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*Nous regrettons que ce sondage ne soit offert qu'en anglais.*

## **GWENYTH BAILEY SIMPSON COMMUNICATIONS AWARD**

### **TERMS OF REFERENCE:**

Applications must include a full description of the planned activities and summary of the project, to include rationale, objectives, implementation plan, distribution channel/method, and procedure for evaluation of results.

A maximum amount of \$2,000 will be disbursed during any one fiscal year. More than one award of lesser value may be awarded.

Acknowledgement of financial support from the Gwenyth Bailey Simpson Communications Award of the Canadian Home Economics Foundation is to be included in any final product, where possible. Any materials prepared would remain with the organization (if applicable), though Canadian Home Economics Foundation is able to promote a 'product' produced; if products are to be sold, potential revenue should be included in the proposal's budget.

### **Criteria:**

1. Proposals that disseminate information to the Canadian public on current developments related to food, general nutrition, or general consumer information. Various media methods would be appropriate, such as public service announcements for broadcast, newspaper columns, news releases, informational brochure/CD, PowerPoint, Website content, etc.
2. Produced in English or French.
3. At least one member of the project group must be a home economist, family studies teacher, dietitian, nutritionist, or other professional in a home economics<sup>1</sup> related field.  
*<sup>1</sup>graduates from a university program in home economics, human ecology, nutrition, family studies, consumer studies, and related areas*
4. Experience and skill in appropriate media.
5. Eligible project expenses include professional fees, duplication, distribution costs.

**Application: Deadline for applications** (using the form provided) is **February 28, 2009**. The committee will consider requests for application extensions.

### **Procedures:**

Submit the completed application electronically as an e-mail attachment in Word, rtf or pdf to Ruth McDonald, PHEc, Canadian Home Economics Foundation Trustee (Ontario): [Ruth.McDonald@tel.tdsb.on.ca](mailto:Ruth.McDonald@tel.tdsb.on.ca).

An Ontario-based committee led by an Ontario Canadian Home Economics Foundation Trustee, and including at least four home economists will review applications. Recommendations will be provided to the executive committee of the Canadian Home Economics Foundation for final approval.

### **Post-project:**

A report and copies of original receipts will be due at the completion of the project; any unused funds must be returned to the Fund. Two copies of materials produced must be available to the Canadian Home Economics Foundation.

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### **About Gwenyth Bailey Simpson**

Gwenyth Bailey Simpson, an Ontario freelance home economist, pursued her interests in food preparation, nutrition, and consumer issues. In conjunction with other home economists, she wrote food columns for newspapers in Stratford, Peterborough and Kitchener-Waterloo, Ontario, and taught microwave cooking classes. Very active in the Kitchener-Waterloo Branch of the Consumers' Association of Canada, Gwen served as president from 1979 to 1983. In addition, she pursued interests in spinning, weaving, and sewing. In 1984, Gwen died of cancer, at the age of 41. The *Gwenyth Bailey Simpson Memorial Fund* was established in 1987 by members of the Bailey family with the Canadian Home Economics Foundation, with additional contributions from other family and friends. Initial grants awarded produced eight educational videos as an educational and public service project. In 2007, a decision was made, in consultation with Gwenyth's family, to update the project, still maintaining the original principles. Funds are administered by the Foundation.