# 2026-2027 - One Pager

CYC

**What is CYC?**
CYC is a Cal-HOSA initiative that challenges chapters to put our four core values into action: Learn, Lead, Serve, and Innovate. Through this initiative, we have seen the positive impact chapters can make in their communities, and we are excited to continue growing and expanding Golden Hearts to bring joy to even more people.
This year, chapters can participate in a variety of service activities, including creating hospital activity kits, assembling care packages for unhoused individuals and women's and refugee shelters, and writing letters of encouragement or preparing activity kits for senior centers and elderly communities. Chapters are encouraged to find meaningful ways to demonstrate the core values while making a difference in the lives of others.

**How to participate:**
To participate in the CYC Challenge, your chapter must create an Instagram post that demonstrates one of Cal-HOSA's four core values: Learn, Lead, Serve, or Innovate.
Each submission must include the following:
An activity: Complete an activity that clearly demonstrates the core value your chapter has selected.
An Instagram post: Share a post documenting your chapter's activity. This can be a photo, a carousel of photos, or a video showcasing your chapter's participation. A caption: Explain what your chapter did, how members participated, and how the activity reflects the selected core value. Required tags and hashtags: Tag @californiahosa and include #cyc along with the corresponding value hashtag:

Learn: #cyclearn
Lead: #cyclead
Serve: #cycserve
Innovate: #cycinnovate

Make sure your post clearly shows chapter participation and explains the impact of your activity. Your submission should demonstrate how your chapter put the selected core value into practice rather than simply mentioning it. Chapters may participate in one or more core values. Each value must have its own Instagram post that follows the submission requirements.

**Recognition Awards:**
Cal-HOSA is beyond thrilled to see chapter members engaged with the core values. We hope to highlight your achievements at the State Leadership Conference in April 2027. Chapters whose submissions are approved will receive a ribbon for each core value they successfully complete, which will be awarded at the State Leadership Conference (SLC) in April 2027.

**Rules/Expectations:**
Once your chapter has tagged @californiahosa and put the corresponding hashtag, your submission will be evaluated. If your submission follows the value of learn, lead, serve, innovate, your chapter will recieve a ribbon for that value at SLC. However, if your chapter does not follow the value or does not show chapter participation, then your chapter will recieve a message to resubmit another post entry.

Once your chapter has participated, the advisor or chapter president will submit the #CYC Challenge form only after all values your chapter wanted to participate in is approved.
**Link to form:** CYC Challenge Submission Form

2026-2027

# INITIATIVE

**Outline & Information**

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# What is CYC?

**What is CYC?**

CYC, officially known as Challenge Your Core Values, is an initiative to challenge chapters to exercise the core values: learn, lead, serve, innovate. Since then, we have seen the impact this initiative can make, and we have decided to continue growing and expanding Golden Hearts to bring joy to even more people in our communities. This year, chapters can make an impact through hospital activity kits, care packages for unhoused, womens', and refugee shelters, and letters of encouragement and activity kits for senior centers and elderly communities.

CYC Challenge Submission Form

# How to Participate?

To participate in the CYC Challenge, your chapter must create an Instagram post that demonstrates one of Cal-HOSA's four core values: Learn, Lead, Serve, or Innovate.

Each submission must include the following:
**An activity:** Complete an activity that clearly demonstrates the core value your chapter has selected.

**An Instagram post:** Share a post documenting your chapter's activity. This can be a photo, a carousel of photos, or a video showcasing your chapter's participation.

**A caption:** Explain what your chapter did, how members participated, and how the activity reflects the selected core value. Required tags and hashtags: Tag @californiahosa and include #cyc along with the corresponding value hashtag:

Learn: #cyclearn
Lead: #cyclead
Serve: #cycserve
Innovate: #cycinnovate

# Expectations

Once your chapter has tagged @californiahosa and put the corresponding hashtag, your submission will be evaluated. Every post must represent ~30% of your chapter.

Learn:
Lead:
Serve:
Innovate:

However, if your chapter does not follow the value or does not show chapter participation, then your chapter will recieve a message to resubmit another post entry on Instagram.

Learn must show

# Contact Information

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