



# 2025 ASSET CHAMPIONS AWARDS CALL FOR NOMINATIONS

**Project Cornerstone invites you to nominate outstanding individuals and organizations for our 2025 Asset Champions celebration! Help us recognize those who build strong relationships with young people and make Silicon Valley a great place for them to thrive. Your nominations will spotlight the champions making a real difference!**

**NOMINATION  
DEADLINE  
OCT 10**

## WHAT IS AN ASSET CHAMPION?

Developmental Assets are the positive experiences, values, behaviors, and relationships that enable young people to thrive. Asset champions are individuals or organizations that make extraordinary efforts to build Developmental Assets, create positive connections with young people, and inspire others to do the same. Asset Champions awards will be given in the following categories:

- Positive Cultural Identity
- Community Values Youth
- Adult Role Model
- Youth Role Model (Positive Peer Influence)
- Caring School Climate (3 awards):  
Preschool-Elementary, Middle School, and High School

All nominees will be recognized at the Asset Champions event. One nominee from each category will be recognized at the event with a professionally produced video and a personalized award.

## HOW TO NOMINATE AN ASSET CHAMPION

1. Review the categories on the next page, and make sure that both you and your nominee meet the requirements.
2. Go to the nominations website to access the nomination forms for all categories. You can access the site using the QR code here or by going to [tinyurl.com/AssetChampions-Nominations](https://tinyurl.com/AssetChampions-Nominations)
3. Plan to celebrate your nominee at the event on March 21, 2025 (and stay tuned for event details!).



## WHAT MAKES A GOOD NOMINATION?

The committee's decision will be based on the information submitted in the nomination application.

- Provide specific examples of the impact of the nominee's work.
- Outline what sets this nominee apart from others doing similar work. What makes their efforts unique?
- Consider how this nominee serves as a role model for others.
- Provide enough information. Strong nominations usually include 250-500 words for each question.
- Photos, videos, websites, links, and other additional documentation will not be reviewed.

## NOMINATION DEADLINES AND IMPORTANT DATES

Please note the following important dates:

- Nomination deadline: All nomination forms must be received by October 10.
- Notification of Awardees: Awardees and their nominators will be notified by January 2025. (Nominators help facilitate videos made about the Awardees.)
- Awards presentations: Awards will be presented at the Asset Champions celebration in March 2025. Event details to be announced soon.

## ABOUT PROJECT CORNERSTONE

Project Cornerstone's mission is to build a community that values children and youth. We achieve this mission throughout Silicon Valley with programs that strengthen families, neighborhoods, communities, and schools, and by ensuring that young people's needs are addressed in public policy.

## FOR MORE INFORMATION

For more information about the Asset Champions Awards nomination process or event, call Project Cornerstone at 408-351-6482 or send email to [info@projectcornerstone.org](mailto:info@projectcornerstone.org).

## PROJECT CORNERSTONE ASSET CHAMPIONS AWARDS: AWARD CATEGORIES AND CRITERIA

The following chart contains a description of the award categories as well as guidelines to clarify who may nominate an asset champion and who may be nominated.

AWARD CATEGORY AND DESCRIPTION	WHO MAY NOMINATE IN THIS CATEGORY?	WHO SHOULD YOU NOMINATE?
<p><b>Positive Cultural Identity</b> Nominees in this category help young people to feel comfortable and proud of their cultural identity, including but not limited to ability status, body size, ethnicity, faith/religion, family status, gender, gender expression, gender identity, immigration status, language, race, and sexual orientation.</p>	<p>Anyone familiar with the nominee's efforts.</p>	<p>Nominees can be individuals, families, or organizations that promote cultural awareness, bring groups together, value diverse perspectives, and/or demonstrate ways for youth to express and celebrate their cultural identity. See award description for examples of cultural identity.</p>
<p><b>Adult Role Model</b> Nominees in this category model and inspire positive responsible behavior for young people.</p>	<p>Anyone familiar with the nominee's efforts.</p>	<p>Nominees must be individuals over 24 years of age who demonstrate significant efforts to advance young people's academic, physical, emotional, social, and/or cultural success.</p>
<p><b>Youth Role Model (Positive Peer Influence)</b> Nominees in this category model and inspire positive responsible behavior for other young people.</p>	<p>Because this category recognizes positive peer influence among young people, <b>both the nominator and nominee must be under 24 years of age.</b></p>	<p>Nominees must be under 24 years of age and have modeled, inspired or demonstrated responsible behavior for other young people.</p>
<p><b>Community Values Youth</b> Nominees in this category demonstrate to young people that the community values their contributions and efforts.</p>	<p>Anyone familiar with the nominee organization's efforts.</p>	<p>Nominees must be organizations or groups (e.g. non-profits, chartered clubs, companies, businesses, community groups, etc.) - not individuals - that value the contributions and efforts of youth and whose efforts enable young people to make a difference in their community.</p>
<p><b>Caring School Climate (3 awards): Preschool-Elementary School, Middle School, High School</b> One award for each school category will be given. Nominees in this category provide a safe school environment where all students feel respected and valued.</p>	<p>Students, parents, school site staff, district office staff, or community members.</p>	<p>A school that stands apart in their unique efforts to promote a more caring climate where all students are supported and empowered to achieve. For school clubs or individuals, consider one of the other Asset Champion categories.</p>

## ELIGIBILITY

- Photos and videos will not be reviewed by the committee. The committee's decision will be based on the information completed in the application.
- Individuals who serve on Project Cornerstone's Steering Committee and governing board may not be nominated for awards. However, their organizations may be nominated.
- For the Youth Role Model (Positive Peer Influence) award, both the nominator and the nominee must be under 24 years of age.