



FOR IMMEDIATE RELEASE:

HCCF YOUTH Receives Statewide Award

Hillsdale, Michigan – July 6, 2017

Four youth advisory councils (YACs) took home awards at the 2017 Youth Grantmakers Summer Leadership Conference, held at Central Michigan University (CMU) in June. The Hillsdale County Community Foundation YOUTH (Youth Opportunities Unlimited Throughout Hillsdale) was among those honored, winning the 2017 Media Usage of the Year Award. The award showcases the YOUTH's outstanding commitment to the Hillsdale County community. CMF's president and CEO Rob Collier presented the awards to the YACs on behalf of the Michigan Community Foundations Youth Project (MCFYP) Committee.

The HCCF YOUTH created The Challenge 5 Campaign to combat student truancy in their county. A committee of students created the slogan "5 or Less = Road to Success," as well as the artwork used on billboards, signs, posters, and magnets. The pieces of media were displayed and shared with the entire community. The campaign also created a partnership between YOUTH and the Hillsdale County's School Justice Partnership. This award serves as an outstanding reminder of the impact youth grantmakers can have in their communities.

The Hillsdale County Community Foundation YOUTH was established in October of 1991. The YOUTH membership is currently made up of representatives from eight public school districts within Hillsdale County, as well as Hillsdale Academy and Will Carleton Academy. The YOUTH Advisory Council has an ongoing program for studying the assets, needs, and concerns of the young people of Hillsdale County. YOUTH has a special endowment fund, initially made possible by a challenge grant



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from the W.K. Kellogg Foundation, to make available grant dollars to benefit and involve young people in Hillsdale County. Anyone wishing further information regarding the YOUTH may call the Foundation office at (517) 439-5101 or visit www.abouthccf.org.



YOUTH members MaCayla Bisher, Lindsey Clarke, and Alyssa Smith with Rob Collier, President and CEO of the Council of Michigan Foundations.



Artwork used on billboards throughout Hillsdale County for the Challenge 5 Campaign.



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