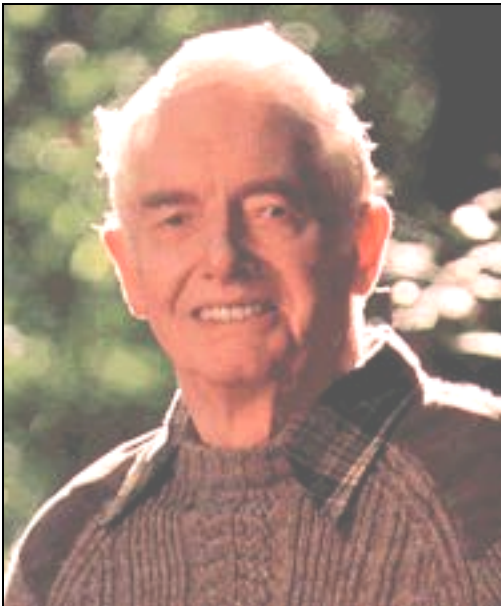


# 2007 Brower Youth Award Application Package

## Overview and Eligibility

- What:** An annual national award recognizing six young people for their outstanding activism and achievements in the fields of environmental and social justice advocacy. The winners of the award receive a \$3,000 cash prize, a trip to California for the award ceremony and wilderness camping trip, and ongoing access to resources and opportunities to further their work at Earth Island Institute.
- Who:** Young activist leaders ages 13 to 22 as of July 1, 2007.
- When:** Completed Application must be postmarked or e-mailed by May 15, 2007.
- Where:** For those living in North America.
- Why:** Earth Island Institute established the Brower Youth Awards in 2000 to honor our founder and legendary activist David R. Brower. This award manifests Earth Island Institute's commitment to growing new leaders.

## About David Brower



*"People have alleged that I have inspired many young people over the years, but I say it was just the opposite." ~ David R. Brower*

David Ross Brower, recognized internationally for his pioneering leadership in protecting the environment and wild places of the Earth, was born in Berkeley, California on July 1, 1912. A famous mountain climber in the 1930s, he served in the legendary 10<sup>th</sup> Mountain Division in World War II and went on to become the first Executive Director of the Sierra Club. After over 60 years leading conservation campaigns, he died at the age of 88 on November 5, 2000.

Brower's career ranged from stopping dams in Dinosaur National Monument and Grand Canyon National Park, to exposing the dangers of nuclear power. In 1982, Brower founded **Earth Island Institute**, an organization that fosters and supports more than 40 innovative environmental projects around the world. Based in San Francisco, Earth Island Institute is the home of the Brower Fund and the Brower Youth Awards. (See [www.earthisland.org](http://www.earthisland.org))

Among his many accomplishments, David Brower led campaigns to establish nine new National Parks and Seashores including Cape Cod, North Cascades and the Redwoods, and helped gain passage of the Wilderness Act of 1964 which protects millions of acres of public land. He created the genre of "exhibit format" books of exquisite outdoor photography with a conservation message and pioneered the use of full-page environmental campaign advertisements in newspapers. Many consider him the founder of the modern environmental movement, alongside John Muir and Rachel Carson.

Brower was a tireless public speaker, addressing audiences everywhere from the United Nations to local high schools. His inspirational message and bold visions inspired four generations of people to action on behalf of the Earth. He was nominated three times for the Nobel Peace Prize and received numerous awards throughout his life, including the 1998 Blue Planet Prize in Japan.

Brower's message on the current state of the Earth was at once dire and optimistic and is reflected in his favorite quotes. He urged environmentalists to heed the words of the German poet Goethe,

*"Anything you can do, or dream you can, begin it.  
Boldness has genius, power, and magic in it."*

## AWARD PROGRAM DETAILS

### ***Background***

Earth Island Institute established the Awards in 2000 to honor David Brower and to call forth a new generation of leaders. This annual program recognizes the outstanding leadership efforts of six young people who are working for Conservation, Preservation, and Restoration -CPR for the Earth. The Awards not only promote the accomplishments of these new leaders, but invest in their continued success by providing ongoing access to resources, mentors, and opportunities to develop their leadership skills.



### ***Leadership Development***

Young people directing projects and initiatives are already leaders of uncommon talent and passion. Earth Island provides its award winners with opportunities to expand their leadership through media interviews, speaking engagements, and meetings with peers and mentors in their areas of interest. In addition to the award and ceremony week training, winners are introduced to potential sources of funds and skills training appropriate to their work.



