

McDonald's Latino Youth Leader of the Month

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Introduction

The mission of the Hispanic American Foundation is dedicated to the preservation, appreciation, and promotion of Hispanic culture through scholarships, grants, and the presentation of cultural programs.

Education is the cornerstone to build a healthy and wealthy community. Latinos have the highest growth rate in the nation, and also the highest school drop-out rates. Through example we can try to change these tendencies. An effective way is to highlight today's young leaders who will be tomorrow's successful citizens of our community and future role models that will lead.

Purpose

The Hispanic American Foundation, in conjunction with McDonald's restaurants, has developed a program aimed at identifying and honoring youth leaders among the Latino Community. These young people are those, who by their actions and lifestyles exemplify leadership to both the Latino and Anglo communities.

Through the "McDonald's Latino Youth Leader of the Month Program", local Latino youth leaders have the opportunity to be recognized through scholarship awards and media recognition.

The HAF Education Committee will coordinate the program in cooperation with the participating School Districts' Superintendent and area principals. The targeted group will be high school students. Local Latino youth are encouraged to apply during their junior year of high school. They will be selected at the end of their junior year so they can be highlighted throughout their senior year.

The application process will be held from October 15th, 2006—March 1st 2007. The Education Committee will then select 12 students to receive "**McDonald's Latino Youth Leader of the Month Award**" at the Hispanic American Foundation's annual Student Luncheon and Career Fair in April 2007.

Announcements will be made at high school awards assemblies by local McDonald's operators and Hispanic American Foundation representatives. One student per month will be highlighted in print advertisements and on radio and television. Each student selected will receive a \$1,000 scholarship to help realize the dream of post-secondary education.

Education Committee

The Education Committee is composed of Hispanic American Foundation Board Members and McDonald's local owner/operators.

Participating High Schools

See attached list

Who is a Leader?

A leader continuously shows initiative, commitment, perseverance, and good judgment; knows when to lead and when to follow; knows how and when to delegate. A leader inspires others and leads by example. The leaders that this program will identify should be actively involved in community service and encourage fellow students to do the same. They get things done, and help other students get involved.

Qualifications and criteria to select a Youth Leader

1. Volunteer service
2. Extra-curricular activities
3. Leadership examples
4. Academic standing

The leaders to be recognized should be actively involved in community development as well as play an active role in their school by encouraging other students to do the same. The students should have a commitment to graduate from high school and when possible seek post-secondary education.

The students will be selected based on an application submitted by the students with the assistance of their high school leadership. The applications are evaluated on a 100 point score. See the "Application Guide" for more details on the qualifications of the candidates and the materials to be submitted by the student.

Rewards for the Youth Leaders

The program, through the use of 30-second vignettes on Cox Media TV will position these young leaders as instant heroes. It will show the entire youth population that recognition comes from the pursuit of positive virtues, such as leadership, volunteer service and good academic standards.

Besides the media recognition during one month, the recipients of the award will be offered a \$1,000 scholarship for use at their choice of post-secondary education facilities.

Scholarship funds will be made available once the student has shown proof of enrollment at a post-secondary education facility, including 4-year institutions, 2-year institutions, Vo-Tech, and Trade Schools. Scholarship monies will be sent directly to the educational institution that each recipient will be attending. No exceptions will be made.

Application Procedure

The Education Committee developed a general application to be completed by the applying students and school leadership. Each student will be responsible for submitting the application by following all instructions and securing the necessary documents and recommendations from his/her school counselor.

The program will kick off in the academic year of 2006-2007. High school juniors will submit their applications between October 15th, 2006—March 1st, 2007 for review and selection by the Education Committee. The Education Committee will meet and make the final selection among the candidates

Conclusion

By keeping our young people motivated to focus on leadership virtues, the Oklahoma business communities will benefit by molding the foundations for productive citizens who will, as adults, impact the community and will be our leaders of the future.

McDonald's Latino Youth Leader of the Month Award

Application Guide

The Hispanic American Foundation, in conjunction with McDonald's restaurants, has developed a program aimed at identifying and honoring student leaders among the Latino community. These young people are those, who by their actions and lifestyles exemplify community leadership to the entire community.

The Education Committee will coordinate the program in cooperation with all participating School District Superintendents and area principals. The purpose is to select 12 candidates each academic year, and to honor one per month through the use of 30 second vignettes on Cox Media TV, local radio, and the print that will position these young leaders as instant heroes in their communities. It will show the entire youth population that recognition comes from the pursuit of positive virtues, such as leadership, volunteer service, and good academic standards.

Selected young leaders will be awarded a \$1,000 scholarship to assist in the pursuit of post-secondary education in addition to their recognition campaign on local media.

To participate, interested students, with assistance from their high school leadership, should complete the attached form and materials requested below and send to:

Hispanic American Foundation

Education Committee
2210 S. Main Street
Tulsa, OK 74114

The due date to submit the application materials is March 1st, 2007. Final selections will be made by the end of the 2006-2007 academic year.

Qualifications of the Candidates:

1. Demonstrate the pride of their Hispanic heritage, be bilingual or demonstrate effort of becoming bilingual
2. Be a student in good standing
3. Be active participant in extra-curricular activities and/or volunteer activities
4. Have a minimum of 2.5 grade point average

Application Materials to be Submitted:

1. Fully completed application
2. Official school transcripts of grades or other official verification of GPA
3. Written description of extra-curricular school activities and/or community organizations with which the student volunteers.
4. Written short paragraph of approximately 80 words from the candidate in response to the following questions:
 - a. As a bilingual person, how will you remain a part of the community to contribute to its sustained improvement?
 - b. What are your goals: What do you want to be doing 5 years from now? 10 years from now?
 - c. Why do you consider yourself a leader?
5. One letter of recommendation from a non-relative teacher, counselor or community leader supporting why the candidate is considered a leader.

