

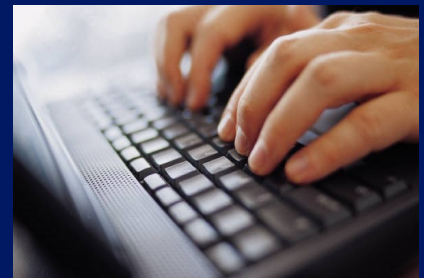
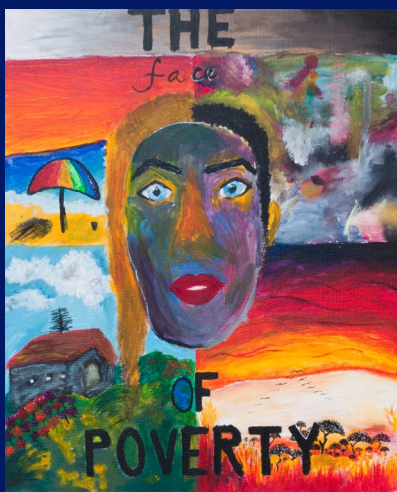
Catholic Campaign for Human Development

# CREATING ON THE MARGINS

**A cross-discipline contest for grades 7-12**

Contest Packet  
FOR DIOCESAN COORDINATORS

**2020 Contest Theme:**  
***“More than a Roof” - St. John Paul II***



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## Catholic Campaign for Human Development

# CREATING ON THE MARGINS

## What is this contest?

The Creating on the Margins contest is a **tool for schools and parishes** to engage young people in the **Gospel call of Luke 4:18 to bring good news to the poor, liberty to captives, sight to the blind, and freedom to the oppressed.** Through the contest, youth will learn about the efforts of the Catholic Campaign for Human Development (CCHD) to address the root causes of poverty in the United States. CCHD is the domestic anti-poverty program of the United States Conference of Catholic Bishops. You can learn more about CCHD at [USCCB.org/cchd](https://USCCB.org/cchd).

Through participation in the contest, students in grades 7-12 can explore **U.S. poverty** and related issues such as **affordable housing, hunger, racial justice, or migration** in the context of their **faith**. They will also learn what empowered people, who are low-income, are doing in their communities to make positive changes. Recognizing this connection with local anti-poverty efforts is vital to creating meaningful understanding of poverty and engaging youth in actions to address it. Guided by what they have learned, youth utilize their own creative skills to educate peers, family, friends and others about the root causes of poverty, homelessness or another important issue highlighted in this year's theme.

The contest is co-sponsored by the **Catholic Campaign for Human Development (CCHD)**, the **National Catholic Educational Association (NCEA)** and the **National Federation of Catholic Youth Ministry (NFCYM)**. It is designed to be used **across disciplines**, and can be implemented in both schools and parishes. Entries are evaluated on two components: the **creativity** of the work and the **essay answers** submitted with the work to demonstrate an understanding of how we are called to respond as disciples of Jesus to address poverty in our communities.

The **artwork can be done in any medium** (painting, song, video, PowerPoint, short story, poetry, drama, or photography). The work must be original and must illustrate the 2020 annual theme, **"More than a Roof."** Their essay responses will be an opportunity to explore the underlying factors of the national crisis in affordable housing and homelessness and how it affects their community.

**A national grand prize of \$500 will be awarded** to a single entry, along with a \$500 matching grant to a CCHD funded group working to fight poverty, plus a trip to NFCYM's annual conference for the national award ceremony for the winner and a chaperone. *One prize per grade level category (7-9 and 10-12)* will be awarded for national second (\$375) and third (\$250) place winners, along with matching grants.

Before beginning the contest, be sure to get in touch with your **local diocesan contact for the contest** to find your local deadline and other important information. The annual national deadline is March 31, 2020 but your **local deadline is usually in early March**. Contest rules can be found at: [USCCB.org/YouthContest](https://USCCB.org/YouthContest) and [USCCB.org/Concurso-Juvenil](https://USCCB.org/Concurso-Juvenil).



