

Program and Member Services Commission

Honorary Service Awards Honor community service today ... Expand opportunities tomorrow!

Last year, the California State PTA Honorary Service Awards Program (HSA) brought in over \$130,000. These funds were generated by PTAs, at every level, purchasing HSAs to give to special individuals and organizations for their outstanding service to children and youth in their community.

Every year, the monies collected with the HSA Program are put to good use in two ways to benefit others:

- Awarded as Continuing Education Scholarships for students, volunteers, teachers, school nurses and counselors.
- Allocated as Grants for PTAs to implement programs focusing on Outreach Translation. Cultural Arts, Parent Education and Healthy Lifestyles.

Each time you celebrate the commitment of someone making a difference in your school community today with an Honorary Service Award, you provide the means to expand opportunities for others tomorrow.



Program and Member Services Commission

HONORARY SERVICE AWARDS RECOGNIZE AN INDIVIDUAL OR ORGANIZATION FOR:

- Service To Others – **VERY SPECIAL PERSON AWARD (VSP)**
- Outstanding service to children and youth in a community, going above and beyond what is asked of them – **HONORARY SERVICE AWARD (HSA)**
- Ongoing, long-time service to children and youth, with support year after year – **CONTINUING SERVICE AWARD (CSA)**
- Significant contributions to children’s and youth’s welfare in a school or community, as the most prestigious California State PTA Award – **GOLDEN OAK SERVICE AWARD**





2327 L Street, Sacramento, CA 95816

916.440.1985 • FAX 916.440.1986 • info@capta.org • www.capta.org

HONORARY SERVICE AWARD ORDER FORM

In purchasing an award through California State PTA, a donation is made to the California State PTA Scholarship and Grant Program in the honoree's name to assist in the education of other individuals. (When faxing orders use blue or black ink only.)

SHIP TO:

Name _____
 Street Address _____
 City _____ Zip _____

Contact Person _____
 Telephone () _____ E-mail _____

Presented By _____ PTA/PTSA Unit # _____
(name of unit, council or district PTA)
 Council _____ District PTA # _____

QTY.	AWARD (See Toolkit 7.6 for description)	PRICE	ADD PIN	TOTAL
	VERY SPECIAL PERSON AWARD (NO Certificate Available)	15.00	<input type="checkbox"/> 8.00	
	HONORARY SERVICE AWARD CERTIFICATE	30.00	<input type="checkbox"/> 5.00	
	CONTINUING SERVICE AWARD CERTIFICATE	30.00	<input type="checkbox"/> 14.00	
	GOLDEN OAK SERVICE AWARD CERTIFICATE	60.00	<input type="checkbox"/> 20.00	
<small>Prices subject to change WITHOUT notice. Prices include sales tax. Do NOT send coins, currency or postage stamps as payment for an order.</small>				TOTAL \$

Print or type name as desired to appear on certificate		CERTIFICATE TYPE	OFFICE USE ONLY
FIRST NAME	LAST NAME		AWARD NO.
1		<input type="checkbox"/> HSA <input type="checkbox"/> CSA <input type="checkbox"/> GOSA	
2		<input type="checkbox"/> HSA <input type="checkbox"/> CSA <input type="checkbox"/> GOSA	
3		<input type="checkbox"/> HSA <input type="checkbox"/> CSA <input type="checkbox"/> GOSA	
4		<input type="checkbox"/> HAS <input type="checkbox"/> CSA <input type="checkbox"/> GOSA	
5		<input type="checkbox"/> HSA <input type="checkbox"/> CSA <input type="checkbox"/> GOSA	

AWARDS ARE NOT MAILED TO RECIPIENTS • ALLOW 4 TO 6 WEEKS FOR DELIVERY
RECIPIENT'S NAME MUST APPEAR ON THIS FORM • NO REFUNDS — NO EXCHANGES

