

423 West 55th Street
8th Floor
New York, NY 10019



2nd Annual



Honoring ten
outstanding young
Americans under
the age of 30 who are
successfully building
their communities.

Program administered by



membership form **DO** something

Even if you are not ready to apply for the BRICK Award, you can still get involved and Do Something!

Please check any of the following if you are interested in more information on:

- An overview of Do Something's activities
 - Applying for a Do Something \$500 grant
 - Contributing your talents to BUILD — Do Something's quarterly magazine
 - Do Something's online activities
 - Purchasing Do Something T-shirts, hats, and other items
- Yes, I want to become a Do Something Member and receive BUILD magazine, which contains important information on how to make a difference in my community, and discounts on great merchandise. I've enclosed a check for \$10 for my annual membership fee.

Name: _____

Address: _____

City _____ State _____ Zip _____

Phone number: () _____

e-mail address: _____ Date of birth: _____ Male/female: _____

How did you hear about Do Something? _____

Do you have any friends that you think should be on our mailing list? If yes, please send us their mailing information:

Name: _____

Address: _____

City _____ State _____ Zip _____

Please mail this form to: **Do Something Membership Department**
423 West 55th Street, 8th Floor
New York, New York 10019

1996 brick award winners

leaders building their communities

The 1996 BRICK Award Winners



Melissa Bradley, 28, National Grand Prize Winner

founder & director of The Entrepreneurial Development Institute (TEDI) in Washington, DC, a non-profit that helps disadvantaged youth develop small businesses.



Charles Lamont Carson, 25

co-founder & director of the Tacoma Center YMCA Late Nite Program in Tacoma, WA, a program that provides tutoring, employment training, support and recreation for young people.



Karen Childress, 29

co-founder & director of Rural Resources in Greeneville, TN, an organization that supports sustainable agriculture on family farms in Appalachia.



Tara Church, 18

co-founder & youth director of TREE MUSKETEERS in El Segundo, CA, a non-profit that works to preserve and protect the environment and educates people to do the same.



Sean Closkey, 29

executive director of the St. Joseph's Carpenter Society in Camden, NJ, an organization that develops and renovates houses for low-income residents.



Trinh Duong, 22

organizer & fund-raiser for the Chinese Staff & Workers Association in New York City, an association that supports the rights of Chinese immigrant workers.



Henry Fernandez, 28

director of Leadership, Education & Athletics in Partnership (LEAP) in New Haven, CT, a non-profit that fosters educational, leadership, and social development for students from elementary school through college.



Priya Haji, 26

co-founder & executive director of Free at Last in East Palo Alto, CA, a substance-abuse prevention and treatment center.



Van Jones, 27

founder & director of Bay Area Police Watch in San Francisco, an organization that assists survivors of police misconduct and brutality.



Sarah Kass, 29

co-founder & principal of City On A Hill Charter School, an independent public high school in Boston.

PHOTOS: BEN WATTS

about the brick

The 2nd Annual 1997 Do Something BRICK Award for Community Leadership, created in partnership with Mademoiselle magazine, will be awarded to ten outstanding young Americans under the age of 30 who are successfully building their communities and whose work is structured to have a lasting impact. The national grand prize winner will receive a grant of \$100,000 and the nine other winners will each receive a \$10,000 grant. All recipients will use their grants to continue their work within their communities.

In addition to receiving a grant, each of the ten winners will be presented with The BRICK, a symbol of their commitment to laying the foundation for a stronger community. Winners will also be featured in Mademoiselle magazine and in an MTV special. The 1997 BRICK Award program will conclude with a gala event in the fall of 1997 to honor the winners and preview the MTV special.

about do something

Do Something is a national non-profit organization that provides leadership training, guidance, and resources to young people building their communities. In addition to partnering with communities to establish local Do Something Funds, Do Something conducts a range of national programs.

If you would like to get involved with Do Something, please complete the attached Do Something membership form. You can also check out Do Something's web site at <http://www.dosomething.org> and find information on America Online (Keyword: Do Something).

about the sponsors

Mademoiselle magazine

Mademoiselle believes that young people are changing the face of the future. That's why they created the BRICK Awards with Do Something - to celebrate the achievements of America's young leaders. Check out upcoming issues of Mademoiselle for information on Do Something and the announcement of the BRICK Award winners.

MTV

MTV strives to keep young people informed about the world they live in. In support of Do Something's efforts, MTV will produce a special documentary featuring profiles of the BRICK Award winners. Stay tuned for Do Something public service announcements and the airing of the BRICK Award documentary on MTV.

Blockbuster Entertainment, America Online and GUESS?

Blockbuster Entertainment, America Online and GUESS? are all long-term Do Something sponsors.

Mademoiselle



BRICK Award winners will be successfully working for higher graduation rates, safer neighborhoods, stronger families — anything that truly builds the community. The BRICK Awards honor local efforts. The applicant's community work should impact a geographic area no larger than city-wide.