The applicants are evaluated on 100 points score according to the following criteria:

- | | |
|-----------------------------|-------------------|
| 1. Question A | Maximum 10 points |
| 2. Question B | Maximum 10 Points |
| 3. Question C | Maximum 10 points |
| 4. Letter of Recommendation | Maximum 50 points |
| 5. GPA | Maximum 20 points |

**McDonald's
Latino Youth Leader of the Month Award**

NOMINATION FORM

School Information

School's Name _____

Principal's Name _____

School's Address _____

Phone Number _____ Fax Number _____

E-mail Address _____

Date Submitted _____ Date Received (HAF) _____

Candidate Information

Candidate's Name _____

Home Address _____

Phone Number _____ Alternate Number _____

E-mail Address _____

Grade _____ GPA _____ Male/Female (circle one)

Question A _____ Question B _____ Question C _____

Parent or Guardian's Name _____

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Qualifications of the Candidates

1. Demonstrate the pride of their Hispanic heritage, be bilingual or demonstrate effort of becoming bilingual.
2. Be a student in good standing
3. Be an active participant in extra-curricular activities and/or volunteer activities.
4. Have a minimum of 2.5 grade point average

Application Materials to be submitted:

1. Fully Completed application (Nomination Form—Page 1)
2. Official school transcripts of grades or other official verification of GPA
3. Written description of extra-curricular school activities and/or community organizations with which the student volunteers.
4. Written short paragraph of approximately 80 words from the candidate in response to the following questions:
 - a. As a bilingual person, how will you remain a part of the community to contribute to its sustained improvement?
 - b. What are your goals: what do you want to be doing 5 years from now? 10 years?
 - c. Why do you consider yourself a leader?
5. One letter of recommendation from a non-relative teacher, counselor or community leader why the candidate is considered a leader.

Contact:

Ronnie Donnelly
Hispanic American Foundation
2210 S. Main Street
Tulsa, OK 74114

Phone: (918) 584-3333, ext. 17
E-mail: haftulsa@haftulsa.org

Media-Publicity Release:

For in consideration of the mutual agreements contained herein, the undersigned on behalf of myself and my heirs, legal representatives, successors and assigns, hereby agree as follows.

1. **Program.** I grant Cox Media, its successors and assigns and those acting under its permission and authority, the right to audio tape, film, video tape, and otherwise record, edit and incorporate my likeness and/or voice in the production of the program McDonald’s Latino Youth Leader of the Month (“Program”) for commercial and/or non-commercial distribution to the public via cable and broadcast television, over the Internet, in printed media and any other medium.
2. **Use.** Cox Media is expressly authorized in its full discretion to use or authorize use of any such recordings or portions thereof in any manner and at any time and to use my name, likeness, voice, biographical and other information concerning me. I waive any right that I may have to inspect or approve (i) the Program, (ii) any advertising or other copy that may be used, or (iii) the use of which the Program may be applied. I understand that Cox Media has sold ownership of the Program in perpetuity and that the Program may be aired one or more times over any television station, cable system, or like media.
3. **Promotions.** I further grant Cox Media and those acting under their permission and authority, the right to use my name, picture, voice, likeness and biographical information worldwide for promotional purposes (“Promotions”) in connection with the program.
4. **Release.** I release and discharge Cox Media, their successors and assigns and all persons acting under their permission or authority from liability for any loss, injury, or damage resulting from or in connection with my appearance in the Program or Promotions.
5. **No Compensation.** I understand that I shall receive no compensation for my appearance on and participation in the Programs or Promotions.
6. **General.** I warrant that I am of full legal age and have every right to contract in my own name. I agree that this Publicity Release is intended to be as broad and inclusive as permitted by law of the State of Oklahoma and that if any portion is held to be invalid, the remainder shall continue in full force and effect. I further agree that I have read the above Publicity Release before signing it, and that I am fully familiar with its contents.

Name _____ Date _____

Signature _____

Address _____

City _____ State _____ Zip _____

Hispanic American Foundation Release

Name _____

For valuable consideration, I hereby grant to the Hispanic American Foundation, his assigns, licensees, and legal representatives the irrevocable right to copyright, publish and use in any form or media, for advertising trade, stock use or other lawful purpose and likeness or photograph in which I am included. I waive the right to inspect or approve the finished product, including written copy.

I hereby release and agree to hold harmless the Hispanic American Foundation, his assigns, and those operating under his authority from any liability by virtue of the lawful use of these pictures. I warrant that I am of full legal age, and that I have read and understand the contents of this release (if subject is a minor, parent or legal guardian).

Signature _____ Date _____
(If minor, parent or legal guardian)

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

Witness _____ Date _____

Scholarship Funds Awarded

Students must fill out this application once they are enrolled in their selected post-secondary education institution. In order to make sure that scholarship monies are sent to the correct school and contact person, please fill out the following information and mail or fax this form back to the Hispanic American Foundation.

The Hispanic American Foundation must have the following information before forwarding the scholarship check onto the school.

Name: _____

Address: _____ **City:** _____

State: _____ **Zip:** _____

Phone Number: () _____

Social Security Number: _____

School attending: _____

School Address: _____ **City:** _____

State: _____ **Zip:** _____

School Phone Number: () _____

Funds should be sent to the attention of: _____

Date entering University: _____

**Please mail to: Hispanic American Foundation, 2210 S. Main Street
Tulsa, OK 74114 or e-mail haftulsa@haftulsa.org**

Please call 918- 584-3333, ext 17 if you have any questions.