

United Way of  
Greater Atlanta



# STEMUp



2019 Youth Maker Competition

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Greater Atlanta



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## Youth Maker Competition

**Oct. 4**

Video  
Submissions  
DUE

**Oct. 21**

Invitations  
to Round 2  
announced

**Nov. 8**

Written  
Proposals  
Due

**Nov. 19\***

Live  
STEMUp  
Finale

**January -  
April 2020**

Project  
Implement  
ation

**April 21\***

Innovation  
Celebration

\* All finalists must ensure ability to attend both in person events (November 19<sup>th</sup> in the AM and April 19<sup>th</sup> from 6-8pm)

[www.unitedwayatlanta.org/stemup-prize](http://www.unitedwayatlanta.org/stemup-prize)

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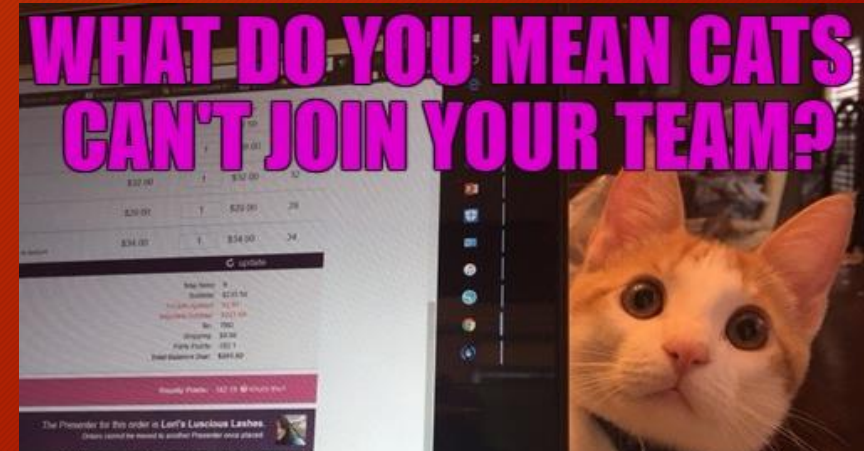
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## ELIGIBILITY

- Middle and/or high school aged youth within United Way's 13 counties of Butts, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Fulton, Gwinnett, Henry Paulding, Rockdale
- Involved in STEM programming (school or community based organization)
- **Must be youth-led, STEM-related, and have a way to measure impact**
- Must have a “staff champion” that is the primary point of contact for United Way
- Prize money must go through a school or non-profit organization (fiscal agent)
- Winning ideas must be implemented between January - April 2020

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## WHAT KIND OF IDEA?

- A solution to a problem that you see in “your community” or region
- Realistic idea that is implementable between January - April 2020
- We are looking for your perspective so you tell us what problem needs a solution
- Things to consider:
  - Partnerships/collaborations can have greater impact (i.e. “The whole is greater than the sum of its parts” - Aristotle)
  - Addressing social problems - including under-representation of people of color and women in STEM fields - is a priority for UWGA
  - If you win, we need to verify if your idea is working - remember SMART goals



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## WHAT IS THE PRIZE?



- Money and “coaching” to support youth in implementing their winning ideas in the spring of 2020 (January - April)
  - Awards will range between \$250 and \$5000 depending on the request, the score/merit of the idea, and the complexity of the solution.
  - If interested, winning teams will be connected to a volunteer coach to support the implementation phase
- Finalists will be required to submit an itemized budget outlining how money will be spent and winners will have to verify how dollars were spent
- Ineligible items include stipends for staff support or youth involvement

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## JUDGING

**Round 1** - Screened by diverse set of community leaders, including entrepreneurs, nonprofit & community leaders, youth leaders, and issue experts

**Round 2 and Finale** - Judges will include corporate sponsors and issue experts

**Coaches** - Mix of business and education STEM/Maker Leaders



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## Youth Maker Competition

### Round 1 - Video Submission

- Teams will submit a 2-4 minute YouTube video on United Way's website
- Cell phone videos are ideal
- The video should include:
  - The problem you are trying to solve
  - Your solution
  - Proposed budget
- Additional information required includes information on youth participants (name, age, grade, gender, ethnicity, and home zip code) and sponsoring staff and agency (school or community based organization)

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## Selection/Judging Criteria:

- Solution Oriented
- Realistic
- Youth Leadership and Collaboration
- Creativity and Innovation
- Social Responsibility

Scoring Key: 1= No, 2=Attempted, 3=Partial, 4=Good, 5=Excellent

### Solution Oriented

1. A specific community need or problem is clearly defined
2. The video describes how funding from the Spark Prize would be used and how this funding would help to improve or solve the community problem

### Realistic

3. The proposed program/project is feasible and realistic as described; projected success is reasonably achievable.
4. The video outlines SMART goals to measure success/impact (Specific, Measureable, Attainable, Relevant, and Timely)

### Youth Leadership & Collaboration

5. The video clearly shows the project is and will be youth-led, from ideation to implementation.
6. The youth have clear enthusiasm for the problem and project
7. The video indicates the ability of the project to optimize available resources (skills, expertise, human capital, partnerships, funding, etc.) to ensure the project's success (e.g. engage 100 community volunteers, 25 hours of in-kind web development expertise, matching funds)

### Creativity/Innovation

8. The proposed program/project is a creative approach to addressing the problem/issue presented and would be considered a new approach for the community.

### Social Responsibility

9. The proposed program/project effectively outlines a genuine focus on diversity, equity and inclusion within the project plan and/or the project team.

### Recommendation

10. I would recommend that this program/project be one of the top 10 finalists.



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## Youth Maker Competition

We submitted our video, now what? 

- Teams will be informed if they are moving on to Round 2 by **October 21<sup>st</sup>**
- All finalists will be required to prepare:
  1. A 2 page written proposal + a itemized budget due **November 8**, and
  2. A 10 minute “pitch” (think Shark Tank-style presentation in front of a panel of judges) for the finale event on **November 19<sup>th</sup>**

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## Youth Maker Competition

### Round 2 - Written Proposal and Live “Shark Tank”-style Pitch

- Finalists submit a 2-page written proposal AND itemized budget that includes:
  - Project Overview
  - Address key priorities of youth leadership, collaboration and social responsibility
  - Outline the implementation plan - the specific steps - from January to April 2020
- 10 minute presentation followed by *up to* 10 minutes of judges questions
- Judges will deliberate and announce the winners at the event

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## Youth Maker Competition

Video Submission  
October 4<sup>th</sup>

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Written Proposal  
November 8<sup>th</sup>

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Live Presentation  
November 19<sup>th</sup>



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For additional questions,

**Tricia Crossman,**  
**Senior Director of Youth Development**  
[tcrossman@unitedwayatlanta.org](mailto:tcrossman@unitedwayatlanta.org)

**Subject Line: STEMUp Prize Question**

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