirit of Community Awards

TIME SENSITIVE

Recognizing middle and high school students for volunteer service in their communities occurs annually through the Prudential Spirit of Community Awards.

I received the attached information regarding recognition for last year and the opportunity to participate this year in this program. Please note the application deadline of November 1, 2010.

Please share this information appropriately with your students and staff.

JM/wk

Attachments (3)



SEP 7 2010

THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

HONORING OUTSTANDING COMMUNITY SERVICE BY YOUNG AMERICANS

September 7, 2010

Dr. Jim McBride
State Superintendent of Public Instruction
Wyoming Department of Education
2300 Capitol Avenue - 2nd Floor - The Hathaway Building
Cheyenne, WY 82002-0050

Dear Superintendent McBride:

You may recall that two students from your state, Camille Aillsop of Cheyene and Amy David of Boulder, were honored in Washington, D.C., last May for their outstanding community service by The Prudential Spirit of Community Awards. Today we are beginning the search for more top youth volunteers in Wyoming as we kick off the 16th year of our awards program.

As in past years, we will be soliciting applications from young Wyomingites in grades 5-12 through middle level and high schools, as well as through Girl Scout councils, county 4-H organizations, American Red Cross chapters, YMCAs and affiliates of HandsOn Network. Wyoming's top middle level and high school youth volunteers for 2011 will be announced February 8 and brought to Washington next April 30 for another four days of special recognition events, along with the top two applicants from every other state and the District of Columbia.

Details can be found in the enclosed news release announcing the kickoff of the 2011 program in your state, and at <http://spirit.prudential.com> and www.principals.org/spirit. If your office has any way of helping us spread the word in Wyoming about this opportunity for young volunteers to be thanked and recognized for their wonderful work – through newsletters, Web sites, or any other means – we would greatly appreciate your assistance. We will notify you of your top honorees in February.

The Prudential Spirit of Community Awards program, the nation's largest and most prestigious youth recognition program based exclusively on volunteer community service, has honored more than 90,000 youth volunteers over the past 15 years at the local, state and national level. We thank you for your support and look forward to recognizing more outstanding young Wyomingites in the coming year.

Sincerely,

John R. Strangfeld
Chairman and CEO
Prudential Financial

Gerald N. Tirozzi
Executive Director
National Association of Secondary School Principals



THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

HONORING OUTSTANDING COMMUNITY SERVICE BY YOUNG AMERICANS

FOR IMMEDIATE RELEASE

September 7, 2010

Contact: Harold Banks, Prudential Financial:

(973) 802-8974 or (973) 216-4833

16TH ANNUAL SEARCH UNDER WAY FOR WYOMING'S TOP YOUTH VOLUNTEERS

*State Honorees Receive Cash Awards, Medallions and
Trip to Washington, D.C., for National Events*

Cheyenne and Boulder Youth Were Wyoming's Honorees in 2010

CHEYENNE, Wyo. – Over the past 15 years, Prudential Spirit of Community Awards have been given to more than 300 middle and high school students across Wyoming for helping the less fortunate, promoting health and safety, protecting the environment, and serving their communities through many other volunteer activities. This week the search begins to identify more young Wyoming residents who have made meaningful contributions to their communities over the past 12 months, as the prestigious awards program kicks off its 16th year.

These awards, presented nationwide by Prudential Financial, Inc. in partnership with the National Association of Secondary School Principals (NASSP), honor outstanding community service by young people in grades 5 through 12.

“A surprising number of young people today are getting involved in serving their communities, but they’re not always recognized for the great things they are doing,” said Prudential Chairman and CEO John R. Strangfeld. “We want to tell them in the strongest possible terms how important their volunteer work is, and how proud we are of their efforts.”

Young volunteers can apply online at <http://spirit.prudential.com> or at www.principals.org/spirit. Applications must be completed by November 1, 2010, and then submitted to a middle or high school principal, Girl Scout council, county 4-H agent, American Red Cross chapter, YMCA, or affiliate of the HandsOn Network. Those without Internet access can get a paper version of the application form by calling 877-525-8491 toll-free.

16TH ANNUAL SEARCH FOR TOP YOUTH VOLUNTEERS – Page 2

Participating schools and local organizations will select Local Honorees in early November and present them with Certificates of Achievement. These Local Honorees also will receive the President's Volunteer Service Award from President Barack Obama if they have contributed the minimum number of volunteer hours to qualify (50 hours for age 14 and younger, 100 hours for older students). All Local Honorees are then reviewed by a state-level judging committee, which will name the top two candidates from each state and the District of Columbia – one high school student and one middle level student – as State Honorees on February 8, 2011. These State Honorees will receive \$1,000 awards, engraved silver medallions, and an all-expense-paid trip to Washington, D.C., with a parent for four days of recognition events April 30-May 3, 2011. Runners-up at the state level will receive bronze medallions or Certificates of Excellence.

In Washington, a distinguished national selection committee will name 10 of the 102 State Honorees as America's top youth volunteers of the year. These National Honorees will receive additional awards of \$5,000, gold medallions, crystal trophies for their nominating schools or organizations, and \$5,000 grants from The Prudential Foundation for nonprofit, charitable organizations of their choice.

Camille Allsop, 18, of Cheyenne and Amy David, 19, of Boulder were Wyoming's top youth volunteers for 2010. Camille was honored for being a lead performer and interpreter in a local song-and-dance troupe that travels across the country attempting to bridge the communication gap between the deaf and hearing worlds. Amy was recognized for traveling across Wyoming to promote physical fitness, healthy minds, self-confidence, and goal setting among children and youth, as Miss Wyoming Teen USA.