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# CREATING ON THE MARGINS

## What is the role of the diocesan office?

Schools and parishes submit contest entries to a **diocesan contact**; they do *not* submit entries to the national CCHD office directly. Therefore, **someone in the diocese must receive the entries and select a winner from each age group (grades 7-9 and 10-12) to send in for the national contest.** To allow time for local judging, dioceses should set a local deadline in advance of the national deadline (March 31). The level of participation by each diocese can vary, depending on how much time a diocesan contact has to devote to the contest:

- **Full participation:** Ideally, diocesan staff take full advantage of the contest as an educational opportunity for both students and the wider community. Diocesan staff might choose to:
  - Actively **partner with other diocesan offices** (e.g. religious education, youth ministry, Hispanic ministry, Catholic schools offices, etc.) to promote the contest through their communications and gatherings.
  - Offer to **arrange a speaker from a local CCHD group** to speak at an assembly or youth night at a participating school or parish.
  - **Form a committee** from various diocesan offices, (parish and school volunteers, CCHD committee members, etc.) to implement the contest or judge entries.
  - **Hold an event**, such as a **“Creating on the Margins Gallery,”** to display work and judge entries. Youth should be present to talk about their work. Dioceses may choose to award as many prizes as desired (you can solicit prizes beforehand from local businesses),  
\*\***REMEMBER:** only one (1) “grand prize” winner from each age category can be selected to advance to the national competition.
  - Have an **award reception** or assembly to honor the winner(s) and local CCHD groups that inspired their work. Invite the (arch)bishop to say a few words. Be sure to invite local media, such as the diocesan newspaper, to cover the event.
- **Basic participation:** A diocese that has the capacity to participate only minimally can simply ask each participating school or parish to hold its own mini-contest, with each school submitting up to two winning entries (one for each age group) to the diocese. **The diocesan contact then selects one winner from each age group to send on to the national competition.**

*Important: a **contest entry form, including essay responses** (see final pages of [English](#) or [Spanish](#) packets) must be submitted to the national office with each age category grand prize winning entry.*



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# CREATING ON THE MARGINS

Your Diocese can  
Participate— It's Easy!

1. **Advertise** the contest
2. **Receive** the entries
3. **Judge** the entries
4. **Honor** the winners
5. **Send** the two winning entries to CCHD



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# 1. Advertise the Contest

## Full participation

If you are able to take full advantage of the educational opportunities the contest provides, you may want to:

- **Adapt the contest materials** (sample letter, text advertisements etc.) that can be found at [www.usccb.org/youthcontest](http://www.usccb.org/youthcontest) (in [FAQs](#) section) and [www.usccb.org/concurso-juvenil](http://www.usccb.org/concurso-juvenil) (in [preguntas frecuentes](#) section) to reflect your local contact information and deadline, which should be in advance of the national deadline of March 31.
- Meet with your **colleagues in other diocesan offices** (e.g. religious education, youth ministry, Hispanic ministry, Catholic schools office, social action, etc.). Make a plan to collaborate around the contest together. Promote the contest at **diocesan gatherings/meetings** of religious educators, principals, teachers, etc.
- **Send communications** via email or letter to target audiences such as:
  - ⇒ parish social ministry coordinators
  - ⇒ youth ministers
  - ⇒ religious education directors
  - ⇒ principals and teachers
  - ⇒ campus ministers
- Offer to **provide a speaker** to schools or parishes that participate. Community groups working to address the causes of poverty, such as those funded by CCHD, are great sources for local speakers.
- Place an advertisement in your **diocesan newspaper** about the contest.

## Basic participation

If you have the capacity to participate in the Creating on the Margins contest only minimally, then simply send a communication about the contest to your contacts, linking to this site for more info: [www.usccb.org/youthcontest](http://www.usccb.org/youthcontest) (or [www.usccb.org/concurso-juvenil](http://www.usccb.org/concurso-juvenil) for materials in Spanish). It's best to send such a communication several times.