*David Brower thanks President Lyndon Johnson for signing the Wilderness Act*

## **The Award**

Each of the six Brower Youth Award recipients will receive a \$3,000 cash prize, a certificate, and a trip to the San Francisco Bay Area to attend the Awards ceremony. Winners and one guest (parent, guardian or mentor) will be flown to the Bay Area round-trip coach class from the gateway city nearest their hometown. Ground transportation will be provided to and from the airport, and the Awards ceremony. Double-occupancy accommodations will be provided for up to four nights. The recipients are also strongly encouraged to participate in a wilderness camping trip in California. Gear, food, transportation, fees and Park admission are provided.

## **CRITERIA**

### ***Outstanding Youth Leadership and Project Impact***

The Brower Youth Awards recognize people (**age 13 to 22 as of July 1, 2007**) living in North America who have shown outstanding leadership on a project with positive environmental and social impact.

“Outstanding leadership” means that **you played the major leadership role** in creating, organizing and implementing your project. We are looking for the person with the vision, motivation, and leadership skills that made the project work.

“Project impact” includes how the project benefited the environment and community in terms of **measurable results** (e.g. acres of wildlife habitat protected or restored, number of people engaged in social issues because of the project, numbers of children no longer exposed to toxins, etc.). The project should fall under one or more of the following categories:

**CONSERVATION** is work to eliminate or decrease our use of natural resources and our negative impacts on ecosystems and communities. For example:

- *A project that plays a substantial role in organizing a local community to pass a public transportation initiative.*
- *A project that significantly reduces energy use on a school campus by requiring passive solar design and the use of efficient appliances in all school facilities.*

*Conserve the golden eggs carefully. Preserve the goose or there will be no more golden eggs. If you've already damaged the goose, get going on Restoration.*

**PRESERVATION** is work to protect ecosystems, species, indigenous cultures and other irreplaceable elements of the world’s natural heritage. For example:

- *A project that secures protected nesting area for an endangered songbird.*
- *A project that plays a substantial role in blocking development of Native sacred sites via ongoing peaceful demonstrations, street theater, marches.*

*~ David R. Brower*

**RESTORATION** is work to re-establish the healthy functioning of ecosystems; parts of ecosystems; and human communities that manage ecosystems. For example:

- *A project that reclaims an abandoned urban lot, creates an organic garden.*
- *A project that rallies a community to fight for wetland restoration.*

## **A FEW TIPS**

- **Leadership:** Generally speaking, the Brower Youth Awards are looking to recognize the leader of a group. The group can be formal (like a club) or informal (like a neighborhood), small or large (3 people or 100). While we will consider applicants who are implementing individual efforts, it is our tendency to focus on leaders of groups.

- **Research and science fair projects:** We acknowledge the importance of scientific research in understanding ecosystems and environmental impacts. But, generally speaking, research and science fair projects are individual, one time efforts. As such, they are difficult to compare to the leadership of on-going projects in conservation, preservation and restoration. While we will consider applicants who are implementing research and science fair projects, the Brower Youth Awards are more typically looking to recognize young people who are leading an ongoing group effort.

- **Earth Day and Environmental Education:** We understand the impact and necessity of Earth Day and of environmental education. However, Earth Day/Week and environmental education projects typically raise general awareness of the environment and are difficult to compare to projects in conservation, preservation and restoration. While we will consider leaders of Earth Day and environmental education projects, the Brower Youth Awards are more typically looking to recognize young leaders who are directly impacting Global CPR: Conservation, Preservation and Restoration.

## **APPLICATION PROCEDURES**

*Applications are available on the Earth Island web site and at <http://www.broweryouthawards.org>, or you can request an application at [bya@earthisland.org](mailto:bya@earthisland.org) or 415-788-3666, Ext. 144.*

1. Your application **must** include the following:

- \* Completed application form (*pages 6-13 of this document*)
- \* 3-4 photographs of you and your project and/or video footage.
- \* Letter of support (*see page 14 for details*)

*Optional materials* including flyers, posters, brochures, news articles and videos also may be submitted. Originals are preferred but not required. These become the property of Earth Island and will not be returned. Please minimize the use of binders, plastic sheets, and other disposable non eco-friendly materials in your application.

2. Completed applications must be **postmarked or e-mailed by May 15, 2007**. E-mailed applications are preferred. Faxed applications are **NOT** accepted. Please do not send via Fed-Ex or UPS or any other similar resource-intensive delivery service.