"Year after year the students recognized through this program have demonstrated an amazing commitment to helping others and improving their communities," said Gerald Tirozzi, executive director of NASSP. "It is an honor to recognize and celebrate the positive things being done by our nation's future leaders."

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16TH ANNUAL SEARCH FOR TOP YOUTH VOLUNTEERS – Page 3

The Prudential Spirit of Community Awards program is the United States' largest youth recognition program based solely on community service, and has honored more than 90,000 young volunteers at local, state and national levels since 1995. The awards program also is conducted by Prudential subsidiaries in Japan, South Korea, Taiwan, Ireland and India.

In existence since 1916, the National Association of Secondary School Principals (NASSP) is the preeminent organization of and national voice for middle level and high school principals, assistant principals, and aspiring school leaders from across the United States and more than 45 countries around the world. NASSP's mission is to promote excellence in school leadership. The National Honor Society®, National Junior Honor Society®, National Elementary Honor Society™, and National Association of Student Councils® are all NASSP programs. For more information about NASSP, located in Reston, Va., visit www.principals.org or call 703-860-0200.

Prudential Financial, Inc. (NYSE: PRU) is a financial services leader with operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping approximately 50 million individual and institutional customers grow and protect their wealth. In the United States, the company's well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. For more information, visit www.news.prudential.com.

APPLICATION DEADLINE: NOVEMBER 1, 2010



THE 2011 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

for Middle Level and High School Youth Volunteers

A unique opportunity to recognize young people for volunteer service in their communities.



CELEBRATING
16YEARS

NATIONAL ASSOCIATION
of SECONDARY SCHOOL
PRINCIPALS
promoting excellence in middle and high school leadership



Prudential

THE 2011 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

What are The Prudential Spirit of Community Awards?

The Prudential Spirit of Community Awards were created in 1995 to recognize students in middle and high school grades who have demonstrated exemplary community service. These prestigious awards, sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals (NASSP), are presented annually on the local, state and national level.

How does the program work?

1. Young volunteers in grades 5-12 complete applications online at <http://spirit.prudential.com> or www.principals.org/spirit by November 1, 2010, and then submit them to their school principals or to the head of one of these officially designated local organizations: a Girl Scout council, county 4-H group, American Red Cross chapter, YMCA, or affiliate of HandsOn Network. Applicants and their parents also must sign the application form's signature page and fax it to (615) 627-9697 or upload it on the application site.
2. Each participating school or organization reviews the applications of its students and selects one middle level Local Honoree for every 1,000 students in grades 5-8, and/or one high school Local Honoree for every 1,000 students in grades 9-12.
3. Principals or organization heads certify applications of their selected Local Honorees online by November 8, 2010.
4. The top high school and middle level youth volunteer in each state and the District of Columbia are named State Honorees in February, and from two to ten runners-up in each state are named Distinguished Finalists.
5. Ten of the State Honorees are named America's top ten youth volunteers of the year by a distinguished national selection committee at a special ceremony in Washington, D.C., in May.

What do honorees receive?

- Local Honorees receive Certificates of Achievement from their schools or organizations. Those who qualify also receive the President's Volunteer Service Award.
- State Honorees receive \$1,000, engraved silver medallions, and an all-expense-paid trip with a parent or guardian to Washington, D.C., in May for several days of recognition events, including award ceremonies, sight-seeing tours, and Congressional visits on Capitol Hill.
- Distinguished Finalists (runners-up at the state level) receive engraved bronze medallions.
- Other top applicants at the state level receive Certificates of Excellence.
- National Honorees receive additional \$5,000 awards, engraved gold medallions, and crystal trophies for their schools or organizations. They also receive \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

Who is eligible?

Any student who:

- is in grades 5-12 as of November 1, 2010, and is a legal resident of one of the 50 states of the United States or the District of Columbia
- has engaged in a volunteer activity that occurred at least in part after September 1, 2009
- completes an application and submits it to a school principal or the head of an officially designated local organization by November 1, 2010.

The Prudential Spirit of Community Awards Program is widely supported!

The Prudential Spirit of Community Awards program is sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals. The program is supported by the National 4-H Council, Girl Scouts of the USA, American Red Cross, HandsOn Network (generated by the Points of Light Institute), YMCA of the USA, the America's Promise Alliance, United National Indian Tribal Youth, the American Association of School Administrators, the Council of the Great City Schools, the National Middle School Association, the National School Boards Association, the National School Public Relations Association, and other national organizations.

NEARLY 100,000 YOUNG PEOPLE HAVE BEEN HONORED WITH PRUDENTIAL SPIRIT OF COMMUNITY AWARDS OVER THE PAST 15 YEARS!



WATCH FOR THESE DEADLINES:

September 2010

Online application form is available at <http://spirit.prudential.com> and www.principals.org/spirit. Program information is mailed to all middle level and high schools and to officially designated local organizations (see below).

November 1, 2010

Deadline for students to complete applications online, submit applications to a school principal or the head of an officially designated local organization, and fax signed signature page to (615) 627-9697.

November 2 - 8, 2010

Participating schools and organizations review applications and select Local Honorees, then nominate them for state-level judging by certifying their applications online.

February 8, 2011

Judges name the top middle level and high school youth volunteer in every state and the District of Columbia as State Honorees.

April 30 - May 3, 2011

102 State Honorees attend national recognition events in Washington, D.C., at which time America's top ten youth volunteers of the year are announced.

Applicants must submit completed applications to one of the following:

- A middle level or high school
- A Girl Scout council
- A county 4-H organization
- An American Red Cross chapter
- A YMCA
- An affiliate of HandsOn Network

For more information:

<http://spirit.prudential.com>
www.principals.org/spirit
1-877-525-8491
spirit@principals.org