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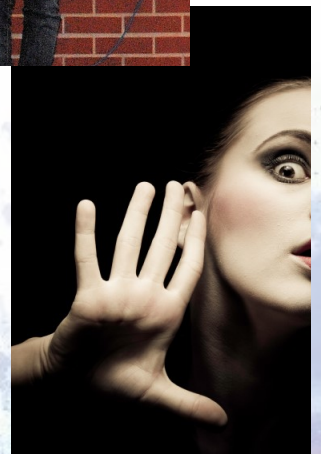
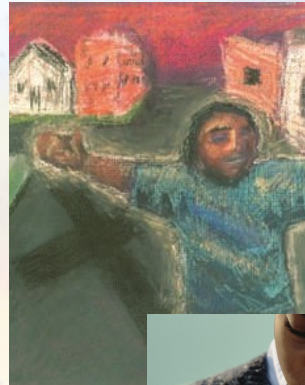
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# 2. Receive the Entries

## Full participation

To take full advantage of the contest, you may want to:

- **Follow up with contacts** at schools and parishes to make sure they have accessed the contest materials and educational activity suggestions on the contest web page.
- **Offer suggestions** to help them make the most of the educational opportunity provided by the contest by educating youth about poverty (or another issue related to the annual theme), its causes, our Catholic response, and the work of CCHD.
- Encourage schools and parishes to **use the creative work students develop to educate school and parish communities** about what students have learned, before submitting the entries to the diocese. For ideas, see the suggestions in the [Educator packet](#).
- **Receive entries** from each school by the local deadline that you specified in Step 1.



## Basic participation

If you are participating minimally, ask each participating school or parish to hold its own mini-contest, sending you only the top winner from each age category (grades 7-9 and 10-12).



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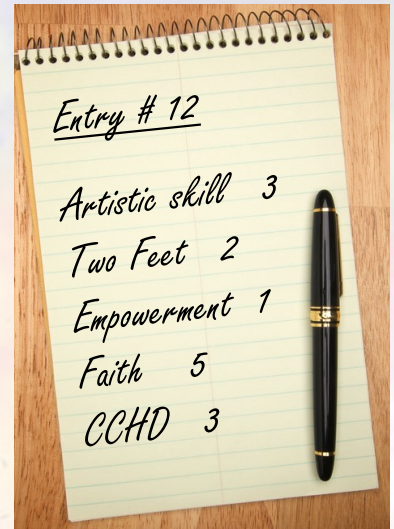


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# 3. Judge the Entries

## Full participation

- **Solicit prizes from local businesses**, such as gift certificates from popular pizza or coffee shops, bowling alleys, museums, movie theaters, etc.
- **Decide prize categories.** Although you can have only one grand prize winner from each age category to pass on to the national office, you can honor as many winners as you like at the diocesan level. You may decide to award prizes for additional categories that you would like to recognize, such as best team project, most compelling call to action, etc., or for different categories of entry type (literature, audio, video, visual, etc.).
- **Invite various stakeholders to act as judges.** Bring together colleagues from other diocesan offices, local Catholic artists, representatives from community organizations, CCHD committee members, young adults, parish and school volunteers, etc., to form a judging committee. Judging can be a fun process. You can also take the opportunity to educate judges about your office's work, poverty in the U.S., our faith response, and the work of CCHD. If you expect to receive any entries from Spanish-speaking participants, make sure you have someone available to translate the entries and entry forms for the judges.
- **Hold an event during judging**, such as a “**creative gallery**,” to display youth work and judge entries. Youth should be present to talk about their work. Don't forget to invite the local media.



## Basic participation

If you are participating minimally, review the top winners of each school or parish that were sent to you. *Use the criteria for judging on page 10 to select your top winner for each age category (grades 7-9 and 10-12).*



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# 4. Honor the Winners

## Full participation

- **Hold an award reception** or event to recognize the winner(s) and the local CCHD groups or anti-poverty organizations that inspired the youth. The reception or event can be a great opportunity to celebrate the important work of your office and CCHD to fight poverty and to educate and involve Catholics in the effort.
- If presenting winners with a financial award, consider having a matching grant of \$25 or \$50 to a local CCHD group or other organization doing work to fight the causes of poverty. The winners can present the check at the reception.
- Be sure to **invite to the reception** or event:
  - ⇒ The (arch)bishop, to offer opening prayer and say a few words of congratulations to the winners.
  - ⇒ Everyone who has participated in the contest in any way (colleagues who helped promote it, judges, participating schools and parishes).
  - ⇒ Local media, such as the diocesan newspaper, to cover the event.
- Spread the good news! Write or suggest a **feature article** about the contest and winners for your diocesan newspaper and for communications to Catholics from various departments in the diocese.



