



BBB® Charitable & Educational Fund, Inc.

1434 Cleveland Ave NW

Canton, OH 44703

330.454.9401

December 5, 2024

Dear School Administrator,

Board of Directors

Teresa Fox - Chair
Walsh University

John Richard – Treasurer
Stark Education Partnership

Frank Cilon
BBB CEO

Dan Lowmiller – Past Chair
Stark County Education Service
Center

Barbara Bennett
Barbara H. Bennett, LLC

Michael Ruffing
BBB Board Chair

Whitney Reinhart
Marathon Petroleum

The Better Business Bureau awards \$6,500 in scholarships to area students each year for the **BBB Life Lessons Essay Contest**. This theme-based essay contest challenges students to reflect on living a life of integrity and ethics. **The BBB Charitable & Educational Fund, Inc.** sponsors the contest recognizing outstanding youth that best demonstrates, through reflection, what living a life with ethics and integrity truly looks like. **This scholarship is open to all high school seniors, with no grade point requirement.**

We would like to invite your high school seniors to participate in the 2025 contest themed “**AI’s impact on core values**”. The BBB’s 3 essential core values are ethics, integrity, and trust. Students should describe how artificial intelligence (AI) can impact these core values. What responsibilities do you have as a student related to AI? Students should share a positive or negative personal experience describing when AI has impacted these core values.

Here are the guidelines for the contest:

- Available to any **high school senior** located within the Canton Region & Greater West Virginia BBB’s 64 county service area listed below.
- There is no minimum GPA required to apply for this scholarship.
- Scholarship funds must be used to attend a career/technical, college, university, or trade school after high school graduation.
- Scholarships will be awarded to the top six essays.
- Scholarships range from \$500 up to \$2,500.

Students may begin submitting entries from January 6, 2025 – March 7, 2025. Essays will primarily be judged on their content and the best overall use of the contest theme to describe a life lesson.

We hope that by encouraging your students to apply for the **BBB Life Lessons Contest** they will benefit through building and strengthening their self-narrative writing skills, inspiring them to discover ethical core values, and encouraging meaningful discussions promoting ethics in the community.

For more information and deadlines on the **BBB Life Lessons Essay Contest**, please log on to bit.ly/CantonBBBLifeLessonsEssayContest

Thank you for sharing this information, and for all the hard work you do to inspire your students to succeed at school and in life.

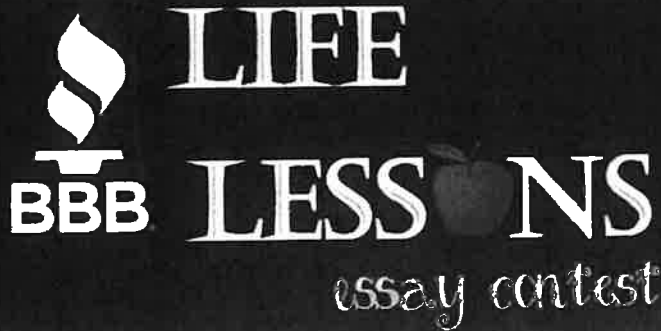
Sincerely,

Teresa Fox
BBB Charitable & Educational Fund Board Chair

Students are eligible from the following counties:

Ohio: Belmont, Carroll, Guernsey, Harrison, Holmes, Jefferson, Monroe, Morgan, Noble, Stark, Tuscarawas, Washington.

West Virginia: Barbour, Boone, Braxton, Brooke, Cabell, Colhoun, Clay, Doddridge, Fayette, Gilmer, Grant, Greenbrier, Hampshire, Hancock, Hardy, Harrison, Jackson, Kanawha, Lincoln, Lewis, Logan, Marion, Marshall, Mason, McDowell, Mercer, Mineral, Mingo, Monongalia, Monroe, Nicholas, Ohio, Pendleton, Pleasants, Pocahontas, Preston, Putnam, Raleigh, Randolph, Ritchie, Roane, Summers, Taylor, Tucker, Tyler, Upshur, Wayne, Webster, Wetzel, Wirt, Wood, Wyoming.



About the contest

BBB Life Lessons is a theme-based essay contest that challenges students to reflect on living a life of integrity and ethics. The essays are submitted online and reviewed by a panel of judges. The top six essays are then awarded scholarships ranging from \$500 - \$2,500. Go to bit.ly/CantonBBBLifeLessonsEssayContest to learn more.

What are the benefits?

- Helps build and strengthen self-narrative writing skills.
- Great practice to increase SAT writing test scores and college entrance essays.
- Promotes healthy inner reflection and cognitive awareness of one's actions.
- Encourages students to act ethically in life.
- Provides scholarship opportunities for all high school seniors regardless of current GPA or method of further education.
- Inspires young people to discover for themselves ethical core values.
- Encourages students to have meaningful discussions with parents and teachers about ethical values and lasting impact.
- Winners are awarded scholarships ranging from \$500 - \$2,500.
- Helps students better understand the Better Business Bureau organization's mission and our role in promoting business ethics in the community.

Who can enter?

