

2020-2021 SWY Scholarship Frequently Asked Questions



2020-2021 Scholarship Topic: *Creatively and thoroughly express how obtaining this scholarship will help you define your legacy and make a positive impact on others.*

1. What is SWY? S.W.Y., also known as Starts With You, is non-profit organization founded to financially support African American students who are seeking higher education, as well as those pursuing entrepreneurial goals. S.W.Y. aims to create more African American CEOs and business owners to serve as role models for generations to come.
2. Who is eligible to apply? The S.W.Y. Scholarship is open to African American students graduating high school in 2020 with a minimum GPA of 2.70. Applicants must be a United States citizen or permanent resident. Candidates must enroll in an accredited undergraduate program within the U.S. for the 2020-2021 school year. The program must be at an accredited college, university, technical college, or vocational/trade school. Family and friends of S.W.Y. affiliates are ineligible to apply.
3. What is the amount of the scholarship? S.W.Y. will award one winner with a \$1,000.00 scholarship.
4. When is the application period? The application period begins February 18, 2020 and ends April 18, 2020, 11:59 p.m., CST.
5. When will the winner be announced? The winner will be contacted and announced by May 18, 2020. The respective high school will also be notified in the event of an acknowledgement ceremony.
6. How will the winner receive payment? Payment will be made directly to the college, upon proof of Fall 2020 enrollment.
7. How can candidates submit their application? Applications are only accepted online. Please visit www.swyfoundation.com and click "Apply" under the Scholarships section.
8. Does the submission have to be in a particular format? Submissions are expected to be in a format the applicant can best convey their creativity. This can include, but is not limited to, an essay, video, PowerPoint, etc.,
9. How will the submissions be judged? The S.W.Y. Founder and Board of Directors will judge submissions based on Creativity & Attractiveness, Grammar, and Content.
10. How can I contact SWY if I have more questions? Feel free to email us at swyfoundation@gmail.com.