



Scholarships 101

Presented By: Studentawards

Facts



- **The average undergraduate student in Canada graduates with \$24,000 worth of debt.**
- **Youth unemployment in Canada was 17% in 2011.**
- **According to Statistics Canada's Youth In Transition Survey, 36% of students who ceased their studies early cited financial reasons.**

Source: Studentawards member base & Statistics Canada





Who's the Poorest of Them All?

Current 2011 university and college students

- 43% estimate annual living expenses to be \$5,000-\$10,000/year
- 56% estimate tuition, books, academic supplies, etc .to be \$5,000 -\$10,000/year

But:

- 77% of students surveyed had less than \$5,000 upon entering first year!

No wonder:

- 77% have to borrow funds to complete their studies (36% : > \$20,000 debt!)
- 33% said it would take five or more years to pay down their debt

The help students are depending on may not be there in 2011:

- 38% thought they'd borrow from their parents or relatives

53% of students report they are working during the school year in order to make ends meet.

How Do I . . .

Find Scholarships Bursaries, and Awards?



- www.studentawards.com: get matched with money for school
- www.fundyourfuture.ca: great financial planning tools here.
- Check your provincial government website for government loans programs. www.ontario.ca
- www.canlearn.ca: provides interactive planning tools to help you make important decisions about saving for, selecting and financing your post-secondary education.
- College/University Financial Aid Office Websites

Studentawards.com:

*We're like a dating service between
YOU and MONEY*



The screenshot shows the studentawards.com website. At the top, there is a navigation bar with links for 'My Dashboard', 'The Forum', 'The Stacks', 'Success Stories', 'Educator Essentials', and 'About Us'. A search bar is also present. The main content area features a large banner for 'THE GREAT CANADIAN SCHOLARSHIPS CONTEST' with a red maple leaf logo. Text on the banner says 'You could WIN 1 of 5 scholarships valued at up to \$1,500 each!'. Below this are several circular icons representing different Canadian regions. To the right of the banner is a 'SIGN UP!' box with the text 'Get personalized information on thousands of scholarships, grants, and cash awards.' and a green box stating 'Students can get a \$70,000 scholarship.' with an 'Apply today' button. Below the banner is a 'FEATURED AWARDS' section listing several contests: 'Great Canadian Scholarships Contest' (5 scholarships valued at up to \$1,500 each), 'Bootsbank Balance Your Life Contest' (One \$5,000 grand prize and 4 prize packages worth \$3,000), 'TD Scholarships for Community Leadership' (20 scholarships across Canada - each scholarship is valued at up to \$70,000), 'Bell Mobility Scholarship' (\$1,500 Scholarship), and 'The "He said... She said... Sending you Back to School in Style" Blog Contest' (1 of 5 \$50 Gift Certificates to Yorkdale Shopping Centre). To the right of the featured awards is a 'TOP PICKS' section featuring 'careerbuilder' with the text 'Find Jobs on Careerbuilder Today!' and 'Get Hired! Search jobs and educate yourself on how to be successful in your job search.' with a 'READ MORE' button. Below this is a 'JOIN THE CONVERSATION' section with a speech bubble icon and the text 'Studentawards now has 2 MILLION members!'.

1. Register at the site
 - Take your time filling out your profile: the more data points selected, the more opportunities with which you can be matched.
2. Schedule time on a regular basis to review awards in your personalized mailbox and apply!
3. Update your profile whenever anything changes in your life.



How Studentawards Helps

Gather information:

We dig, search and scrape the (non-institutional) hard-to-find awards. There are over 10,000 awards worth over \$70,000,000 annually catalogued in our database.

Grow the pool:

We create new scholarships, awards and opportunities for students to find money for school.

Give away cash:

Studentawards *itself* has given away close to \$1,000,000 since 1998 in awards, cash and prizes to students.

The screenshot shows the studentawards.com website. At the top, there is a Target advertisement banner that reads "Target is coming to Canada JOIN US! >". Below this is the studentawards.com logo and navigation menu. The navigation menu includes "My Dashboard", "The Forum", "The Stacks", "Success Stories", "Educator Essentials", and "About Us". The main content area features a large image of a smiling graduate with a pink umbrella. Overlaid on this image is a testimonial: "Studentawards led me to all available awards that match my particular interests!". Below the testimonial is a purple banner that says "SHELTER YOURSELF FROM STUDENT DEBT Sign up today. It's FREE." To the right of the main image is a blue "SIGN UP!" button with the text "Get personalized information on thousands of scholarships, grants, and cash awards." Below this is a section titled "Discover what TOP EMPLOYERS are really looking for." with a "CLICK HERE" button and a CDI COLLEGE logo. A yellow sticky note graphic says "Hint: It's not what you think!" with an arrow pointing to the CDI COLLEGE logo.

