



2023 Creativity Challenge



Building on the Dream Wall Mural Design Challenge

Open from Monday, October 2 – Friday, November 17

CHALLENGE OVERVIEW:

The Annual SC4K Creativity Challenge is back! This year's challenge will be different from past years' challenges.

This year's challenge is to DESIGN A CONCEPT FOR A WALL MURAL that will span the back wall of our new Partner & Teacher Free Store at SC4K's new home at the Community Resource Center at South Waterloo.

This 50-foot-wide mural will be a prominent and important feature of our new space and should capture the spirit of SC4K and our service to the Greater Cleveland Community.



BACKGROUND: An Exciting Time in SC4K's History

It has long been the dream of our organization's founders and leaders to operate out of one comprehensive facility to better serve our families, teachers, and partners. That dream is finally being realized through the organization's move to the [Community Resource Center at South Waterloo](#) (CRC) this fall. By combining a grocery-store like food pantry, along with 15 critical non-profit services, the CRC will provide access to resources and wrap-around support that will help neighbors overcome barriers to poverty.

SC4K will occupy 14,203 square feet, designed to house our administrative offices, a new teacher and partner store, volunteer room, warehouse, and five drive-in loading docks to receive shipments and distribute new items with greater efficiency. In addition to continuing to provide our current programming, SC4K will begin to offer on-demand clothes and school supplies direct to families utilizing other services at the Community Resource Center – for the first time in our organization's recent history. This return to direct service closes the gap on our vision that every child in Greater Cleveland has what they need to get to school and focus on learning.

SC4K MISSION & VISION:

MISSION: To improve K-8 school attendance by eliminating lack of appropriate shoes, clothes, and supplies as barriers.

VISION: At SC4K, we envision a community where all children have the resources they need to learn, grow, and be successful. Every young student, regardless of their family's economic situation, would have what they need to thrive in school: new school appropriate clothing, a new pair of shoes, winter weather basics, and all the essential school supplies. Equipped with these resources, students become engaged learners and develop confidence, self-esteem, and a new outlook for their future.

Building on the Dream Wall Mural Design Challenge

CHALLENGE GUIDELINES:

All teachers that SC4K serves are invited to participate. Your challenge is to design a mural for our new Partner & Teacher Free Store that portrays or captures the work SC4K does with students, teachers, and community partners. You can use the phrases below and the mission and vision statements to spark ideas for your design. The finished piece will span the back wall of our new Partner & Teacher Free Store at the Community Resource Center at South Waterloo (*Size: approximately 50 feet wide and 6 feet high*).

Phrases to Inspire Your Design:

- ❖ *Breaking educational barriers*
- ❖ *Future dreams of students*
- ❖ *Having access to resources for success in school*
- ❖ *Exponential growth & possibility*
- ❖ *Transformational impact*
- ❖ *Educational thriving*
- ❖ *Engaged learning*
- ❖ *Diverse & vibrant community*
- ❖ *More than charity, a work of love*
- ❖ *SC4K's Tagline: More than new outfits, new outlooks*

Tools to Consider Using:

- ❖ Canva.com – A free-to-use online graphic design tool most teachers already use
- ❖ Adobe Creative Suite Applications (Photoshop, Illustrator, etc.)
- ❖ Colored pencils or markers (draw or sketch your idea on legal size paper!)

SUBMISSIONS:

Please submit a pdf or jpeg of a drawing or digital copy/photo of your design(s) using this [online form](#).

Each submission should include a brief, 1-paragraph description of your design and how it represents the work SC4K does with students, teachers, and the community. Submissions should be high-res if possible. *Submit one form per design.*

Deadline for submissions is November 17, 2023. Finalists must be available for an in-person presentation of their design on Saturday, December 2nd from 10-11:30am. The selected mural will be installed in early 2024.

JUDGING – ROUND 1

SC4K will narrow all submissions received to the Top 5 entries. Finalists will be notified on Monday, November 27th and invited to the in-person presentation (See Judging-Round 2 below).

Components to be Considered in Judging:

1. Creativity
2. Conveys SC4K's mission & brand
3. Design relates to one or more of the inspirational phrases
4. Complements the new space overall ([View this Flickr album](#) for a sneak peek at the progress of the build out!)

JUDGING – ROUND 2

The Top 5 Contestants will present their mural designs in person on Saturday, December 2 from 10-11:30am to a panel of judges consisting of local art college students, SC4K board & associate board members, and local artists/designers. Judges will deliberate immediately following the presentation and the winner will be announced.

WHY PARTICIPATE?

All qualified teachers who submit a design will be invited to an exclusive, second semester Teacher Shop (in early 2024). Teachers who are invited to Round 2 *and* present their design to the judges in person on December 2nd will be eligible for gift baskets and class sets of supplies. The winning teacher will be recognized on social media, e-newsletters, and on the mural wall, as well as receive a 3-minute shopping spree.

QUESTIONS?

Email teacher@sc4k.org with any questions.