

THE 2025 HENRY E. FORD ACHIEVEMENT AWARD GUIDELINES

The Henry E. Ford Achievement Award was created to honor those individuals who have exemplified the work and legacy of Dr. Martin Luther King who was committed to social justice, non-violence and advocacy for the oppressed. The award was renamed the Henry E. Ford Achievement Award in 2023 to honor our founder, Henry E. Ford.

The following criteria are the guidelines for the Achievement Award nominee. The nominee may meet one or several areas of the items listed below.

1. ADVOCACY

- Focuses on an awareness of the legacy of Dr. Martin Luther King, Jr. by educating the public on the non-violent teachings to achieve social justice.
- Fosters positive race relations and social justice in the community.
- Advocate for a non-violent approach to solving society's problems
- Organized advocacy group to promote efforts that will eliminate the social, political and economic barriers of inequality
- Provided volunteer service to improve the quality of life for the poor or underserved residents of New Braunfels/Comal County

2. SERVICE

- Influences and/or impacted through their chosen field or vocation positive activities that benefit the community, i.e., education, medical etc.
- Long-term dedication to service, demonstrating a sustained commitment to making a positive difference in the community
- Demonstration of empathy, compassion and understanding towards others, especially those marginalized or disadvantaged residents
- Consistent engagement in service initiatives that have had a positive impact on inclusiveness and equality within the community

3. LEADERSHIP

- Demonstrates leadership through action and example
- Inspires and motivates others to work towards established goals while advocating for a more just and equitable society
- Creates an environment that will inspire others to—Dream more, Learn more, Do more and Become more
- Encourages ethical conduct and integrity in all actions, serving as a role model for others in the pursuit of social justice and/or community improvement
- Exhibits resilience and perseverance in the face of challenges, demonstrating a determination to overcome obstacles and achieve meaningful outcomes
- Leads projects or initiatives that have had a significant impact on the community or a specific issue.

4. **EDUCATION**

- Educated the public about the civil rights movement
- Created or volunteered in initiatives that eliminate the barriers that impede academic success
- Advocated for voter rights and promoted public awareness of the importance of voting.

5. **COMMUNITY BUILDING**

- The nominee has voluntarily provided services to the underserved by engaging in activities that address specific concerns of the community. These services may include organizing to educate, inform and motivate community residents about their responsibilities and rights as community residents, i.e. civil rights, voter registration, efficient public transportation or forums regarding health care.

6. **“AN EMERGING DIFFERENCE MAKER”**

- Has made a significant impact in making a difference in the community through current and/or previous work with young people who are involved in community activities, academia, athletics, clubs or other areas that positively affect the community.

QUALIFICATIONS:

GEOGRAPHY: The recipient must be a resident of New Braunfels and/or Comal County or was/is active in the area and contributing to the enhancement of the community.

SELECTION: The selected candidate must agree to attend the 2025 MLK March to personally receive the award.

NOTIFICATION: The selected candidate will be notified by telephone with a follow-up in writing.

APPLICATION DEADLINE: **DECEMBER 20, 2024**

NEW BRAUNFELS MLK ACHIEVEMENT AWARD APPLICATION FORM

Nomination should be submitted on this form. The narrative should indicate why the nominee should be awarded the 2025 Henry E. Ford Achievement Award using the indicated guidelines. For further information contact www.nbmlk.com.

Nominee's Name: _____

Nominee's Address: _____

Nominee's Cell/Phone Number: _____

Nominee's Email Address: _____

Name of Individual Submitting this nomination: _____

Date of Submission: _____

Please provide narrative in the space below:

Submit