**E-MAIL APPLICATIONS TO:** [bya@earthisland.org](mailto:bya@earthisland.org)

**OR**

**MAIL APPLICATIONS TO:** E.I.I. / Brower Youth Awards  
300 Broadway, Suite 28  
San Francisco, CA 94133

***IMPORTANT instructions for e-mailed applications – please read carefully:***

- Please type “**BYA 2007 APPLICATION**” in the subject line of your e-mail.
- Send your application as one Microsoft Word file named **YOURNAME.doc**.
- DO NOT EMBED PICTURES into this file. Digital photos should be attached to the e-mail as separate files. Please send low-resolution (72 dpi) jpg or gif files **EXCEPT:**
- The required *close-up shot* (for publicity) must be *high-resolution* (minimum 300 dpi) Please try to keep your images to a maximum of 300 pixels wide for horizontal images and 200 pixels wide for vertical images. Do not send zipped or compressed files.
- The letter of support may be attached as a separate Word document (sent by you or the author) or you can paste it into the body of your e-mail.
- If you are under 18, your e-mail must also include a statement from your parent or legal guardian indicating that they have read and understood the “Terms of Agreement” listed on pages 14 and 15 of this document.
- If possible, send electronic copies of the optional materials. **KEEP FILES SMALL.**
- If you would like to apply by e-mail, but are unable to submit your photos or optional materials electronically, you may still e-mail your application and letter of support, and submit the other materials by postal mail to the address above. Please minimize the use of disposable non eco-friendly materials such as binders, plastic sheets, etc. in your optional materials presentation.
- ***Application material will not be considered unless:***
  - the envelope and materials are CLEARLY marked with your name and address;
  - the package is **postmarked by May 15, 2007**; and
  - a list of these materials is included in the e-mail you send with your application.

You must complete your own application. Parents, friends, mentors, teachers, etc. must not do this for you.

# 2007 APPLICATION FORM

## Step 1: Provide the following information:

FIRST NAME	MIDDLE INITIAL	LAST NAME	DATE OF APPLICATION

PERMANENT (HOME) ADDRESS	Street	City	State Zip

CURRENT ADDRESS (IF DIFFERENT)	Street	City	State Zip

YOUR E-MAIL ADDRESS	HOME PHONE NUMBER	OTHER PHONE	BIRTHDATE

TITLE/NAME OF YOUR PROJECT	PROJECT LOCATION

NAME, ADDRESS, PHONE AND E-MAIL OF ORGANIZATION ASSOCIATED WITH YOUR PROJECT (School, university, group, club, organization, place of faith, etc.)			

HOW DID YOU HEAR ABOUT THE BROWER YOUTH AWARDS? <i>Please be specific.</i>

### IF YOU ARE UNDER 18, YOU MUST COMPLETE THE NEXT TWO ITEMS:

PARENT(S) / GUARDIAN(S) NAME ABOVE)	ADDRESS AND PHONE (IF DIFFERENT FROM

YOUR SCHOOL NAME, ADDRESS AND PHONE

**Step 2: Please answer the following ten questions. Your answers must be typed and can be shorter than, but not longer than, the length indicated.**

1. Provide a brief **SUMMARY** of your project including: What inspired this project? How does your project benefit the environment or community? What has the project accomplished?

**LENGTH: Half page**

2. List the **GOALS** of your project. What did you hope to achieve when you began this project?

**LENGTH: Half page**

**2007 APPLICATION** *(continued)*

3. Provide a **DESCRIPTION** of your entire project, using a step-by-step approach to highlight past, present and future activities.

**LENGTH: Two pages**



**2007 APPLICATION** *(continued)*

4. Describe your **ROLE** in the project. Explain what you did to lead the project and describe your experiences as a leader.

**LENGTH: Half page**

5. List the individuals or groups that provided **SUPPORT** – for example, planning advice; scientific, technical, or artistic assistance; funding; moral support, etc.. Briefly describe each of their contributions.

**LENGTH: Half page**

**2007 APPLICATION** *(continued)*

6. Describe the most significant results – the **IMPACT** – of your project. Quantify your results where possible (number of participants, tons recycled, acres preserved, people housed etc.)

**LENGTH: One page**

**2007 APPLICATION** *(continued)*

7. List any **RECOGNITION** and/or awards your project has received, including media coverage. Examples might include community or civic acknowledgements; recognition by organizations; or local/regional/national news coverage.

