



Savings Made Simple

## Step Up for Small Business with Sam's Club

### Judging Criteria

In partnership with a Sam's Club, how effectively did the SIFE team empower a small business to raise their quality of life and standard of living through improved business and environmental practices?

Each team will be evaluated on the following:

1. Degree of business and environmental sustainability achieved
2. Degree of empowerment achieved, as measured by the small business' actual and projected financial return on investment
3. Media exposure, as measured by gross media impressions, number of media hits and types of media utilized (Teams are required to recognize Sam's Club by name in all Step up for Small Business activities pertaining to signage, advertising and media outreach.)
4. Project concept, execution, outputs and outcomes

See a sample Final Impact Report at [www.sifesams.org](http://www.sifesams.org) for complete criteria.

### Project Timeline

The project submitted will be completed between September 1, 2011 and April 15, 2012.

### Eligibility

All enrolled SIFE USA teams are eligible to enter.

### How to Apply

Teams apply using the online application at [www.sifesams.org](http://www.sifesams.org). Registrations must be received no later than 11:59PM, CST, October 28, 2011.

Through the online application teams will provide information on their participating small business, detail a proposed project concept and provide a list of expected expenses for project implementation. Teams will also note if they have made a connection with a Sam's Club and associate.

If a team would like to participate, but there is not a Sam's Club in their community or they have not made a connection, they are still eligible to apply. SIFE and Sam's Club will assist teams with a Sam's Club connection.

For 2011-2012, teams without a local club will be able to utilize current technology, i.e. conference calls, skype, etc. to connect with a Sam's Club and associate.

### Grants

Up to 175 SIFE teams will be awarded a grant in the amount of \$1,500 through SIFE USA. The initial grant of \$1,250 will be distributed in November 2011 with the remaining \$250 being distributed in May 2012 upon receipt of a complete Final Impact Report with detailed information on the completed project including outputs and outcomes.

### Awards

Online entries will be judged prior to the SIFE USA National Competition by a group of representatives from Sam's Club.

Eight finalist teams will receive \$1,000 and a plaque. The top three finalist teams will be selected to receive a Grand Prize and will be recognized at the 2012 SIFE USA National Competition.

In addition to the eight finalist teams receiving cash prizes and a plaque, the small business (one per finalist team) they assisted will receive a \$1,000 cash prize and plaque.

One small business representative and one Sam's Club associate from each of the eight finalist teams will receive a trip to the 2012 SIFE USA National Competition.

### Grand Prize Awards:

First Place:	\$5,000 & Trophy
Second Place:	\$4,000 & Trophy
Third Place:	\$3,000 & Trophy

## **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 Finalist, First, Second or Third Place award. Teams submitting a complete Final Impact Report including outputs and outcomes on their Step Up for Small Business project(s) by the deadline will receive the final \$250 stipend.

## **Contact**

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