



# The Founder's and Innovation Awards

*We are pleased to invite current and alumni Healey partner schools to apply for the School Advancement Grants for Excellence (SAGE). In its seventh year, the program continues to acknowledge Catholic schools taking charge of their own futures.*

**THE FOUNDER'S AWARD** of \$10,000 will be presented to one school that has achieved exceptional results through applying an entrepreneurial spirit reflective of our founder, Robert T. Healey. The recipient will have demonstrated:

- Leveraging human resources by empowering staff, laity, volunteers and/or parents
- The ability to be nimble and adapt to a changing environment
- Growth through calculated risk (via analysis, strategy development and execution)

**THE ENROLLMENT INNOVATION AWARD** of \$2,500 will be presented to an entrepreneurial school that has achieved strong results via an innovative approach to retention or recruitment

**THE DEVELOPMENT INNOVATION AWARD** of \$2,500 will be presented to an entrepreneurial school that has achieved strong results via an innovative approach to Annual Fund or other fundraising and friend raising initiative

**TIPS FOR AN EFFECTIVE AWARD SUBMISSION:** The same easy application form will be used as a submission vehicle for the Founder's and Innovation Awards. Submit your request by completing the following application and sending it via an email attachment by Wednesday, November 20, 2019 to Anna Gonzalez-Pagán, Database & Marketing Coordinator, [apagan@HealeyEdFoundation.org](mailto:apagan@HealeyEdFoundation.org). Your application should be 2-4 pages total, altering the length of your responses as needed. No deadline extensions.

As you address the prompts, keep in mind these guidelines:

- 1. Tell us your story!** What did you do to bring about positive change? To empower people? To adapt?
- 2. Use data.** What are the results of these changes? Did you grow enrollment? Annual fund? Did you use data in your decision making? How did that impact your ability to take calculated risks?
- 3. Use examples.** Think about an ideal "case study" approach (problem/approach/results). Can you point to a few specific results due to entrepreneurial thinking? How did you course correct or make something good great?
- 4. Write what you mean, with clarity and conviction.** Yes, the submissions will be evaluated partly on how well written they are, so choose strong words and use descriptive language and short sentences. Can someone in the school or on your board review your proposal before submission? Proofread. Edit. Proofread again.
- 5. Think about this as your case statement.** Remember what you've learned about touching the mind and opening the heart. Be mission-driven and data-informed in making your case.
- 6. Send us a picture.** We invite you to also send us a photo and caption that convey something about your school's mission, story or entrepreneurial spirit. Optional but encouraged because "a picture is worth a thousand words!"

*The Healey Education Foundation is heading "On the Road" for SAGE 2019 on Wednesday, December 11. This year we'll deliver awards in person as we travel to the three winning schools.*



# Application

School Name: \_\_\_\_\_

School Location: \_\_\_\_\_

Submitting Party or Parties: \_\_\_\_\_

*(Principal, Director of Advancement/Development/Admissions, Board Chair)*

Based on the information provided in this application, please consider our school as an applicant for **(check all that apply)**:

- THE FOUNDER’S AWARD**
- THE ENROLLMENT INNOVATION AWARD**
- THE DEVELOPMENT INNOVATION AWARD**

- Our “before and after” story in brief (*what we changed, why, and how*):

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- Strategies and tactics implemented to meet goals (*examples: events, seasonal outreach, ambassador programs, targeted recruitment for specific grades, Latino enrollment initiatives, tuition transfer grants – and beyond*):

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- Our results in concrete numbers (*enrollment growth, retention and/or recruitment increases, annual fund growth, special fundraising event totals, major gifts received via stewardship, event attendance, marketing response rates, social media and website engagement statistics*):

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- Our creativity (*examples: open house themes, lead gift event strategies and execution, process innovations to engage others, ways we improved student-centered experience – and beyond*):

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- Our entrepreneurial spirit in action for enrollment management, fundraising and/or board governance (*including such challenges as improving the school’s student-centered experience for increased retention, overcoming a roadblock or rejection during the gift cycle/ask process, addressing an urgent facilities or budgetary issue, strategic planning – and beyond*):

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- The process and people involved in our success:

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- Bold action the board has taken to advance the school:

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- Bold thinking the board has employed to help the school envision its future:

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We invite you to attach and send a photo and caption that convey something about your school’s mission, story or entrepreneurial spirit.