**LENGTH: Half page**

8. Describe how your project can be used as a **MODEL** for other individuals, schools/universities, or communities.

**LENGTH: Half page**

**2007 APPLICATION** *(continued)*

9. List some possibilities for how you would use the award money if selected as a recipient of a Brower Youth Award.

**LENGTH: Half page**

10. The **Last Word**. What else should we know about you and your project?

**LENGTH: Half page**

## 2007 APPLICATION *(continued)*

### Step 3: Supply photographs of you and your project and any other supporting materials

Include *one close-up photo of you* to be used for publicity, at **300 dpi if digital**.

### Step 4: Obtain a “Letter of Support”

The letter should be from someone who is familiar with you and your project. The one-page letter should come from a mentor or teacher – but not from your parent or legal guardian. It should describe your relationship with this person and why they believe you are a strong leader and thus a strong candidate for the Brower Youth Awards.

### Step 5: Read the following “Terms of Agreement.”

By submitting this application, you are agreeing to these terms:

## TERMS OF AGREEMENT

- \* You have completed this application yourself.
- \* You live in the North America.
- \* You are from age 13 to 22 years as of July 1, 2007.
- \* If you are under 18, your parent or legal guardian must sign your application or follow the email directions.
- \* You played the major leadership role in organizing and implementing the project.
- \* If your application packet is incomplete it will not be considered.
- \* Earth Island Institute is not responsible for lost, late, damaged, incomplete, postage-due, bounced-back or misdirected applications.
- \* Your application becomes the property of Earth Island. Materials will not be returned.
- \* The 2007 Brower Youth Award recipients will be notified by **July 20, 2007**. We will make every effort to reach recipients, but any award notification returned to Earth Island as undeliverable may result in disqualification and presentation of that award to an alternate.
- \* Each recipient and one guest (parent, guardian or mentor) will be flown round-trip coach class from the gateway city nearest their hometown to the Bay Area for Awards week. Transportation will be provided to and from the airport and the Awards Ceremony, along with double-occupancy accommodations for up to four nights per winner. **Participation in ceremony week activities is required.**
- \* Each recipient is *strongly* encouraged to participate in the wilderness camping trip. No outdoor experience or equipment is necessary.
- \* By accepting this award, recipients and guests agree to permit Earth Island the right to use, reproduce, modify and distribute their names, likenesses, pictures and/or voices in all media and all publicity and advertising in perpetuity without further compensation.
- \* A production crew will produce video profiles which will be shown at the Awards ceremony.

- \* No substitutions in the award package described will be offered and no transfer of awards to a third party is allowed.
- \* Federal, state and local taxes on awards, if any, are the responsibility of the recipient or his/her legal guardian.

## ACKNOWLEDGMENT

I have read the Terms of Agreement and I understand them.

---

Name *(Signature if applying via postal mail)*

Date

***If you are under 18, your parent or legal guardian must also sign. (If you are applying via e-mail, please see "Instructions for E-mail Applications" on page 4.)***

I am the legal guardian of the applicant named above. I have read the Terms of Agreement and I understand them.

---

Name *(Signature if applying via postal mail)*

Date

**Step 6: E-mail or mail your completed application packet.** Please do not bind together any of the materials. Your application packet must include:

- \* Your completed application form including answers to the application questions
- \* The Letter of Support
- \* 3-4 photographs of you and your project (including one close-up of you for publicity)
- \* Any optional supporting materials

## **CHECKLIST:**

- ❑ **Step 1:** Provide information about yourself and your project
- ❑ **Step 2:** Answer the ten questions on the application form
- ❑ **Step 3:** Gather photographs of your project and any optional materials
- ❑ **Step 4:** Obtain a Letter of Support
- ❑ **Step 5:** Read "The Terms of Agreement" and sign the acknowledgement or type your name and the date where indicated (if applying by email).
- ❑ **Step 6:** E-mail or mail the application form, letter of support, photographs, and any optional materials

## **Please Remember!**

- \* Your application packet **must be postmarked or e-mailed by May 15, 2007.**
- \* Your application packet must be complete to be considered.
- \* We cannot return any materials from your application packet.
- \* If you have any other questions, please us 415-788-3666, Ext. 144

Thank you for applying to the Brower Youth Awards. Most importantly, thank you for caring for the planet and for taking on a leadership role. As David Brower said,

*“There is a lot to be learned from climbing mountains...Tough mountains build bold leaders, many of whom, in the early days, came down from the mountains to save them. The world now needs these leaders -- people willing to take a chance -- as it has never needed them before.”*

####