## Basic participation

Send a notification to each winner and his or her school or parish that the entry has been selected to pass on to the national competition.



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# 5. Send winning entries to CCHD

Send the (arch) diocese's winning entry for each age category (grades 7-9 and 10-12) to:

ATTN: Jessica Zurcher  
JPHD-USCCB  
3211 Fourth Street Northeast  
Washington, DC 20017



**All entries MUST be postmarked by March 31!!** You can direct any questions to the national office at: [JPHDmail@usccb.org](mailto:JPHDmail@usccb.org)

Make sure that the **official entry form**, complete with parent or guardian signature, is affixed to each entry. The official entry form is on the last pages of the educator packet ([English](#) and [Spanish](#)).



Clare Hagan (right, with sister, Elyse), national grand prize winner of the 2009 contest, plays her winning song, "Complacency's End," for a crowd of 22,000 youth at the National Catholic Youth Conference.

The national CCHD office will judge entries in late spring or early summer. One overall grand prize winner will be selected. Second and third place prizes will be awarded for each age category.

The grand prize winner will be invited to receive his or her prize on the main stage of the annual conference sponsored by the National Federation for Catholic Youth Ministry.



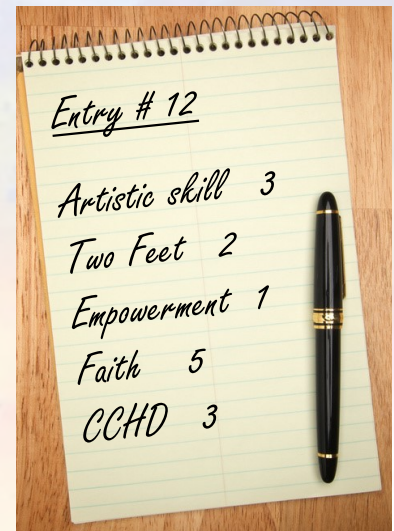
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# Criteria for Judging Entries

*The following criteria are used for judging by the national CCHD office. You may wish to use similar criteria in selecting your local winners.*



**The ideal entry will exemplify the following qualities in either the entry itself or the accompanying entry form:**

1. Reflect **artistic skill, creativity**.
2. Exhibit an understanding of the systemic causes of racism, beyond the individualistic causes (see Educator's packet at [www.usccb.org/youthcontest](http://www.usccb.org/youthcontest) or [www.usccb.org/concurso-juvenil](http://www.usccb.org/concurso-juvenil)). It should be clear, in both the essay responses and art work, that the contestant understands that healing racism needs to go beyond charitable works and integrate work for social justice.
3. Portray the marginalized as **empowered** persons capable of leading efforts for change in their community as opposed to portrayal as victims.
4. Illustrate that action to heal racism and poverty is a response to our **faith** and the values of Catholic social teaching.
5. Exhibit learning about **CCHD's work** and mission.



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# Sample Rating Sheet

**CCHD Creating on the Margins Contest** – Please rate from 1 to 5 with **5 being the highest**. Judge may consider both the multimedia work and the descriptive text on the entry form.

# \_\_\_\_\_ Title of the piece: \_\_\_\_\_

Artistic skill, creativity and integration of essay 1 2 3 4 5

Understands the that addressing poverty and crisis with unaffordable housing needs to be *both* on an individual and systemic basis. Integrates their learning from essay questions into multimedia piece. 1 2 3 4 5

Portrays the marginalized as empowered persons capable of leading efforts for change in their communities. Focus on working *with* the poor, not just *for* the poor. 1 2 3 4 5

Connects ending poverty with faith and Catholic teaching. 1 2 3 4 5

Learned about CCHD's work and mission. 1 2 3 4 5

Total: \_\_\_\_\_

Comments:



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