

## **Pinwheels for Prevention Award Application**

*GFWC clubs across the country are participating in Prevent Child Abuse America's Pinwheels for Prevention® campaign. To recognize clubs' efforts from January to December 2015, the General Federation of Women's Clubs and Prevent Child Abuse America will bestow awards at the 2016 GFWC Annual Convention in three categories: creative implementation of the campaign, most pinwheels distributed and most money raised. There will be one winner per category. See the following application for details. The awards are focused on club, not state, activities.*

*In order to be eligible for an award, clubs must adhere to the following criteria:*

- 1) Pinwheels implementation in collaboration with Prevent Child Abuse America state chapter.*
- 2) Use of:*
  - a. Approved campaign messaging: equating pinwheels with healthy births, families served, or general statements of support for healthy child development/child abuse prevention.*
  - b. Use of official Pinwheels for Prevention materials vs others, such as the blue and silver pinwheel, "make your own" pinwheels or pinwheel coloring sheets.*
  - c. Proper campaign name and logo.*
- 3) Funds raised via pinwheel-related activities donated to the Prevent Child Abuse America state chapter from which your club obtained its pinwheels.*

**Applications are due by Monday, May 25** and will be reviewed by Prevent Child Abuse America and GFWC. Submission instructions are provided on the following page.

### **Contact Information**

\_\_\_\_\_  
Club Name

\_\_\_\_\_  
State Federation

\_\_\_\_\_  
Primary Contact Name

\_\_\_\_\_  
Primary Contact Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

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**Application**

Please respond to the following criteria and questions.

- 1) Did your club work with your Prevent Child Abuse America state chapter on Pinwheels for Prevention implementation in 2015?

Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, please name the state chapter:

\_\_\_\_\_

- 2) Did your club use the official blue and silver pinwheels as made available by Prevent Child Abuse America and its state chapters?

Official Pinwheels \_\_\_\_\_ Other Pinwheels \_\_\_\_\_

If other, please describe and note source from which obtained:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 3) Did your club make use of other Pinwheels for Prevention items, such as lawn signs, lapel pins or the sterling silver jewelry? (For tracking only, not required)

Please describe other items used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 4) Did you conduct this effort under “Pinwheels for Prevention” or another name?

Pinwheels for Prevention \_\_\_\_\_ Other \_\_\_\_\_

If other, please list the name: \_\_\_\_\_

- 5) Did your club use the official campaign name and logo?

Name \_\_\_\_\_ Logo \_\_\_\_\_ Other (for either) \_\_\_\_\_

If other, please describe:

\_\_\_\_\_  
\_\_\_\_\_

- 6) When communicating about Pinwheels for Prevention, did your messaging adhere to the direction provided by Prevent Child Abuse America (such as equating pinwheels with healthy births or families served or as general statements of support for healthy child development/child abuse prevention)?

Describe the messaging used or materials distributed in conjunction with pinwheels:

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- 7) Number of pinwheels sold, distributed or planted in a pinwheel garden: \_\_\_\_\_
- 8) Amount raised via your pinwheels activities (if used as a fundraiser): \_\_\_\_\_
- 9) Did the funds raised benefit the Prevent Child Abuse America state chapter or another local organization?

State Chapter: \_\_\_\_\_ Other (please name): \_\_\_\_\_

- 10) Please describe in an attached document of no more than one page in length how your club implemented Pinwheels for Prevention in 2015. Elements we are looking for include (comment on as many as apply):

- Creative usage of pinwheels
- Level and nature of involvement from club members
- Level of collaboration with Prevent Child Abuse America state chapter
- Engagement of other community partners to broaden implementation
- Promotion of involvement with Pinwheels for Prevention
- Include photos, links to video, or clips of newsletter or media coverage
- Greatest impact, in your opinion, of your involvement with pinwheels (***required***)

**Submission**

Applications should be sent by email so that they are received by May 25, 2016, to:

Matt Feldman  
Senior Director of Marketing  
Prevent Child Abuse America  
P: 312/663-3520 x861  
E: [mfeldman@preventchildabuse.org](mailto:mfeldman@preventchildabuse.org)

***Thank you for your application and commitment to child abuse prevention.  
Good luck!***