



Better Business Bureau® Foundation of Northwest Florida, Inc.
912 E. Gadsden Street
Pensacola, FL 32501
850.429.0002 | 850.429.0006 Fax

January 13, 2012

Your Better Business Bureau Foundation of Northwest Florida, Inc. is now accepting applications from area high school juniors and seniors for the BBB® Foundation's 2012 Student Ethics Scholarship program. Nine students from the 14 counties in BBB|Northwest Florida's service area will receive \$1,000 scholarships payable to any accredited college or university located in the United States or Canada.

I have enclosed an entry packet and ask for your support in informing your students of this opportunity. This information may be reproduced and distributed to interested students or downloaded from our Web site at www.nwfl.bbb.org/TorchAward. Completed applications are due to our offices by 2 p.m. March 16, 2012 or postmarked by the same date.

The Foundation will recognize recipients of the 2012 Student Ethics Scholarship program in May in conjunction with the BBB Torch Awards for Marketplace Ethics, honoring area businesses and charities and the Customer Service Excellence Award, recognizing individual employees and volunteers. Scholarship recipients and a school representative may attend the awards ceremony as guests of the BBB Foundation.

Please feel free to contact me at 850.429.0002 if you have any questions. Thank you for your support of this program.

Sincerely,

Norman Wright
President

Enclosure



Scholarship Application

BBB® Foundation Student Ethics Scholarship

The BBB Student Ethics Scholarship Award program recognizes college-bound students who personify high ethics as demonstrated through leadership, community service, overall personal integrity and academic history. Nine \$1,000 scholarships will be awarded on behalf of the scholarship recipients to an accredited college or university.

Guidelines:

- Applicants must be residents of the United States and plan to attend an accredited college or university in the United States or Canada.
- Applicants must be high school juniors or seniors within BBB|Northwest Florida's service area*. Non-selected juniors who submit entries may re-apply as a senior.
- Decisions of the selection committee judges are final.
- Applicants should include the completed entry form and three letters of recommendation: e.g. church, school official, employer or community leader (300 words or less).
- Response to essay question should be typed, single spaced, on 8.5" x 11" paper.
- Copies of an original high-school transcript are acceptable for academic criteria.
- Applicants should retain a copy of their completed entry for their records.
- All submitted entries become the property of the BBB Foundation of Northwest Florida, Inc.

Criteria:

Students should demonstrate their commitment to highly ethical behavior and provide documentation in the following areas:

- **Leadership** - Describe any extra curricular work or school-related activities. Include awards and honors or offices held.
- **Community Service** - Describe activities outside of school and within your community, such as religious or special community activities.
- **Academic** - Describe your post-secondary education plans and enclose a copy of your most recent transcript.
- **Essay** - *"If character is instilled in leaders, leaders are more likely to act in an ethical way; right is right, even if everyone is against it; and wrong is wrong, even if everyone is for it."*

Write a concise essay (not to exceed 500 words) on your response to the following:

- Why do you consider yourself a passionate character builder?
- Why is character building so essential to you?
- How do you propose to motivate and help others to join you as a passionate character builder?

Winners of the Student Ethics Scholarship are asked to read their essay at the Torch Award luncheons to be held in May 2012.

*BBB|Northwest Florida serves Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton and Washington counties in northwest Florida.



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Scholarship Application

Full Name _____

Address _____

City _____ State _____ Zip _____

Home Phone (____) _____ Age _____ Anticipated Graduation Date _____

High School _____

Please provide information requested:

- Completed application entry form
- Three letters of recommendation
- Supporting Documentation
 - Leadership
 - Community Service
 - Academic
- Copy of your most recent transcript
- Essay

Deadline

Entries must be postmarked or delivered no later than 2 p.m. Friday, March 16, 2012.

Mail or deliver completed application packet to:

Norman Wright, President
BBB Foundation of Northwest Florida, Inc.
912 E. Gadsden Street
Pensacola, FL 32501

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Start With Trust[®]

**2012 Torch Award for Marketplace Ethics,
Customer Service Excellence and
Student Ethics Scholarship**