Myth:

Scholarships are just for “brainiacs”



Real students do win real money

- There are thousands of scholarships and awards that reward students for non-academic attributes:
 - Being creative
 - Being tall
 - Being nice
 - Volunteering
 - Playing hockey, ringette, soccer, etc
 - Where you live
 - Your heritage or what languages you speak
 - Entering a contest, responding to a survey

The screenshot shows the Student Awards website interface. At the top, it says 'FUND YOUR FUTURE' and 'studentawards.com'. Below that, there are navigation links for 'WIN MONEY FOR SCHOOL', 'APPLY FOR STUDENT CREDIT', 'MANAGE YOUR MONEY', and 'SCOTIABANK SCHOLARSHIPS'. The main content area features a 'BALANCE YOUR LIFE CONTEST' with a grid of categories and points: MONEY (100), HEALTH (100), FUN (100), EDUCATION (100), and SPINS LEFT: 4. A 'START' button is visible. Below the contest, there is a 'MUCHMUSIC SCHOLARSHIP' section with a blue dotted background and text: 'Love Music? Want \$1,000? Our MuchMusic Scholarship could be just what you've been waiting for! If you're a student and a music junkie, then we have some great news for you: MuchMusic is looking for five music fans to give a \$1,000 scholarship to for any area of study! That's right, you don't have to be a music major, but you do have to be majorly into music. Applying is as ridiculously easy and as fun as trying to guess Nicki Minaj's next hairstyle. If you think you deserve a sweet chunk-o-change to the tune of a \$1,000 scholarship, then let's do this! And of course, make sure you're listening to some killer tracks while you work.' An 'APPLY NOW' button is at the bottom.

Apply, Enter, Respond!

If you never participate, you can't win.



Julia Rose

THANK YOU STUDENT AWARDS AND SCOTIABANK! you've made a huge difference in my life, not only once but twice!
First was the money saving tip contest and now I got BIG!
Thank you for the beautiful education package I love love love it!
SIGN UP TODAY PEOPLE, it is life changing and it only takes 10 life changing minutes!

Like · Comment · about an hour ago

Is it worth the effort?



Why Should I Apply?

- **Money** – specifically, money that you don't have to pay back.
- **Resume Builder** – what better way is there to impress your future employer? Awards look great on medical/law school applications as well.
- **Compound Interest** – once you win one award, it acts as a stepping stone for winning others.
- **Personal Satisfaction a.k.a. The Glory** – it's nice to get a little recognition for all your hard work.



What type of students are scholarship providers looking to reward?



In addition to academic success and financial need, scholarship providers look for applicants who can demonstrate:

- **Originality and Passion** – what makes you stand out from all the other applicants?
- **Volunteering & Community Service** – do you give back to the community? Have you volunteered beyond the 40 hour requirement?
- **Leadership and Initiative** – are you a founding member or have you taken an active role in a club or organization?
- **Talent** – are you a Van Gogh? Future Spielberg? Do you have a vision? Scholarships reward fresh thinking and new ideas.
- **Special targeted areas** – specific heritage or cultural background, gender, special needs, geography and more.



8 Tips for Submitting A **Great** Scholarship Application

1. Passion for the Subject



- Prioritize the awards you find in order of personal interest.
- Apply for the awards with subject matter that grabs your interest first—your passion for the subject will be reflected in your application.
- If you have time, apply, apply, apply for all the others you find.



2. Research



- Do the appropriate background work and find out exactly what the specific scholarship is looking for. Every scholarship is unique and you have to tailor your application accordingly.
- Read the rules and regulations!



3. Clarity of Thought



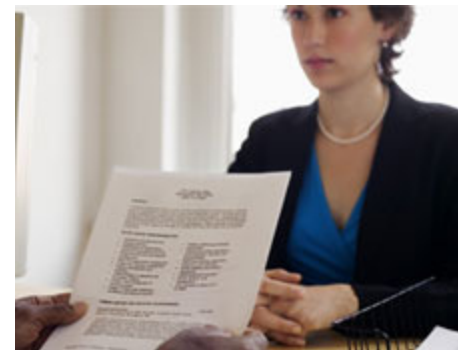
- Be clear and concise. “How” you communicate is just as important as “what” you’re trying to communicate.
- Answer the essay question and only provide relevant information.
- Do not go over the word limit count. In most cases, your essay will be cut off at the word limit and your best ideas won’t be read.
- Have your application proofed before you submit it.



