

# Líderes DE Hoy

NATIONAL ESSAY CONTEST



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**NCLR**  
NATIONAL COUNCIL OF LA RAZA

## Questions & Answers

### **What is Líderes de Hoy?**

*Líderes de Hoy* is an essay contest developed by Allstate and the National Council of La Raza (NCLR) to recognize and celebrate the work of Hispanic youth leaders making a difference in the Hispanic community.

### **What is the topic of the essay?**

Interested Hispanic youth are asked to submit an essay on what it means to be a leader and how they are actively contributing to their community through their individual leadership or work with a community organization or group. The essay question is:

## **As a young leader, how have you been a catalyst for positive change and contributed to inspiring your community?**

Applicants should include examples of their leadership and how they plan to continue to be involved in community and civic affairs in the future.

### **Who can participate in Líderes de Hoy?**

Legal residents of the United States who are full-time high school students of Hispanic descent (with a minimum GPA of 2.0), between the ages of 14 and 18.

### **Who is not eligible to participate in Líderes de Hoy?**

The following are not eligible for the *Líderes de Hoy* essay contest: (1) employees and agents of Allstate Insurance Company, National Council of La Raza and their respective parent, subsidiary, and affiliate companies, and their respective advertising and promotion agencies; (2) persons providing support services to any sales agent authorized to represent Allstate Insurance Company or its parent, subsidiary, or affiliate companies (whether those persons are employed by agent or not; and (3) the "immediate family members" and/or "household members" of any of the persons set forth in (1) or (2) above. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings or spouses. "Household members" shall mean people who share the same residence at least three months a year.

### **How can young Hispanic leaders participate in Líderes de Hoy?**

Applications and release forms are available at <http://lideres.nclr.org>. Young Hispanics can participate by mailing two copies each of the registration form, signed release form, letter of recommendation from a community leader or mentor in a sealed envelope, an original essay on what it means to be a leader and how they are actively contributing to their community through their leadership and official transcript. Applicants should also include examples of their leadership and how they plan to continue to be involved in community and civic affairs in the future. Supplemental materials including but not limited to media clips, photos, videos, etc., will also be accepted. All materials should be submitted in a sealed envelope.

### **How many copies of the application materials are required?**

Each applicant should submit two copies of their essay and all required documents.

### **What is the deadline to submit an essay?**

All essays must be received no later than 5pm PST on Friday, July 29, 2005.  
Recommended postmark date: Tuesday, July 26, 2005.

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## ***Where do I submit my essay?***

Applicants can submit their essays via U.S. mail to: *Líderes de Hoy* essay contest, Attn: Lauren Vance, 8687 Melrose Ave., 7th Floor, Los Angeles, CA 90069. Applications and release forms are available at <http://lideres.nclr.org>.

## ***What are the contest official rules and guidelines?***

All essays must be in English, typed, double-spaced, in 12-point Times New Roman or an equivalent font with numbered pages and 1-inch margins. Essays should contain a cover sheet with the essay title and the student's name. No identifying information should appear on the first page of the essay (e.g. First and/or last name, initials, social security number). Essays should be no longer than 1,000 words. All submissions must be received by Friday, July 29, 2005. Recommended postmark date: Tuesday, July 26, 2005. Any submission that does not meet the requirements or is received after 5pm on Friday July 29, 2005 will be disqualified.

## ***How will the essays be judged?***

Ten winning essays will be chosen by an independent panel of judges. Each essay will be evaluated on the basis of the entrant's commitment to his or her community, exemplary leadership individually or within a group and promise of continued involvement in community and civic affairs.

## ***How many winners are there?***

Ten winners will be chosen.

## ***What prize does the contest award?***

Ten winners will receive a one-time payment of \$5,000 as a scholarship for education expenses from Allstate Insurance Company and invited to participate in the *Líderes de Hoy* awards ceremony in Washington, DC.

## ***Is this going to be an annual contest?***

As this is the inaugural year of the *Líderes de Hoy* contest, no decision has currently been made as to the future of the contest. Allstate is committed to supporting initiatives that empower the Hispanic community, and through Allstate's partnership with the National Council of La Raza, we will continue to work to build a stronger Hispanic community in the United States.

## ***Why did Allstate Insurance and the National Council of La Raza decide to hold this contest?***

According to the U. S. Department of Education, 37% of Hispanics do not finish high school, compared to the national average of 15%. In fact, overall statistics show that Hispanic students do not succeed as well as non-Hispanics, African Americans or Asians. They have higher dropout rates, lower test scores and fewer college graduates, leading to less involvement in community affairs. However, there are many young Latinos who are exemplary in their leadership and dedication to both their own educational success and the empowerment of their communities. These facts have charged Allstate to support initiatives that empower the Hispanic community, specifically the *Líderes de Hoy* essay contest.