



ABOUT THE SCHOLARSHIPS

From eligibility requirements to deadlines, here's the basic information you need to know to apply for a scholarship!

Better Business Bureau (BBB®) Wisconsin awards scholarships to Wisconsin high school students who have demonstrated character, leadership, and ethical values. The scholarships will be awarded for post-high school education at any Wisconsin-based accredited college beginning in the fall of 2025, including community and technical colleges. As the scholarship recipients pursue their careers, BBB Wisconsin hopes to develop future business leaders who will promote ethics in the Wisconsin marketplace.



"Being able to question whether something is right or wrong questions your moral convictions, and having integrity should automatically shift your mind to thinking about being right in all situations."

- Larron
2018 BBB Students of
Integrity recipient

Funding for the BBB Students of Integrity Scholarship Program is provided by the generous support of donors to the BBB Wisconsin Foundation.

ABOUT THE SCHOLARSHIPS

Scholarship Amount

There are a total of 15 scholarships, each in the amount of \$2,500.00.

Eligibility

To be eligible for this award, the student must:

- Be a high school senior
- Be a Wisconsin state resident
- Have a 3.0 GPA or show consistent GPA improvement over time
- Plan to attend a Wisconsin-based accredited Higher Education institution (two or four year)

Judging Criteria

Entries will be reviewed by a panel of judges comprised of Wisconsin business leaders and members of the academic community and scored based on five elements:

- Essay (60%)
- Letters of reference (20%)
- Community involvement/employment (5%)
- Academics (10%)
- First generation students (5%).

Application Deadline

Applications are due on
February 28, 2025 by 4:00 p.m.

All letters of reference must be submitted and received by this time.

Apply Online

Use our online application form at
bbbscholarships.org.

If you are unable to submit your application online, get in touch with us for a printed copy.

Awards Luncheon

The 2025 scholarship recipients will be invited to attend this year's luncheon at the Italian Community Center in Milwaukee. Each scholarship winner will receive one guest ticket, and an additional ticket can be purchased at a discounted price. We encourage students to invite their parents/guardians because we will also honor them during the luncheon.

APPLICATION CONTENTS

Section 1: Applicant Information

Provide basic applicant information including the name of your high school, as well as contact information for your school counselor and parent/guardian.

Section 2: Community Involvement/Employment

- List any volunteer or community engagement or activities you have participated in, whether at school or within your community.
- List any awards/honors you've received or offices held and length of participation.
- Provide basic information about any employment/work experience you've had during high school.

Section 3: Letters of Reference

Provide contact information for two (2) letters of reference. You'll want to select two individuals who aren't related to you and can speak about your integrity and character.

Your letters of reference will be submitted separately from your application. You will only need to provide the contact information. We will send an email to your references with instructions on how to submit their recommendations.

Reach out early to make sure your references have sufficient time to meet the **February 28, 2025** deadline. You will receive a confirmation email when each letter of reference has been received and completed.



"Going in to the future, I hope to apply the principles of integrity I have learned during my schooling, relationships, and future career."

- Grace
*2018 Students of Integrity
Scholarship recipient*

QUESTIONS?

Email us at
scholarship@wisconsin.bbb.org.

APPLY TODAY

Visit bbbscholarships.org
for details and to apply online.
Deadline: February 28, 2025
at 4:00 p.m.

Section 4: Academic

- Upload your school transcripts
- Provide your SAT or ACT scores with an official test score copy

Section 5: Essay

Students have the option to submit a personal essay in either written, video, or audio format. The essay must be less than 500 words, or be less than two minutes for audio/video submissions. Anything over 500 words or two minutes will not be considered. All submissions are considered using the same criteria. There is no advantage to submitting your essay in one format over the other.

The following essay prompt should be answered in the essay, video, or audio entry:

- Describe a unique situation where your moral convictions and personal ethics were challenged, and you made the difficult decision because it was the right things to do, despite the possible consequences.
- In your response, be sure to address the following questions:
 1. How did you come to this decision and what was the outcome?
 2. What did this situation teach you?
 3. What or who has influenced the development of your integrity?

Check out our FAQ section to see our essay scoring guide.

Section 6: Post Secondary Plans

- Provide the name of the college you plan to attend and your intended major.
- Describe what you plan to achieve with your college education.

Click “submit” and you’re done - it’s that easy!

If all sections aren’t included, your application won’t be eligible for consideration.

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for details and to apply online

Deadline: February 28, 2025 at 4:00 p.m.

QUESTIONS?

Email us at
scholarship@wisconsin.bbb.org

FREQUENTLY ASKED QUESTIONS

The Scholarship

Q. How many scholarships are available?

A. Each year, BBB Wisconsin awards students with a \$2,500 scholarship each.

Q. I don't have the best grades/I didn't score very well on my ACT/SAT, should I still apply?

A. Of course! Keep in mind that our scholarship awards students for their integrity. Top grades and test scores do not automatically mean a student has integrity. Having average grades does not mean that a student lacks integrity.

Q. My school offers few or no AP classes. Will this affect my application?

A. No, this will not have any effect on your application. We recognize that not all schools have the same resources or are able to offer all the same classes.

Q. I am planning on going to a community college/technical school. Am I still eligible?

A. Yes, and we highly encourage you to apply! BBB Wisconsin recognizes that community colleges and technical schools offer valuable career opportunities that are important to the many industries of our state. Two of the 15 scholarships are designated for students attending two-year colleges or tech schools.



