

Financially Empowering Gen Y Project Partnership sponsored by TIAA-CREF



Judging Criteria

How effectively did the SIFE team find innovative, creative ways to reach Gen Y adults (18-32) that are relevant to this generation and then use those avenues to provide financial education?

Each team will be evaluated on the following:

1. Degree of innovation and creativity to find new ways to reach Gen Y
2. Degree of financial empowerment achieved for Gen Y
3. Media exposure, as measured by gross media impressions, number of media hits and types of media utilized
4. Project concept, execution, outputs and outcomes

Project Timeline

The project submitted may be completed between September 1, 2011 and April 15, 2012. Teams are required to recognize TIAA-CREF in all Financially Empowering Gen Y Project Partnership activities pertaining to signage, advertising and media outreach.

Eligibility

All enrolled SIFE USA teams are eligible to enter.

How to Enter

Teams may enter using the online registration form at <http://apps.sife.org/TIAA-CREF/Default.aspx>.

Registrations must be received no later than November 18, 2011 at 11:59 PM CST.

Grants

Up to 25 SIFE USA teams will be awarded a grant of \$1,500. Teams approved to participate will receive \$1,250 in December to cover Financially Empowering Gen Y Project Partnership activities and supplies with a \$250 stipend upon project completion and submission of the Final Impact Report.

Awards

National First Place:	\$5,000 & Trophy
National Second Place:	\$4,000 & Trophy
National Third Place:	\$3,000 & Trophy
Six National Finalists	\$1,000 & Plaque

Final Impact Reports

Participating teams must submit a Final Impact Report through the designated website no later than April 16, 2012 at 11:59 PM CST. Reports received after this will not be considered for a National First, Second, Third Place or Finalist award. Teams submitting a complete Final Impact Report including outputs and outcomes on their completed Financially Empowering Gen Y Project Partnership project(s) by the deadline will receive the final \$250 stipend.

Judging Criteria Fulfillment

The Financially Empowering Gen Y Project Partnership invites teams to use business and economic concepts and an entrepreneurial approach to determine relevant ways to reach Gen Y and then providing them with the financial resources to succeed, thereby improving their quality of life & standard of living.

Contact

Sheila Gammill
417-575-3536
sgammill@sife.org