PAYMENT REQUIRED WITH ALL ORDERS. MAIL ORDERS California State PTA 2327 L Street Sacramento 95816 FAX ORDERS — 916.440.1986 CREDIT CARD ONLY DO NOT MAIL FAXED ORDERS FOR INFORMATION CALL 916.440.1985 ext. 105 — NO PHONE ORDERS.	METHOD OF PAYMENT (Check appropriate box) Allow 4 to 6 weeks for delivery. <input type="checkbox"/> CHECK or MONEY ORDER payable to California State PTA —A fee of \$25.00 will be charged for any check returned due to insufficient funds. —Two signatures required on ALL PTA/PTSA checks. <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA CIN # _____ (PERSONAL Credit cards only) Zip Code _____ _____ / _____ / _____ Credit Card Number Exp. Date Print Name _____ Signature _____
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FOR OFFICE USE ONLY:
 Authorization # _____ Ck # _____ AMT. _____ PTA PER
 Reference # _____ Invoice # _____ 2010

Program and Member Services Commission

Happy 115th Birthday PTA!

115 Ways – PTA Makes A Difference

PTA is the nation's oldest, largest and most respected children's advocacy association in the nation. In California, nearly 4,000 local and regional PTAs implement a variety of programs to enhance the lives of children and their families.

To celebrate PTA's 115th birthday on February 17, 2012, here is a special birthday list of 115 PTA activities that support students, engage families and build community.

- Advocating for children at the local, state and federal levels
- School assemblies that engage students on a range of issues
- Scholarships for graduating high school seniors
- Field trips that enhance learning
- Student recognition awards and honor roll lunches
- International cultural events, Renaissance fairs, harvest festivals
- School visits by authors and artists
- Clothes closets and exchanges for students
- College preparation workshops for families on how to prepare for and finance higher education
- Programs to improve communication between parents and schools
- Programs to increase male involvement
- Bullying prevention programs and assemblies
- Community service projects
- Character education/ development program
- 'Save Our Schools' campaigns uniting business and community partners to retain teachers and programs for all students.
- Career days and speakers
- Raising money for children with cancer
- Father-daughter dances & mother-son events



- Programs to promote inclusion & celebrate diversity, including 'Familias Latinas'
- Walk to school days
- Communicating children's needs to the whole community
- Canned food drives
- Providing enrichment programs of all sorts for students
- Developing nature gardens or edible gardens
- 'Pioneer Days', 'History Days' and 'Patriots Days'
- Ice cream socials, potlucks, annual tamale or spaghetti feeds
- Eyewear and shoes for students in need
- Health fairs
- After-school enrichment programs
- Campus clean-up projects
- Letter-writing campaigns to the military and their families

115 Ways – PTA Makes A Difference

- Teacher grants for classrooms, providing materials, books and supplies
- Science camp/science nights
- Fundraising for playgrounds
- College fairs and college clubs
- Support and funding for library books, materials and staff
- Green clubs focusing on the environment and recycling
- National PTA's Reflections student arts program
- Programs that encourage school attendance
- Physical education and intramural sports programs
- Eighth-grade graduation
- Promoting teen driving safety
- PTA Take Your Family to School Week
- Health and wellness programs such as hand-washing campaigns to keep children healthy
- Multicultural family nights/ multicultural fairs
- Career centers on campus
- 'Parents on Patrol' and other campus safety programs
- Parenting conferences, parent education speakers and classes/workshops for parents on supporting their children
- Book swaps, costume swaps, prom-night clothing swaps
- Speakers for high school students on stress and peer pressure
- Providing a place for parents to find out what's happening at school and give input
- Grandparents' Tea
- CPR and emergency preparedness classes for parents.
- Writing coaches
- Alcohol and drug prevention programs
- Collection and maintenance of emergency supplies and food
- Providing a school newsletter
- Reading incentives and recognition programs
- Community movie nights
- Early-intervention reading program for struggling readers
- Volunteering in classrooms and for teachers
- Talent shows
- Spelling bees and math competitions
- Red Ribbon Week activities
- Establishing and maintaining contact lists to deliver information to parents and families
- Art docent programs and music programs