"The core of integrity is selflessness, which is why it is so difficult to achieve. But, by making ethical choices, we gain people's trust and are better able to serve others."

-Ella
2022 Students of Integrity
Scholarship recipient

QUESTIONS?

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scholarship@wisconsin.bbb.org

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for details and to apply online.
Deadline: February 28, 2025
at 4:00 p.m.

The Application

Q. Do I have to submit my application online?

- A. We prefer electronic entries, but if you are unable to submit your application online, get in touch with us for a printed copy:

Better Business Bureau Wisconsin
ATTN: Scholarships
10019 W. Greenfield Ave.
Milwaukee, WI 53214

Q. When is the application due?

- A. The student application and all letters of reference need to be submitted by February 28, 2025 at 4:00 p.m. We encourage you to submit your application early so that the individuals writing your letters of reference are notified with enough time to submit their letters before the deadline.

Q. Why do I have to provide my congressional district?

- A. Because we serve our entire state, BBB Wisconsin wants to make sure our outreach covers all of Wisconsin based on population density. We use the congressional districts as an easy guideline to identify which regions the students represent.

Q. How will my application be scored?

Essay (60%)
Letters of Reference (20%)
Community Involvement/Employment (5%)
Academic (10%)
First Generation (5%)

Q. What do I have to discuss in my essay, video, or audio submission?

- A. You will be asked to describe a unique situation where your moral convictions and personal ethics were challenged, and you made the difficult decision because it was the right thing to do, despite the possible consequences. In your response, be sure to address the following questions:
- How did you come to this decision and what was the outcome?
 - What did this situation teach you?
 - What or who has had an influence on the development of your integrity?

Q. How is the essay scored?

Your submission will be scored based on the following criteria:

- The student's understanding of integrity (12pts)
- The structure of the essay (12pts)
- The relevance of the essay (12pts)
- The essay correctly answers the questions (12pts)
- The originality of the essay (12pts)

Q. Does it matter which format I use to submit my personal essay?

- A. No, the personal essay submissions will be judged equally and you will not be penalized for choosing one format over the other. We wanted to give students more options on how to tell their personal story and so you should pick whatever format you feel will represent your story the best.



"Integrity has always been an important part of my life, and to be recognized for this is something that I am proud of and very much appreciate. This generous award will be very helpful for my future college endeavors."

- Aidan, 2021 Students of Integrity Scholarship recipient

CHARACTER ETHICS

What do we mean when we talk about integrity and character ethics?

BE PRINCIPLED AND GENUINE

1. Seeking Wisdom

Seek something greater than intelligence or knowledge; seek wisdom, knowing what's right and true. (Traits: principled, prudent, contemplative and humble)

2. Trustworthiness

Be counted on to stay true to my beliefs. (Traits: genuine, reflective, self-aware and dedicated)

3. Integrity

Do what I say I will do. (Traits: reliable, consistent, predictable and orderly)

4. Honesty

Tell the truth, but with compassion for the feelings of others. (Traits: discrete, discerning)



"The moments that define my character and morals more than any other lies in the mistakes I have made and the emotions they have unveiled."

- Hang
2018 Students of Integrity
Scholarship recipient



At BBB Serving Wisconsin, we look at several ethical principles divided into four leadership descriptors:

**Be Principled & Genuine,
Value Others,
Seek Results, and
Display Growth**



VALUE OTHERS

5. Respect

Treat others as I would want to be treated. (Traits: inclusive, engaging and honoring)

6. Compassion for Others

Be kind to others, even if it's not deserved. (Traits: kind, gentle, patient, encouraging, benevolent and generous)

7. Forgiveness

Be willing to forgive others, even when undeserved, and ask humbly for others to forgive me. (Traits: patient, grateful and merciful)

8. Unity

Build relationships that foster harmony and collaboration. (Traits: reconciler, integrator and collaborator)

9. Learning & Mentoring

Grow in wisdom and pass it on. (Traits: curious, creative, teachable, inspirational)

10. Serving & Leadership

Put the success of others and the group above myself. (Traits: selfless, optimistic, future-oriented, visionary)

11. Honoring Authority

Respect legitimate boundaries for behavior. (Traits: dutiful, law-abiding, civil)

SEEK RESULTS

12. Justice

Uphold truth, expose error and correct wrongs. (Traits: impartial, unbiased, diligent, decisive)

13. Courage

Consistently and persistently act on my strong convictions. (Traits: tenacious, determined, unwavering, strategic, resilient, grit)

14. Accountability

Scrutinize myself and welcome the scrutiny of others. (Traits: open, upfront, self-disclosing, transparent)

5. Stewardship

Live as if I will eventually reap what I sow. (Traits: careful, ordered, generous, astute, watchful)

16. Seeking Council

Seek advice from others who have astute wisdom, particularly when confronted with ethically ambiguous issues. (Traits: thoughtful, curious, discerning)

17. Responsibility

Fulfill my personal responsibilities as a good citizen. (Traits: self-governing, self-controlled, self-disciplined)

18. Excellence

To be and do my best work every day. (Traits: enthusiasm, focus, determination, consistency)

DISPLAY GROWTH

19. Maturation

Learn from experience and seek personal improvement over time. (Traits: positive change, healthy growth, wise choices)

20. Transformation

Exhibit consistent, positive and intentional commitment to higher character. (Traits: high character, ethical, conscientious, healthy growth, wise choices)

Better Business Bureau®

Serving Wisconsin

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