4. Not a Résumé



- Your scholarship application essay is not a substitute for your résumé so don't simply re-write your résumé in essay form.
- Don't list, discuss! Expand on your personal experience by discussing the broader implications of your work or volunteering. Explain how it fits into your future plans.
- Communicate your longer term goals. Scholarship providers want to know they are enhancing the life of a goal-oriented person and their support will help that person achieve their objectives.



5. Structure, Spelling & Grammar



- Be aware of proper essay structure.
- Use Canadian spelling.
- Always double-check your spelling & grammar and have someone proofread your work.



6. References



- Ideally, references should be professionals at your school or an organization that can vouch for your participation. Friends and family should only be used for character references, or as a last resort.
- Assume that the scholarship administrator will check your references. Keep your references informed about potential calls and make sure that their contact information is up to date.
- If the information you submit cannot be verified by your reference, you may have lost your chance at the scholarship AND the possibility of using the reference in the future.
- Watch out what you post at Facebook/MySpace/LinkedIn...you can be sure you will be “Googled” by scholarship administrators!

7. Follow the Instructions



- **Make a checklist of all the elements required for each award--it will help you to stay organized.**
- **Complete every requirement and make sure that you have collected and provided all the requested materials. e.g. don't submit photocopied transcripts when originals were requested—this may be grounds for elimination.**



8. Don't Miss the Deadline



Don't procrastinate

Give yourself plenty of time to fill out the application and to gather required documents (teachers need time to write your reference letters).

Time Management

You usually have to pay a fee to obtain official transcripts and keep in mind that processing might take a few days.

No Exceptions

Don't expect an extension. In order to be fair to all of their applicants, administrators tend to be very strict with their deadlines.

The onus is on you to start your application early and to ***SUBMIT IT ON TIME!***



Other Resources



Studentawards Discussion Forum:

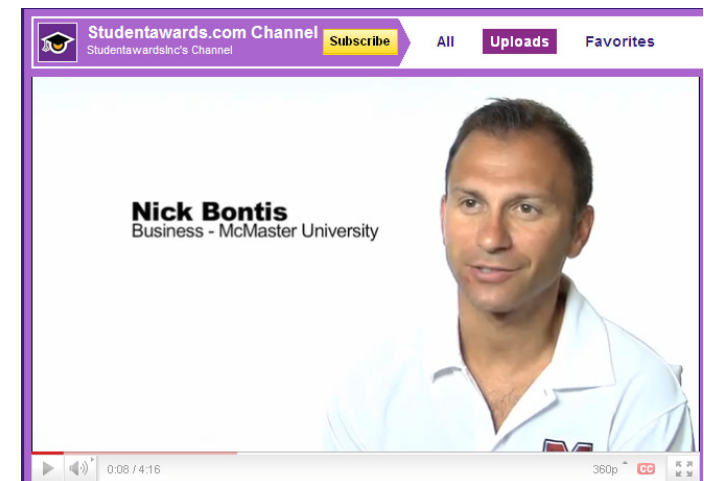
<http://forums.studentawards.com/>

Thousands of discussion threads on topics about Programs, Schools, social lives and everything in between.

Get With Your Program		
Business (12 Viewing) If you want to study how money makes the world go 'round, then this is the forum for you.	5,634	98,636
Education (2 Viewing) ABCs, 123s and beyond... future teachers report here.	179	1,641
Health & Medical Sciences (3 Viewing) Presenting a forum for those who take care of our minds, bodies, and souls.	1,053	16,118
Law Court is in session. If you're a law student looking for a discussion or debate, swear in here.	110	1,539
Math, Engineering & Computer Science (4 Viewing) Whether it's an equation, string of code, or a flux capacitor: if you build it, they will come.	2,412	27,119
Science (2 Viewing) Evolution, solutions, and gravity, oh my!	802	6,471
Social Sciences, Humanities & Arts (1 Viewing) The "ologies" and all fields that help us interpret society and ourselves.	640	4,323

Visit the “Stacks” at Studentawards:

Dozens of articles on time management, exam preparation, plus access to videos from Canada's best professors who talk about what they love about their disciplines, what students struggle with, and what jobs you will find with a degree in their discipline. Everything from Math to Music is discussed.



Sage Advice

Student:Student



1. Time management is key- don't procrastinate.
2. Get involved.
3. Keep up with the reading.
4. Study hard, but also have a social life.
5. Don't be afraid to ask for help.
6. Do not pinpoint an exact career choice at this point (since many of us change our minds within our post secondary years) and just simply go into a field you can succeed in and enjoy.
7. Do what you want, not what is expected of you. Do what makes you happy, and you can spend the rest of your life happy, doing what you love.
8. Forget everything you think you know and open yourself to the whole experience.



Questions?