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Five great reasons to record volunteer hours

1. Each year, your PTA's total volunteer hours are included in your Annual Unit Historian Report. Like minutes, these reports are a permanent record and reflect your programs and activities for the year.
2. As stated in your bylaws, every PTA is required to prepare and submit an Annual Unit Historian Report containing the total volunteer hours for the year.
3. Information in these reports is compiled and forwarded to the California State PTA. The total amount of volunteer hours is used to raise the awareness of legislators, school, and community members of our efforts to promote the welfare of children and youth in California.
4. The collection of volunteer hours is important in maintaining our federal tax exemption status. PTAs, as organizations granted nonprofit charitable status, must receive one third (1/3) of their support from the general public.
5. California State PTA showcases the total number of volunteer hours when applying for grants to highlight volunteer engagement and community service.



What's the process?

- ▶ Each year in May, units submit their Annual Historian Report, through channels, to councils while out-of-council units send their reports directly to their district PTAs. Councils forward the reports to districts, and PTA districts, in turn, include the information from unit and council reports when they submit their own annual reports to the California State PTA.
- ▶ Volunteer hours must be totaled before the end of most school or PTA terms for the California State PTA office to process the information. For this reason, volunteers should be asked to project ahead, estimating as closely as possible the number of hours they will spend in PTA activities through June 30.
- ▶ District Annual Historian Reports are due in the California State PTA office by June 1. To allow enough time for their reports to be received by the district PTA, councils and units should set due dates so that all hours are tallied for the district annual report.

Program and Member Services Commission

10 quick tips – planning PTA programs

PTA programs and activities are an excellent way to share information and experiences that build community engagement. Here are a few tips to maximize your success in planning dynamic PTA programs.

- **Survey** – Identify the needs and priorities of your school community by conducting surveys of students, parents, teachers and administrators.
- **Brainstorm** – Get together and brainstorm ideas on what programs and activities might work best for your community. Talk about what you want to accomplish: for instance, do you want to increase parent engagement, promote healthy lifestyles or showcase student talent?
- **Set S.M.A.R.T. Goals** – Identify the main goal of your program. Check to see if it's Specific, Measurable, Attainable and Agreeable, Relevant and Timely.
- **Create a Timeline** – Plan far enough in advance to be on the school calendar. Make sure there are no conflicts with other school or community events or holidays.
- **Follow Guidelines** – Check with the principal, superintendant and community center to ensure that the event/ program is allowed. Don't forget to submit a facilities use agreement. Check the Insurance Loss & Prevention Guide for red/ yellow/ green activities.
- **Budget** – Consider all costs of your program or activity – speakers, food, supplies – before setting the budget.
- **Research All Funding Sources** – Stipulate a particular fundraiser for the event or program. Seek out business sponsors, either for funding or in-kind donations.
- **Promote** – Publicize your program or activity using all media available including flyers, backpack express, news releases, PTA newsletter, website, email blasts and social networking.
- **Participate** – Recruit lots of volunteers to work the program or event in short shifts so that everyone has a chance to actively engage in the planned activities.
- **Evaluate** – Take time to talk about what worked well and what might be tweaked to work better next time. Was there enough participation? How well did your outreach efforts work? Did you reach your goal?

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PTA & Common Sense Media – Parent Education Award For Digital Literacy and Citizenship programs (\$500)

Application due – March 1

Purpose – To recognize PTAs for implementing model Parent Education Programs that:

- Engage and inform parents and families on digital literacy and citizenship (eg. privacy, cyberbullying)
- Raise awareness on media/ Internet issues affecting children’s health, safety and development
- Empower students to be safe, respectful and responsible in our 24/7 digital world
- Use Common Sense Media (CSM) resources

How To Apply – Tell us about your program in 2011-12.

Complete this form and answer the questions below:

- Use no more than 2 pages (total) for your responses to the questions
- Attach program materials to show it took place – flyers, handouts, news article

Selection – The award winner will be notified in March and a check (\$500) sent to the PTA president.

