



ACHIEVE

PCCU SCHOLARSHIP PROGRAM



**PRAIRIE
CENTRE**
Credit Union

YOUR CHALLENGE

As 2020 was a year of change and disruption, we'd love to hear your ideas as to how PCCU can RETHINK student banking services. We want you to create your presentation on innovative ideas around building tools PCCU can provide you with to help plan your financial future. What do you need that you don't see any other Financial Institution offering and how can PCCU bring better value to students?

HOW
CAN YOU
SCORE
SOME
BIG
POINTS?

Unique-ness & Creativity

Is there something out there already like it, or is your idea the first of its kind?

Clarity & Organization

Is it easy to understand how your idea provides a benefit to the intended user?

Effort & WOW Factor

Think outside the box when creating your video. Feel free to use still images, audio, music, or any other video techniques to convey your idea(s).

Quality of Submission

Entries that have poor audio quality or low screen resolution will be docked points. There is no requirement around minimum or maximum length for your video. It should be long enough to get your ideas across without losing your viewers interest.

A GREAT OPPORTUNITY TO PRESENT YOURSELF.

Knock our socks off with a video and you could win your share of **\$13,500.**

The top two scoring entries will each be awarded a **\$3,500** scholarship.*

PCCU will also award up to **13 x \$500** scholarships for the runner-up submissions.

Scholarship winners must be willing to participate in any subsequent promotional or media coverage.

*PCCU will not award more than one \$3,500 scholarship to any school.

IMPORTANT

Entry submissions are due by **Monday, May 3rd, 2021.**

Helpful Tips for Applicants

Don't have access to a video camera? No problem, use your smartphone! Once your footage has been gathered, you can use a variety of video programs to complete your presentation, such as Movie Maker or iMovie.

Don't forget to be creative!

You can submit your video one of two ways:

- 1.** Upload it onto a memory stick and drop off at any PCCU branch. Ensure it's placed in a sealed envelope labeled "Attention: Marketing", and include your return address so we can get your memory stick back to you!
- 2.** Upload your video to YouTube. It can be a Public or Unlisted video. Email your video link to: Achieve@pccu.ca

CRITERIA

ACH!EVE is open to all Grade 12 students in one of the following schools who are pursuing any type of post-secondary education for a minimum of one year full-time studies (proof of enrollment will be required).

- **Beechy**
- **Delisle**
- **Dinsmore**
- **Eatonia**
- **Elrose**
- **Eston**
- **Herbert**
- **Kyle**
- **LCBI**
- **Loreburn**
- **Lucky Lake**
- **Outlook**
- **Rosetown**
- **Spiritwood**

Students must achieve a 70% minimum for \$3,500 scholarships.

Students must achieve a minimum of 50% to qualify for runner-up scholarships of \$500. If minimum marks are not achieved, the scholarship money will be allocated towards education and / or youth initiatives in the PCCU trading area within the calendar year.

Student submissions will be viewed by a panel where they will be scored. Submissions must receive a minimum score to be eligible for a scholarship. If no one from your school sends in a submission or the minimum score is not met on any entries, no scholarship will be awarded. All submissions may be used in part, or in whole, for marketing purposes. Student will be given full recognition if their work is used.

