

WYLC Wellness Shark Tank

Introduction:

The Youth Services Division under the Woodbridge Department of Recreation with assistance and guidance from our Health Departments Public Health Educator, the Mayor's Office and The Mayors Wellness Committee will be hosting the first annual *Woodbridge Youth Shark Tank* competition. During this competition, applicants will submit a proposal for an initiative. With the 2022 theme focusing on Wellness, we are looking to our youth to pitch innovative and impactful wellness initiatives that will address a wellness challenge that our community is facing. For this competition, an initiative must be a plan/process to achieve a goal and address a wellness problem. Wellness is defined as anything that is for the betterment of a community. Whether that is physical, mental, environmental, occupational, social, or educational based. Wellness is all encompassing and if it addresses a problem that multiple people face it can be included.

Eligibility:

- The competition is open to Woodbridge township students in 9th to 12th grade
- Participants can apply individually or in teams of up to 5 members
- A student can only participate in one application
- The competition is open to public, private and home-schooled students and all are encouraged to apply
- There are no fees to enter the competition
- All applications must be original ideas that have not yet been implemented
- Application initiative must not be based on a concept that is illegal, unethical or offensive
- The proposed initiative must not be exclusionary towards any particular race, ethnicity, religion, sexual orientation, or class of people

Rounds:

There will be two rounds in this competition with post competition support. The finalists will move onto Round 2 where they will pitch their initiative to a panel of judges from various backgrounds. Winners of the competition will be chosen during the 2nd Round. After the competition the winners will be provided a budget for their initiative and support during implementation.

1st Round Information/Requirements

- Anyone eligible can enter the competition by submitting a proposal via email to woodbridgeylc@gmail.com.
- One proposal per individual or team. Each section/question below must be answered with up to 2-3 paragraphs.

- ✓ About You
- ✓ The Problem/Issue
- ✓ Your Initiative
- ✓ Unique/Sustainable
- ✓ Marketing
- ✓ Budget
- ✓ Summary

- The 1st round entries will be reviewed by a committee, where finalists will be chosen.
- Before entering Round 2, the finalists will be required to attend a *Round 2 Information Session*, to get more details about Round 2 – the Shark Tank taping.

2nd Round Information/Requirements

Round 2 will be the “Shark Tank” event, where the finalists will go before a panel of judges and pitch their wellness initiative, in hopes to secure one of the prizes and get their initiative funded.

- The event will be held at Acacia Youth Center In June 2022
- The panel of judges will consist of 5 professionals who are involved in the community.
- The panel of judges will hear each pitch and will meet to choose which initiative will receive funding
- The panel will announce the winners at the end of the event.

Post Competition Requirement and Support

The winners will each be awarded a certain funding amount to implement their initiative. Throughout the Post Competition/Implementation Phase, the winners will receive guidance from mentors. The Initiatives will be expected to be implemented within Woodbridge Township this calendar year (June 2022/ June 2023). After the Initiatives are completed, the individuals/teams will be expected to conduct an evaluation of their Initiative and submit it to the Youth Services Division (no later than 30 days after the Initiative is completed). The winners will be provided guidance on how to conduct the evaluations.

Rules

- All submissions must be original. Any plagiarism will result in immediate disqualification.
- Individuals selected as a finalist must be present a Round 2 (Finals). Teams selected as finalists must have at least 2 members present at Round 2 (Finals). There are to be no substitute or new team members once your application is submitted. Selected Individuals and at least one member of a selected team must attend the Pre-Information Session prior to Round 2.
- Round 2 (Finals) will be recorded and broadcasted to the public. It may be streamed to various forms of media such as, on the township website, TV35, township YouTube, township social media accounts, etc. Any information shared by you during Round 2 should be information you are willing to share with the public. Do not include confidential information in your application and pitch/oral presentation.

Prizes

- Tier One
 - ✓ Up to \$700 for Initiative

- ✓ Guidance/support while launching your initiative
- Tier Two
 - ✓ Up to \$500 for your initiative
 - ✓ Guidance/support while launching your initiative
- Tier Three
 - ✓ Up to \$300 for your initiative
 - ✓ Guidance/support while launching your initiative

Calendar of Events

Event	<u>Date</u>
Applications Open	Saturday – April 2, 2022
Application Deadline	Saturday – May 21, 2022
Finalists Notified	Friday – May 27, 2022
Finalists Information Session	TBA
“Shark Tank” Event	Tuesday- June 7, 2022

Required Components of Application Proposal: Your proposal must include each component listed below to qualify as an entry.

- Individual/Team Information:
 - Name(s) of individual/all team members
 - Address(es) of individual/all team members
 - School(s) of individual/all team members
 - Tell us about yourself (if a team, each required to answer)
 - What will you contribute to your initiative? If a team, what will each member contribute to your Initiative?
- Problem You Are Addressing (2-3 paragraphs): Describe a wellness issue/problem that you see in your community/society that you would like to address and help combat. Describe section(s) of the population that are affected.
- Your Wellness Initiative (at least 2-3 paragraphs): Describe in detail the initiative that you would like to implement. This initiative must be an original idea. Specifically explain how your specific initiative will combat the problem you described in the previous section.
- What Makes Your Initiative Unique and Sustainable (2-3 paragraphs): describe what makes your initiative unique and different from other programs or events that have been done. Also describe how you plan on making your initiative sustainable after its initial launch/implementation.

- Timeline: Provide a detailed timeline for the implementation of your initiative.
- Marketing (2-3 paragraphs): How would you advertise/inform the public about your initiative and reach your target audience?
- Budget: Create a budget that includes your funding request amount and how much funding you are requesting and a detailed breakdown of how the funds will be spent. Applicants must choose a Tier (see *Tier* section) that they wish to apply for and request an amount up to the maximum for that Tier. For example, if you are applying for Tier Two, you can request up to \$500 for your initiative.
- Summary (2-3 paragraphs): Summarize everything you have discussed above. Include why you think your initiative is a good idea, how it is different and why you should be selected as a finalist.