1. What digital literacy program and activities using CSM materials did your PTA implement to increase awareness and engage parents this year? (Provide details on how, when and why) **30 points**
2. How did your PTA use technology for your program – website, e-news, email blasts, social networking – to distribute information and raise awareness? **20 points**
3. Describe the impact of the program and activities on your school campus in general and on each group involved – families, students and faculty – in particular. **30 points**
4. What is your PTA’s plan for sustaining these efforts? **20 points**

Submit your application packet by email or mail to both:

Vice President for Programs and Member Services

memberservices@capta.org

California State PTA – 2327 L Street,
Sacramento, CA 95816

Merve Lopus

mlopus@commonsensemedia.org

Common Sense Media – 650 Townsend, Suite 435,
San Francisco, CA 94103

Name of PTA/PTSA _____

- Elementary Jr./ Middle/ Intermediate High School

PTA Council (if in council) _____ PTA District _____

○ Number of students in school: Total = _____ % Receiving free or reduced price lunch = _____

○ Number of families reached with this program: Total = _____

PTA President _____

Phone _____ Email _____

Street Address _____

City _____ Zip _____

Application packet includes: Form Response to questions Materials from program

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PTA Unit Spotlight Awards

With PTA Unit Spotlight Awards, California State PTA recognizes the model programs implemented by units in serving their communities. Award winners are invited to share their successful programs with other PTA leaders throughout the State at a special California State PTA Convention workshop.

What are the 8 award categories?

1. **Leadership Development Award** – For efforts to boost leadership capacity and participation in leadership development opportunities that ensure long-term growth and enhance the overall effectiveness of a PTA.
 - **Examples:** Team building, mentoring, development for emerging leaders and participation in training opportunities offered by PTA as well as outside agencies.
2. **Programs for Student Achievement Award** – For implementing programs and projects that support student achievement.
 - **Examples:** Creative programs and events focusing on Education, Arts, Health or Safety to support student success.
3. **Environmental Award** – For implementing programs that promote conservation or environmental responsibility and awareness.
4. **Family Involvement Award** – For programs that promote student success and the well being of families by increasing the participation of parents and family members in their children's education, their schools and their lives.
 - **Examples:** Events or programs to enhance family engagement, parent education or parent and family support/ resource development.

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Recognitions and Prizes

Award-winning PTA Units, in 8 categories, receive:

- Two (2) paid registrations to the California State PTA Convention
- \$100 gift certificate to be used at the PTA Store during Convention
- Special recognition on stage at the California State PTA Convention
- Opportunity to showcase their program at a Convention Workshop

Questions? Contact:
California State PTA
Awards Coordinator:
awards@capta.org

13. **Membership and Outreach Award** – For launching successful membership campaigns that increased membership while raising awareness of PTA’s mission and the value of membership.

- **Examples:** Efforts that include effective outreach to under-served and under-represented populations, non-traditional families and diverse community groups with quantifiable success in increasing membership within the targeted population. Creative campaigns focusing on the value of PTA and parent involvement in student success; enlisting the participation of students, and community members in the education process; and, resulting in a PTA board membership that is reflective of its community.

14. **Collaboration Award** – For developing partnerships that are mutually beneficial and structured to connect individuals, enhance student learning, assist schools and families and involve community members.

- **Examples** – Programs involving community agencies with similar goals to PTA, education foundations, local businesses that connect education programs with the workplace, senior citizens groups and community service learning, etc.

15. **Advocacy Award** – For efforts to advocate and speak on behalf of the education, health, safety and welfare of children at the school, in the community, and at the state and national level.

- **Examples** – Efforts that train parents and students to be better advocates; strengthen parents’ and students’ roles in decision making in educational issues; legislative activities that support the education, health and welfare of children and youth, etc.

16. **Student Involvement Award** – For efforts to increase student involvement and participation in all aspects of PTA/PTSA.

