

Wendy & Matt McDermott Social Impact Scholarship

The Wendy & Matt McDermott Social Impact Scholarship is a \$4,000, unrestricted award given to a student who has shown an interest — through their school work, volunteering, internships, etc. — in using advertising, marketing, or design to help civic, nonprofit, or education clients. In other words, this scholarship is for a student who's committed to using creativity to improve our communities, our society, and the world at large.

\$4,000 Value

2/7/24 Deadline

Essay Required



Special thanks to **Humble & Wallop** for their generous contributions and support.

The Wendy & Matt McDermott Social Impact Scholarship is supported by AAFB and Humble & Wallop. To be considered for this \$4,000.00 scholarship, a student must meet the following qualifications:

Eligibility

- Be a full-time undergraduate student in good academic and social standing with a minimum 3.0 GPA
- Be currently enrolled full- or part-time as a freshman, sophomore, junior, or senior at a college or university in Maryland
- Be pursuing a creative-focused role in design, marketing, or advertising, including but not limited to graphic design, UX, public relations, strategy, content creation, etc.
- Preference will be given to students who are members of an AAF chapter

Requirements

- Must be a U.S. citizen
- Essay required detailing how you've shown an interest — through their school work, volunteering, internships, etc. — in using advertising, marketing, and design to help civic, nonprofit, or education clients (min 300 words)
- Copy of academic transcript (current overall GPA of 3.0 or higher) required

To apply, email all required materials to scholarships@baltimoreadvertising.com

by 11:59 PM EST, Feb 7, 2024.

baltimoreadvertising.com/scholarships