



## OfferCares Illumination Fund Request

### My Project Heart Template

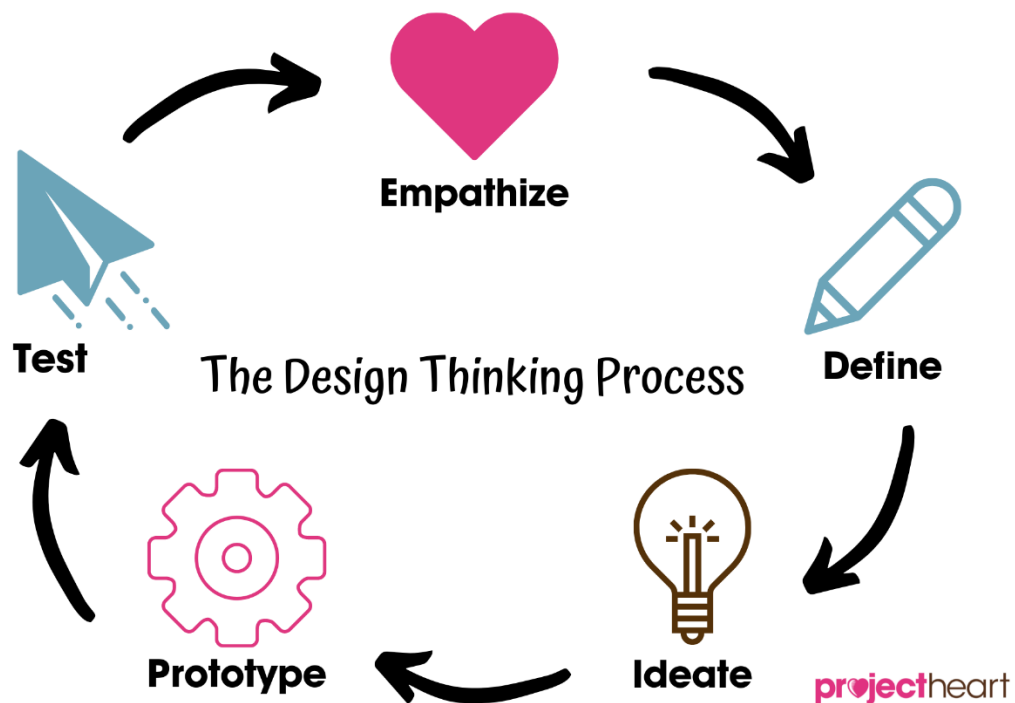
#### What is Project Heart?

Building on the belief that anyone can be a philanthropist, Project Heart helps students identify their passions and talents and how to apply them to a need or cause that they see in their community or around the world.

#### What is the My Project Heart Template and how do I use it?

This template serves as a guide for students who wish to complete an impact project in support of a nonprofit organization. Whether you are seeking a matching donation for a fundraiser or donation drive, or you need funding for supplies to create an event or solution, this template will guide you through that process.

The My Project Heart Template utilizes the Design Thinking Process:



This template will guide you through each step in the process.



## IMPACT PROJECT INTRODUCTION

We are so excited to hear more about your ideas and plans to create positive change in your community through a philanthropic impact project! Each section below will guide you through a step in the design thinking process as it applies to your project. But before we dive into that, tell us a little bit more about the organization or cause that you have selected.

### **WHAT IS THE NAME AND MISSION OF THE NONPROFIT THAT YOUR PROJECT WILL BENEFIT?**

(Most nonprofits provide a mission statement on their website. If you can't find one, just share 2-3 sentences about what the organization does)

### **WHY DID YOU CHOOSE THIS SPECIFIC NONPROFIT? WHAT MAKES IT UNIQUE OR MEANINGFUL TO YOU?**



## EMPATHIZE

To empathize means to understand and share the feelings of another. As it relates to the design thinking process and [Project Heart](#), to empathize specifically means to learn about the audience or group that you wish to impact.

### DESCRIBE THE CHARACTERISTICS OF THE POPULATION YOUR CHOSEN NONPROFIT SERVES

### WHAT SPECIFIC NEEDS OR PROBLEMS DOES THIS POPULATION HAVE? HOW DID YOU DISCOVER THIS?

(ex: website research, site-visit, personal interview, etc.)

### WHAT OTHER ORGANIZATIONS SOLVE SIMILAR PROBLEMS OR SERVE SIMILAR POPULATIONS?



## DEFINE

Define means to share your problem statement with others. As it relates to Project Heart, the define stage of design thinking means you've thought about your personal passions and how to apply the 3Ts of your group to make a greater social impact. The define state helps you clearly state the need or problem so others can understand.

**IN ONE OR TWO SENTENCES, WHAT IS THE PROBLEM STATEMENT THAT YOUR IMPACT PROJECT AIMS TO SOLVE?**



## IDEATE

To ideate means to form an idea, thought or concept. As it relates to the design thinking process, to ideate specifically means to brainstorm ideas based on what you have learned about your target audience and the point of view or problem statement you have defined. Related to Project Heart, your ideas should also incorporate the specific time, talent and/or treasure that you wish to contribute.

