

# The National Council of La Raza / Ford Motor Company 2008 Affiliate of the Year Awards Program Overview



Ford Motor Company

Rewarding NCLR Affiliates for their exemplary work in serving Hispanic communities

## OVERVIEW

Please review all of the following information before filling out the nomination forms

The Affiliate of the Year Award is an honor bestowed on one of NCLR's affiliated Hispanic-serving organizations for exemplary work in serving its local community and for supporting NCLR's policy and programmatic initiatives. The award provides NCLR an opportunity to showcase the achievements of an Affiliate and how its accomplishments have made a **positive** and **measurable** impact on the lives of Latinos.

The Affiliate of the Year Award is presented to an NCLR Affiliate that has demonstrated substantial quality improvement in the effectiveness of delivering its mission over time and has engaged in an internally and/or externally driven self-evaluation process. The award will be given to one NCLR Affiliate during the Awards Gala at the 2008 NCLR Annual Conference, along with a cash award of \$25,000. In addition, four regional honorees will be selected and will receive a cash award of \$5,000. Each of the regional honorees will represent one of four geographic regions which, for the purpose of these awards, are defined as California, Western, Central, and Eastern (including Puerto Rico).

## CRITERIA AND NOMINATION PROCESS

### 1. Eligibility

Eligible Affiliate applicants must have been affiliated with NCLR for a minimum of **three years** and be current in their dues payments and recertification documents (including the General Member Memorandum of Understanding, Board of Directors list, and financial statements). **Please contact Mauricio Hernandez (mhernandez@nclr.org) at NCLR to ensure that the Affiliate organization is in good standing before submitting these materials.** Affiliates are also **strongly urged** to have completed at least one cycle of self-evaluation and to present the results from this process for review by the Awards Selection Committee.

## 2. Application Process

NCLR Affiliates may either nominate themselves or be nominated by another organization or individual. NCLR Affiliates may nominate only one Affiliate organization per awards cycle and may not nominate Affiliate organizations that were award winners in the previous year. Applicants are required to submit a **formal application form** and include detailed supporting information describing their impact in the Hispanic community. In addition, applicants should submit at least one formal recommendation letter from community-based organizations with which they have worked closely during the past year and testimonies from at least two families they have served. Please review the application materials for more details. **Please submit to NCLR headquarters in Washington, DC by March 14, 2008.** Incomplete application packets or application packets received after this date will not be considered.

## 3. Evaluation Criteria

The following criteria will be considered by the Awards Selection Committee and should act as a guide in nominating NCLR Affiliates for the Affiliate of the Year Award:

- Commitment to mission, as measured by the success of programs that have effectively served the needs and interests of the Affiliate's local community.
- Significant improvement in the effectiveness of the Affiliate's mission over time, as shown through qualitative and quantitative results and recognized achievements. Affiliate organizations do not need have a large capacity or budget to effectively carry out their missions in serving the Hispanic community, but must demonstrate proven sustainability and impact.
- Results from a self-evaluation process that clearly demonstrate an improvement in the effectiveness of the Affiliate in delivering its mission.
- Relationship with NCLR, as measured by support of NCLR programs and policy efforts, participation in regional meetings and the NCLR Annual Conference, and compliance with the Affiliate Member Services Business Plan.
- Relationship with NCLR Affiliates in the organization's community and region, as measured by collaborative efforts and demonstrated mutual support.
- Recognized achievements, as measured by letters of recommendation from local community leaders, awards/honors received, and positive media coverage.
- Strong leadership, as measured by the active involvement of the Affiliate's board of directors and executive management in the Affiliate's services and advocacy efforts.
- Organizational sustainability and financial stability, as measured by the number of years in operation, proper management of the Affiliate's finances, and a long-term fundraising strategy.

## 4. Internal Screening

Upon receipt of the nomination packets, NCLR will convene an internal committee to review Affiliate applicants on a regional basis. The committee will include representatives from NCLR's Education, Community Development, Workforce Development, Health, Public Policy, and Affiliate Member Services components. The internal review committee will then choose two finalists from

each of the four geographic regions. Please note that NCLR staff will make their judgments based on the quality of the applications submitted and not on their personal knowledge of Affiliates and the services they provide. A scoring rubric corresponding to the points assigned to each question in the application narrative will be used by NCLR staff in identifying the finalists.

## 5. Selection Committee

The ten finalists' application materials will then be sent to a five-member final Selection Committee to be composed of two non-Affiliate members of the NCLR Board of Directors, two outside experts, and a representative from Ford Motor Company. Upon reviewing the finalists' materials, the Selection Committee will meet via conference call in April 2008 to select the NCLR Affiliate of the Year and four Regional Honorees.

The Affiliate of the Year will be honored at the NCLR Awards Gala, the culminating event of the 2008 NCLR Annual Conference. **The award-winning Affiliate's president or board chair must be present at the Awards Gala to accept the award on the organization's behalf.** The Affiliate of the Year will be notified approximately two months in advance of the NCLR Annual Conference so that NCLR can prepare a brief video about the organization to be presented at the event. A representative of Ford Motor Company and NCLR's President and CEO will present the award to the Affiliate of the Year. The four Regional Honorees for Affiliate of the Year will be recognized at the National Affiliate Luncheon, the annual gathering of Affiliates which kicks off the NCLR Annual Conference.

In addition, the Affiliate of the Year will receive several notable opportunities for publicity in its local community and on a national level. The award winner will be highlighted in 2008 NCLR publications, including its website. Ford Motor Company will also create opportunities to feature the Affiliate of the Year and the four honorees in their respective local media through photo shoots or local press releases.

## APPLICATIONS

A completed application packet has **four parts** (please see nomination application for formatting guidelines):

1. **Basic Information:**
  - a. A signed application cover sheet
  - b. A narrative describing the nominated organization and its demonstrated impact in the community it serves (such as evaluation results, outcome measurements, and other indicators requested in the narrative questions)
2. **Current** audited financial statements which demonstrate that the organization is financially sound
3. At least one recommendation letter from other NCLR Affiliates and/or community-based organizations with which the NCLR Affiliate has worked closely during the past year
4. Two signed testimonies from families whom the applicant organization has served within the past year (testimonies may be written in Spanish or English)

**Please submit application materials to [mhernandez@nclr.org](mailto:mhernandez@nclr.org) no later than March 14, 2008.**

If mailed or hand-delivered, please **do not** staple, bind, or put the application in a notebook. Please note that mailed packets must arrive at NCLR headquarters in Washington, DC by March 14, 2008 and should include one unbound copy to the address listed below. Applications may be mailed to:

Attn: Mauricio Hernandez  
NCLR  
Raul Yzaguirre Building  
1126 16<sup>th</sup> Street, NW  
Washington, DC 20036

**Application Preparation Assistance**

If you have specific questions about the application, please contact Mauricio Hernandez at (202) 776-1716 or [mhernandez@nclr.org](mailto:mhernandez@nclr.org).