What is your BIG WHY?

Keller Williams Social Equity Scholarship

Who is eligible?

Graduating seniors in the Class of 2025 currently enrolled in a Madison County high school and will be attending full time at a college or trade school in fall of 2025. The $500 scholarship will be paid directly to the college or technical school.

Deadline

All applications and essays must be given to a Guidance Counselor by Friday, April 4, 2025 12:00 p.m.

Judges & Overall Criteria

The Keller Williams Social Equity Committee will consider applicants' scholastic achievement, participation and leadership in school and community activities, moral character and future goals. We are looking for a deserving student who embodies the characteristics of promoting "Diversity, Equity and Inclusion" in their personal life, as well as, the community. All applicants must submit a completed application, a 500 word essay and one non-family letter of recommendation (e.g. teacher, counselor, coach, employer, etc.).

Essay Criteria

"The BIG WHY is about having a purpose, a mission, or a need, that in turn gives you focus." Sometimes your WHY is just for today and sometimes it's a larger, more long-term solution. Examples could include sports, family, work, service, friends, art & music, etc. Your BIG WHY is the reason you get out of bed each morning. It's the thing that keeps driving you. That no matter what obstacle or curve ball life throws at you, you will keep pushing because your WHY is so BIG that nothing is going to stop you. How does your BIG WHY play a role in social equity and how will continuing your education allow you to make a difference?

Essays must be titled "What is My Why?' and 500 words (typed or neatly handwritten).