Applicants will be evaluated on the following criteria:

criteria

1. The quality of the attitude, skills and knowledge that the applicant brings to his or her community work.
2. The actions the applicant is taking to build his or her community.
3. The results the applicant can demonstrate in evaluating his or her work in the community.

All committed community leaders under 30 are eligible and encouraged to apply.

the process

1. All completed applications are due by April 15, 1997, 5:00 PM Eastern Standard Time, at Do Something's New York office.
2. Semi-finalists will be notified by telephone by May 19, 1997. Please do not call. Calls of inquiry will not be accepted.
3. 100 semi-finalists must each participate in a 45-minute telephone interview between May 19 and June 6, 1997.
4. The 25 finalists will be notified by telephone by June 9, 1997. Others will be notified by mail.
5. The 25 finalists will be flown to New York for a weekend of interviews and networking from June 19 - 22, 1997.*
6. The ten winners will be notified by telephone by July 1, 1997.
7. The grand prize winner will be announced at the Fall 1997 gala.

*Transportation and hotel accommodations for each finalist will be provided by Do Something. Approximate retail value of each trip is \$700, but will vary, depending on point of departure.

application rules

- 1 NO PURCHASE NECESSARY.
- 2 All applicants must be under the age of 30 as of 4/15/97 to be eligible.
- 3 One entry per person. Only semi-finalists, finalists, and winners will be notified by telephone. All decisions of the judges are final.
- 4 The national grand prize winner will receive a grant of \$100,000, which may be distributed over a period of one to three years (as determined by Do Something). Nine other national winners will each receive a \$10,000 grant, which may be awarded over a period of one to three years (as determined by Do Something). All grants will be awarded by Do Something and must be used to continue the winners' work within their communities. A final narrative and financial report (or interim report if there are remaining funds) are due one year from the date funds are received.
- 5 Acceptance of any grant constitutes consent to use the winner's name and likeness for advertising and publicity purposes. Winners will be required to sign an affidavit of eligibility and a liability/publicity release, which must be returned by the date indicated on the applicable form.
- 6 Mademoiselle will provide transportation (coach airfare from the major commercial airport nearest the winner's residence to New York City), as well as meals and hotel accommodations for one night in New York City, for each winner and one guest to attend the BRICK Awards gala. Approximate retail value of each trip is \$900, but will vary, depending on point of departure. All other expenses, including income and other taxes (if any), are the sole responsibility of the winners.
- 7 Contestants must be permanent residents of and reside in the United States. Employees of The Condé Nast Publications Inc., MTV Networks, Blockbuster Entertainment, and Do Something, Inc. and their families are not eligible.
- 8 Awards and grants are non-transferable.
- 9 All entries become the property of Do Something and Mademoiselle and will not be returned. Mademoiselle and Do Something are not responsible for lost, late, or misdirected mail.
- 10 Past national BRICK Award winners are not eligible to apply.
- 11 Subject to all national, state, and local laws and regulations. Void in Puerto Rico and where prohibited.

brick application

Name: _____

Address: _____

City _____ State _____ Zip _____

Phone number: () _____ Fax number: _____

E-mail address: _____ Date of birth: _____

Age on 4/15/97 (must be under 30): _____

How did you hear about the BRICK Awards? _____

To be accepted, applications must adhere completely to the following guidelines:

1. Together, in one package, submit one original and three copies of your entire application. An entire application consists of: answers to the three questions below; a current resumé; two letters of recommendation; a copy of your birth certificate, driver's license, or passport as proof of age; and this form. Paper clip (do not staple) each of the 4 application sets individually. Do not submit any materials other than those outlined above.
2. Letters of recommendation, which should not be sent under separate cover, should come from people in your community (non-family members) who are familiar with your character, commitment, and community work. Ideally, one letter should come from a person who has been impacted by your work. Letters should address the nature and length of your relationship.
3. Answers to the three questions below must be typed, no smaller than 10 pitch, and limited to one page with one inch margins. Your resumé and letters of recommendation must each be limited to one page. Your name and phone number must appear at the top of each page.
4. Only individuals may apply. Group or team applications will not be accepted. Applicants must apply on their own behalf.
5. No faxes or e-mails will be accepted for any part of the application.

Questions: (One page limit for each)

1. Describe yourself and your vision for your community.
2. What are you currently doing to improve your community?
3. What results can you point to in assessing the impact of your community work?

Applications must be received by Do Something by April 15, 1997, 5:00 PM Eastern Standard Time. Please include a self-addressed stamped postcard if you would like acknowledgment of the receipt of your completed application.

Please mail your completed application and three copies to:

The Do Something BRICK Awards
423 West 55th Street, 8th Floor
New York, New York 10019

If you have questions, after carefully reading this application, you may call (212) 523-1175.

