

Imagine winning your first ACE Award before you even graduate! Your resume will definitely stand out from your fellow classmates. Your assignment is to develop a postcard for Edmonton's Youth Emergency Shelter Society. Let your creativity flow as you take this real-world assignment and develop a potentially award winning piece of work.

Background

In 1978, a group of concerned individuals discovered a gap in our social services system. Essentially, there were no programs in place to assist homeless children between the ages of 16 and 18. In response to this lack of service, the group activated the Youth Emergency Shelter Society (YESS) in September 1981, offering services in a reclaimed fire hall building on Whyte Avenue. In 1992, Stuart Olson Construction built a second facility for YESS — START House — in the west end of the city.

YESS provides shelter, safety, and hope to homeless and at-risk youth and has worked with more than 20,000 kids and thousands of different families. The shelter is a place for those kids who feel that they have to leave home due to a variety of issues, and need somewhere to go where they can be fed and given a warm place to sleep. YESS provides long and short-term residential programs for youth under 20 years old with no viable living alternative and provides outreach, support line, family mediation, life skills training, referrals, day programs etc. The organization's goal is to provide opportunities for youth and families to become confident and self-reliant.

YESS helps young people between the ages of 15 and 20. Not all are homeless. Some information about the youth served by YESS includes:

- More than 68% have been physically, sexually, or emotionally abused.
- Many have been abandoned by their parents or thrown out of their homes, while others have run away from abusive family situations.
- An increasing number have serious mental health problems, which often go undiagnosed.
- Many attempt to numb their emotional pain by using drugs and/or alcohol. But the pain runs so deep it will not go away.
- Youth come to YESS from every neighbourhood in Edmonton and from all surrounding communities.
- Youth seeking services from YESS represent all economic backgrounds, races and religions.
- Some of our clients are high school dropouts; many attend school. Some are honour students.
- Some have never been taught age-appropriate life skills, and do not know how to look after themselves properly.
- An increasing number are refugees or immigrants.
- All are suffering and seeking guidance, stability, and a caring environment in which to grow and achieve their goals.

More information about YESS and the services they offer can be found on their website at www.yess.org.



The Project

Youth emergency shelters play an important role in our communities, especially for youth who have no place else to turn. Relying on donations from the private and corporate sector, fundraisers, as well as some funding from the government and United Way, YESS needs the support of the community to continue to respond to the needs of youth in crisis. YESS hosts several fundraising events through the year including a golf tournament, Cornflake Breakfast, and Homeless for a Night where participants gather pledges and sleep outdoors in Telus Field to raise awareness for the Society.

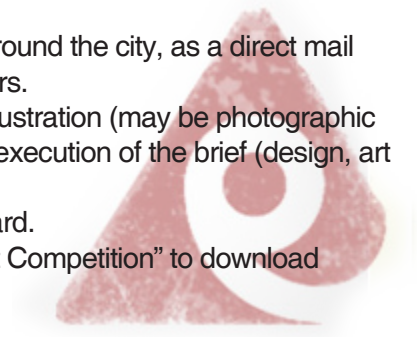
Like most charitable organizations that are experiencing an increased demand for their services while struggling with a drastic decrease in donations due to the current economic climate, YESS is suffering from a severe shortage in meeting their fundraising goals. YESS depends on personal and corporate donations for 56 per cent of their budget and in May those donations started drying up, which has left them scrambling. The organization had hoped to raise \$1 million in their annual fundraising drive in 2009/2010, but is about \$260,000 short of that amount.

They've cut everywhere they can - some staff benefits, a nonessential hiring freeze, stopping bus ticket giveaways to kids, and they've already started turning away six to ten kids a night.

The 2009 Advertising Club of Edmonton Student Competition challenges students to develop a relevant, engaging, and memorable postcard size creative piece to raise awareness for YESS and their desperate need for funds.

The Postcard

- The postcard size creative piece must promote YESS and encourage the general public to support the organization through much needed donations.
- The execution should address the need for general donations from the private and public sector, as opposed to simply promoting one of the annual events already part of the YESS fundraising schedule.
- The execution needs to reflect the idea that donating to YESS should be considered an investment. An investment in these youth - many of whom ultimately become contributing members of our community – and an investment in our city.
- The creative piece must be in good taste and reflect YESS values of respect, dignity, professionalism, positivity and thinking outside the box.
- The client may distribute this piece through a network of racks around the city, as a direct mail piece, or as a digital execution in an e-blast out to potential donors.
- Entries will be evaluated in two categories, best photograph or illustration (may be photographic composite, computer or traditional illustration) and best creative execution of the brief (design, art direction and/or copywriting and overall execution).
- The YESS logo must be included in your execution of the postcard.
Go to <http://theaceawards.wordpress.com/> and click on “Student Competition” to download the YESS logo.