**HOW CAN YOU USE YOUR 3Ts TO MAKE A POSITIVE IMPACT ON THE DEFINED PROBLEM STATEMENT?**

**PROVIDE 2-4 IDEAS FOR IMPACT PROJECTS YOU CONSIDERED (USING YOUR 3Ts TO SERVE THE POPULATION), BUT DID NOT CHOOSE TO SOLVE THE PROBLEM.** (Be sure to incorporate your 3Ts and what you learned about the nonprofit and the population it serves)



## PROTOTYPE

To prototype means to model or create an example. As it relates to the design thinking process, to prototype specifically means to execute one or more of your ideas. Related to [Project Heart](#), this section is where you will describe the specific plans for your impact project.

**DESCRIBE THE PLAN FOR YOUR IMPACT PROJECT IN DETAIL.** *(Include who, what, where, when and how)*

**WHAT MEASUREABLE GOAL(S) DO YOU HOPE TO ACHIEVE WITH YOUR IMPACT PROJECT?**



**WHAT TYPE OF SUPPORT ARE YOU REQUESTING FROM OTTERCARES (Select One)**

- Matching dollars for a fundraiser
- Money to purchase materials/supplies

**IF REQUESTING MATCHING DOLLARS, HOW WILL YOU FUNDRAISE AND WHO WILL YOU ASK TO DONATE?**

**IF REQUESTING MONEY FOR MATERIALS/SUPPLIES, WHAT WILL THE FUNDS BE USED TO PURCHASE**

ITEM (include quantity)	WHY IS THIS ITEM NEEDED	COST
<b>TOTAL AMOUNT REQUESTED FROM OTTERCARES</b>		<b>\$</b>



## TEST

To test means to check the quality, reliability or performance of something. As it relates to the design thinking process, to test specifically means to gain feedback on your prototype from your target population.

For this Illumination Fund My Project Heart Template, the test phase will be executed when you provide a follow-up report after your Impact Project is completed.

If you receive funding from OtterCares, this report will be due one week after the completion of your impact project. We will ask you to share what went well during your project, whether or not you met your target goal, what you would change in the future and any other reflections.

If you request and are awarded matching funds from OtterCares, your grant will be paid out to your nonprofit of choice following your completion of the report.





## Illumination Fund - My Project Heart Template Teacher/Educator Guide

If you are new to the Illumination Fund or Project Heart and looking for resources to help students complete this template, register at <https://myprojectheart.org/>. This free registration gives you the password to unlock complete lesson materials, including corresponding student worksheets and slide decks. These lesson plans are meant to serve as a guide and starting point for educators of all types!

We encourage you to focus on meeting student needs first and expect you will use your creative energies to make changes, so we just ask that you share back with us. Let us know about your successes with students, and even more importantly - share the failures so we can grow together in our mission of bringing philanthropy and the entrepreneurial mindset into youth education! Timelines are simply a suggestion; you can absolutely condense or expand. Contact our Education Director [HERE](#) for a conversation around planning to meet your specific needs.

### K-5 Club Setting

- [Week 1](#) – Philanthropy and the 3Ts
- [Week 2](#) – See it to be it!
- [Week 3](#) – Community before self
- [Week 4](#) – Discovering needs
- [Week 5](#) – Design a service project
- [Week 6](#) – Set goals and make a plan
- [Week 7](#) – Use your 3Ts to make a difference
- [Week 8](#) – Use your 3Ts to help your team finish the project
- [Week 9](#) – Celebrate growing to give!

### Elementary (4<sup>th</sup>/5<sup>th</sup>)

- [Lesson 1](#) – Philanthropy: What is it?
- [Lesson 2](#) – What Does Philanthropy Have to Do with You?
- [Lesson 3](#) – Philanthropists: Who Gives in the Community?
- [Lesson 4](#) – Personal Passions
- [Lesson 5](#) – Writing a Mission Statement
- [Lesson 6](#) – Class Service Project: Determine WHO Will Receive Your GIFT and WHAT You Might DO
- [Lesson 7](#) – Class Service Project: What Can We Do?
- [Lesson 8](#) – Class Service Project: Writing Proposals, Grants and Donation Requests
- [Lesson 9](#) – Class Service Project: GROW and GIVE

### Middle School

- [Lesson 1](#) – What Does Philanthropy Mean in Your Life?
- [Lesson 2](#) – How Can YOU Make a Difference with Your 3Ts?
- [Lesson 3](#) – Which Personal Passions Drive Your Mission?
- [Lesson 4](#) – Impacting Others Locally, Nationally or Globally?
- [Lesson 5](#) – What is Your Plan to Make a Difference Now?
- [Lesson 6](#) – What is the End Goal for Positive Impact?
- [Lesson 7](#) – SMART Goals Improve Impact & Help You Persevere
- [Lesson 8](#) – What Support Do I Need and Who Will Help?
- [Lesson 9](#) – Executing Your Plan for Positive Impact
- [Lesson 10](#) – Celebrate and Continue Your Efforts!

### High School

- [Lesson 1](#) –Philanthropy in Your Life
- [Lesson 2](#) – Evaluating Philanthropy
- [Lesson 3](#) – Your 3Ts Improve Your Vision
- [Lesson 4](#) – Philanthropy With a Purpose
- [Lesson 5](#) – Personal Passions and Career Goals
- [Lesson 6](#) – Philanthropic End Goals
- [Lesson 7](#) – Create an Action Plan for Success
- [Lesson 8](#) – Creating Viral Awareness
- [Lesson 9](#) – Prepare for Impact 3...2...1...
- [Lesson 10](#) – Celebrate and Continue Your Efforts!