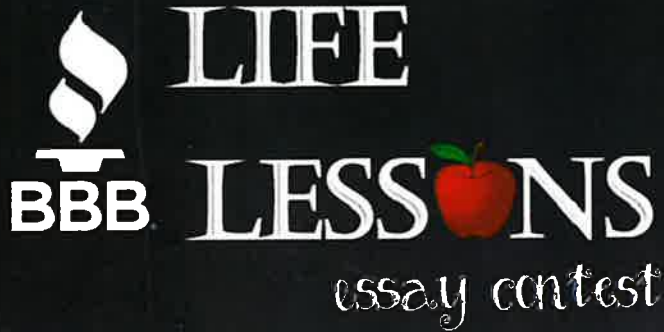
The BBB Life Lessons Essay Contest is available to any **high school senior** living in or attending a high school located in the state and counties listed below. There is no minimum GPA requirement to apply for this scholarship. Scholarship funds must be used to attend a career/technical, college, university, or trade school after high school graduation.

Ohio: Belmont, Carroll, Guernsey, Harrison, Holmes, Jefferson, Monroe, Morgan, Noble, Stark, Tuscarawas, Washington.

West Virginia: Barbour, Boone, Braxton, Brooke, Cabell, Colhoun, Clay, Doddridge, Fayette, Gilmer, Grant, Greenbrier, Hampshire, Hancock, Hardy, Harrison, Jackson, Kanawha, Lincoln, Lewis, Logan, Marion, Marshall, Mason, McDowell, Mercer, Mineral, Mingo, Monongalia, Monroe, Nicholas, Ohio, Pendleton, Pleasants, Pocahontas, Preston, Putnam, Raleigh, Randolph, Ritchie, Roane, Summers, Taylor, Tucker, Tyler, Upshur, Wayne, Webster, Wetzell, Wirt, Wood, Wyoming.

BBB® Charitable & Educational Fund, Inc.

1434 Cleveland Ave NW · Canton, OH 44703 · Phone: 330-454-9401 · Fax: 330-456-8957



Theme and Expectations

The theme for the 2025 essay contest is **'AI's impact on core values'**. The BBB's 3 essential core values are ethics, integrity, and trust. Students should describe how artificial intelligence (AI) can impact these core values. What responsibilities do you have as a student related to AI? Students should share a positive or negative personal experience describing when AI has impacted these core values.

Essays should clearly demonstrate the use of the theme topic.

- The essay must relate to a life experience and demonstrate self-reflection and learning.
- The essay should be original and connect with and evoke emotion in the reader.
- Essays should be easy to read, clearly written, and flow smoothly.

Submitting Essays and Contest Deadline

Students may begin submitting entries starting January 6, 2025. All entries must be **submitted online no later than midnight on Friday, March 7, 2025**. No entries will be accepted after the deadline date. Essays should not exceed 1,000 words, typed, and double-spaced. **There should be no header or personally identifiable information within the essay**. Students are asked to submit an electronic version of their essay, along with a completed entry form using the Google form on our website bit.ly/CantonBBBLifeLessonsEssayContest

Judging Criteria

Essays will primarily be judged on their content and the best overall use of the contest theme to describe a life lesson. Some importance to presentation and mechanics of writing will be considered in judging to the extent that thoughts within the essay are clearly understood. In instances where content has equal merit, the essay that is better written or presented will be given a higher score.

Prizes & Winners

Scholarships will be awarded to the top six submitted essays. Amounts are indicated below. Winners will be recognized by receiving a certificate of recognition and a scholarship award. Scholarship amounts will be paid in July to the college, university, tech, or trade school the student will be attending after high school graduation. Prize awards: 1st place \$2,500, 2nd place \$1,500, 3rd place \$1,000, 4th place: \$500, 5th place: \$500, 6th place: \$500.

Questions? Contact Amanda Tietze at 330-454-9401 x 119 or bbblifelessonscontest@cantonbbb.org

BBB® Charitable & Educational Fund, Inc.

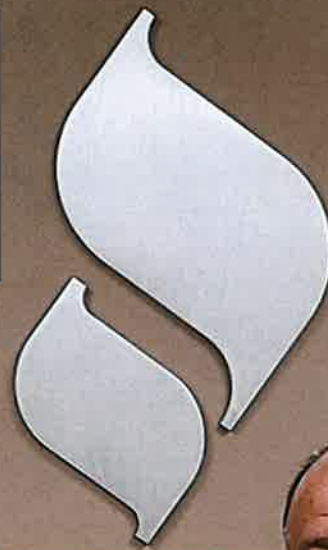
1434 Cleveland Ave NW • Canton, OH 44703 • Phone: 330-454-9401 • Fax: 330-456-8957



LIFE

LESSONS

essay contest



BBB



No Minimum GPA Required

Open to all high school seniors located in the BBB's 64 county service area

Funds can be used for career, technical, college, or trade school

Scholarships range from \$500 to \$2,500



SCAN ME



BBB® Charitable & Educational Fund, Inc.

1434 Cleveland Ave NW · Canton, OH 44703

Phone: 330-454-9401 · Fax: 330-456-8957

bit.ly/CantonBBBLifeLessonsEssayContest