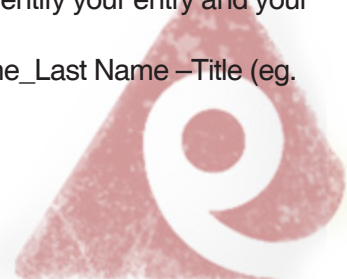


Eligibility

- You must be a student enrolled in a post-secondary institution in the Edmonton-area in a relevant program – advertising, design, or marketing.
- One entry max per student or group.

Submission Rules

- The entry should include both a colour proof of your creative piece, and a digital version (see below) to be used for display on the screens at the Awards at in the Winner's Booklet.
- **The creative piece must be postcard size at 4" x 6", 2-sided, full colour or b&w on the front, and b&w on the back** (colour restrictions for printing purposes). Please feel free to use both the front and back sides. The term "postcard" refers to the dimensions of the entry and should not be interpreted to mean that standard postcard elements (such as areas for a stamp, address line and space for writing) are required.
- If you choose to submit your colour proof as a mounted entry, please do so on black art card with a 2" border.
- You may provide a short (100 word) creative rationale to accompany your entry, but it is not necessary.
- Your submission must be accompanied by an entry form. **Label and entry form are available as part of this Guidelines under THE "Student Competition" tab at <http://theaceawards.wordpress.com/>.** Submit only original samples of your entry, in a plain envelope and attach your entry form to the outside of the envelope (or the back of the art card if your entry is mounted).
- **Make sure your name(s) is spelled correctly – we will be taking names directly from this form to use on the awards and in the show production.**
- Judges will evaluate entries blind, so please ensure there are no identifying marks anywhere on your printed entry (entry forms adhered to the back of a mounted piece will be accepted).
- Please consider that this item will be published. Digital entries showing crop marks, die cuts, etc. may not be optimal. If necessary, photograph your work and submit the photograph digitally with your entry.
- With entries comprising multiple pieces, the number of pieces shown in the Winners Book may be at the discretion of the ACE Awards Chairs.
- All entries must be submitted along with a digital version, as a hi-res, press-optimized, printable PDF (300 DPI).
- Digital entries may be submitted on CD or DVD in the same envelope as the colour proof of your postcard. Use a permanent marker directly on all CDs or DVDs to identify your entry and your name. Do not write on the jewel case.
- Use the following naming convention on your CD or DVD: First Name_Last Name –Title (eg. John_Smith-YESS Project)



About the Judging

Your work will be judged by a distinguished panel that includes members of Edmonton's advertising community and a representative(s) from the Youth Emergency Shelter Society. Judges will reward work that is fresh and relevant, and exceptional in execution.

There will be two awards:

- The first will be awarded to the student or group whose entry reflects visual excellence, for photography or illustration (computer or traditional). The monetary value of this award will be \$500.
- The second will be awarded to the student or group whose entry reflects the most creative execution of the marketing brief, either overall or in the area of art direction, copywriting or design. The monetary value of this award will also be \$500.

The winning entries will be displayed on screen as the winner's are announced and will be showcased in the Winner's Booklet, distributed to all attendees of the ACE Awards. The winning student or group will be presented with an ACE Award on stage during the show on March 6, 2010.

One or both of the winning entries may be printed and used by the client.

The Deadline

- **Your entry must be submitted on Thursday, February 4th at Venture Publishing (10259 – 105 Street) between 10 a.m. to 6 p.m.**
- If you want your work back, please arrange to pick up your entries after the ACE Awards on March 6, 2010. Following this time, entries will be recycled or donated to local design programs.

The Cost

There is no entry fee, but we always love to grow our base of student members. If you are not currently a member of the Advertising Club of Edmonton but would like to join, or purchase a ticket to the ACE Awards, please visit www.adclubedm.com

Questions

If you have questions, please contact ACE Vice President, Sarah James at sarah.james@epsb.ca or 780-429-8226.



2009 ACE AWARDS
STUDENT COMPETITION ENTRY
Youth Emergency Shelter Society



Entry Number (for office use only) _____

Title of Entry _____

Number of pieces _____

Student Name(s) _____

Institution _____

Program _____

Phone _____ E-mail _____

Entry Number (for office use only) _____

Category **Student Competition**

Title of entry _____

Entrant _____

Number of pieces _____