

2019 Ford College Community Challenge



Ford C3 keeps Making Lives Better

At Ford, we understand to be a truly sustainable organization, we must play an active role in the larger community, helping address a wide range of vital issues from education to safety to mobility. In its 12th year, Ford C3 requests proposals for community-based projects that must address, in a fresh and creative way, a tangible, unmet need among the following topic(s) surrounding the theme of ***Making Lives Better***:

Driving Social Mobility
Changing the Way People Move through Smart Mobility
Building Sustainable Communities

Through Ford C3, Ford Motor Company Fund supports and encourages students to design and develop programs and addressing critical community needs, focusing on helping the community become a more sustainable place to work and live. It is our hope that participating students will find their creativity and resourcefulness engaged in meaningful and unexpected ways.

Up to 10 winning proposals will be selected to receive \$25,000 each from Ford Motor Company Fund to support implementation of the proposed projects. Winning proposals must, at a minimum:

- 1. Describe a new approach to *Making Lives Better***
- 2. Involve students in a leadership role**
- 3. Seek to address an urgent and unmet community need in a tangible way**
- 4. Involve a community-based organization as a partner**
- 5. Involve the school of business, engineering or design in some way**

2019 TIMELINE

February 2019	RFP distributed; proposal and budget template available
April 3, 2019, 5 p.m., EST	Proposals due
April 30, 2019	Proposals moving on to the next round of judging are notified
May 21, 2019	Top 20 videos due
May 2019	Top 20 videos posted to www.fordblueovalnetwork.org
Summer 2019	Grant winners selected
Fall 2019	Winners publicly announced
Fall 2019 – Summer 2020	Projects implemented



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Step 1 of 5

Profile Information (max. 50 characters each):

Please fill in the information for the project leads.

College/University Click here to enter text.	Student Organization Click here to enter text.
*Project Lead: Faculty Member Name Click here to enter text.	*Project Lead: Student Name Click here to enter text.
Department Click here to enter text.	Student Major Click here to enter text.
Contact Phone Click here to enter text.	Contact Phone Click here to enter text.
Contact Email Click here to enter text.	Contact Email Click here to enter text.
**Main Grant Contact Name Click here to enter text.	Main Grant Contact Phone Click here to enter text.
Main Grant Contact Email Click here to enter text.	Project Name Click here to enter text.

*The Project Leads will be notified if the proposal advances to the Top 20.

**The Main Grant Contact is the fiduciary at the college or university.

Confirm that you have notified your college or university of your submission and that they have agreed to act as the fiduciary organization if this proposal is awarded grant funds.

Choose an item.

Please identify how you found out about the Ford College Community Challenge (required):

Click here to enter text.

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Step 2 of 5 Proposal

All fields are required. Please include approximately two paragraphs for each answer.

1. Introduction and Project Summary (1400 characters)

Click here to enter text.

2. Describe how this project meets each of the following Ford College Community Challenge criteria (please refer to the RFP for more details):

a. How is the project meeting an urgent and unmet community need in a **tangible way** (i.e., describe the identifiable/measurable outcome. For example, the project's direct effect will allow 300 people to access to low-cost, healthy food choices) (1400 characters)

Click here to enter text.

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b. The project must involve students in a leadership role. What leadership roles will students take on throughout the duration of the project? (1400 characters)

[Click here to enter text.](#)

c. Identify the community-based partner organization and describe the relationship to this project. (Note: Please be sure they are advised of this submission) (500 characters)

[Click here to enter text.](#)

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- d. How does the project involve students from a variety of major's programs? What colleges within your university are contributing to the project? (ie. Business, Engineering, Design, etc.). (1400 characters)
[Click here to enter text.](#)

Step 3 of 5

Communication and Publicity

3. Include a brief section that addresses how the university will communicate and/or publicize the project through various outlets.

(e.g. press release, web, local television and print, video, social media, etc.) (500 characters)
[Click here to enter text.](#)

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Step 4 of 5

Attachments

When uploading the completed proposal, also upload budget and timeline attachments (.pdf, .doc, .xls). Provide any additional information in the text boxes below.

4. Budget

Click here to enter text.

5. Timeline

Click here to enter text.

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Optional

6. Answer the following extra credit questions in two sentences or less (500 characters each)

a. Will the project be sustainable after Ford Fund monies are completed?
Click here to enter text.

b. Can additional resources be identified and leveraged?
Click here to enter text.

c. What are the strategies for extending the life of the initiative?
Click here to enter text.

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Step 5 of 5

Submission Terms and Conditions

Once submitted, an entry cannot be deleted, canceled or modified by registrant.

By submitting an Entry, you warrant and represent that it: (a) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (b) that you have obtained permission from a person whose name or likeness is used in the Entry (including acceptance of these official rules); and (c) that publication of the Entry via various media including Web posting, will not infringe on the rights of any third party rights. Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

Any element(s) appearing in a video or photo, including without limitation stills, clip art, supers, music (lyrics and/or melody) or other materials must be the contestant's own original work, created and performed by the contestant, or be in the public domain. Use of any copyrighted elements or other materials that are not the contestant's own original work, or not in the public domain, will result in disqualification.

Ford Motor Company reserves the right to reject and disqualify any entry that it deems, in its sole discretion, to violate any of these content related requirements or for any reason for its sole discretion. If the content of the semi-finalist video does not meet the requirements listed above, it will not be posted.

Submitting an entry constitutes agreeing to the terms of these Terms and Conditions and all decisions of Sponsor and/or its designee, which are final and binding in all respects. Sponsor is not responsible for incorrect, inaccurate or incomplete entry information or for entries which are garbled, damaged, incompletely received, otherwise defective or lost due to any reason, all of which will be voided.

Once submitted, all video content become the sole property of Ford Motor Company and can/will be used to promote company programs and services without further compensation or permission.

Submission of a video signifies that the applicant has read and agrees to the Terms and Conditions listed above.

Confirm that you have read and agree to the above terms regarding your entry for the 2019 Ford College Community Challenge:

Choose an item.

Ready to Submit?

Once complete, please email your finalized template, budget and timeline to fordscholars@campbellmarketing.services