- **Examples** – Soliciting students’ input on their priorities and interests: planning programs and events with students, which have been identified by students, as having value; collaboration of students and adults (PTA leaders, principals, administrators); students serving on boards in chairmanships, appointed or elected positions, programs run by students that promote PTA’s mission.

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Scholarship and Grant Committee



We are proud to announce a new addition to our program ***The Dr. Ralph E. White Graduating Senior Scholarship***

On October 15, 2010, California State PTA received a gift from a very special friend, Dr. Ralph E. White. He was affiliated with St. Joseph Hospital for 70 years, first as a practicing physician and, after his retirement, as a volunteer. Both he and his wife, Eleanor, contributed more than 24,000 hours of volunteer service during the last 32 years of his life.

He attended high school in the early 1930's in Santa Ana southern California. As a senior getting ready to graduate, he applied for and received a California State PTA scholarship. This allowed him to attend Santa Ann College, then Whittier College, for his undergraduate and pre-med classes and go on to receive a medical degree from University of California, Berkeley.

Dr. White didn't forget this early assistance. Many years later, he singled out the California State PTA and its scholarship as the reason he was able to attend college and fulfill his dream of becoming a physician.

Upon his passing, he generously left a donation of \$25,000 to the Scholarship and Grant fund of the California State PTA. This act of kindness will continue for many years to come, helping graduating high school seniors pursue their own dreams of pursuing a career in the field of medicine.

This year the Scholarship and Grant Committee established the Dr. Ralph E. White Graduating Senior Scholarship Program. Two scholarships, in the amount of \$500, will be awarded to two graduating high school seniors who intend to pursue a career in the medical profession.

Recipients, who will have already qualified for our Graduating High School Senior Scholarship, will receive an additional \$500 from the Dr. Ralph E. White Scholarship, for a grand total of \$1,000 in funding.

This program is designed to continue annually until the donation from the estate of Dr. White is expended. For applications and information, visit: www.capta.org

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Local Hero award – SHOWCASE VOLUNTEERS

PROGRAM OVERVIEW – PTAs give Honorary Service Awards to honor and say thank you to volunteers for outstanding service to children and youth. With the Local Hero Recognition Award Program, California State PTA shares the story of your HSA Award Winner on our website to showcase his or her dedication.

HOW TO GET INVOLVED – Submit their stories to California State PTA!

- Your HSA recipient receives a special 'Local Hero' certificate in recognition of his or her outstanding efforts. How your 'Local Hero' enriches and benefits your community is posted on our website to further acknowledge their service, inspire others and celebrate volunteers!

<p>Local Hero Recognition Program Application – Share Their Stories</p> <p>Please complete this form and send to: Honorary Services Awards Committee, California State PTA – hsa@capta.org OR Mail To: California State PTA, 2327 L Street, Sacramento, CA 95816</p> <p><i>(Please print)</i></p>	
PTA Unit:	
PTA Council:	PTA District:
PTA Contact Person:	
Email:	Phone #:
Name of HSA Recipient:	
HSA Award Given: <i>(VSP, HSA, CSA or Golden Oak Service Award)</i>	Date:
Photograph attached: <input type="checkbox"/> Yes <input type="checkbox"/> No Please provide on an attached sheet a brief: <ul style="list-style-type: none"> • Biography of your HSA Award Winner • Explanation of how the volunteer efforts of your HSA Award Winner impact your community 	
<p>Media Release Statement – To Be Signed By Your HSA Recipient</p> <p>“By accepting this award and submitting a biography and photograph(s) of the Local Hero Recognition to the California State PTA, you hereby grant and assign the California State PTA and its legal representatives the irrevocable and unrestricted right to use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including website and internet promotion, all photographic, video, and digital images of you and your guests taken while in attendance at the Local Hero Recognition. You hereby release the California State PTA and its legal representatives from all claims and liability relating to said photographs, video, and digital images.”</p>	
HSA Recipient’s Name:	Date:
HSA Recipient’s Signature:	

Questions? Contact: Honorary Service Awards Committee Chairman – hsa@capta.org