



THE
PR Trust®

FUTURE COMMUNICATORS
FOUNDATION

SCHOLARSHIP GUIDE
FOR SPONSORS



The Future Communicators Foundation builds on The PR Trust's commitment to providing aspiring young professionals with learning opportunities and outreach programs that foster communication skills around social justice, sustainability, and civil society.



Welcome to the Future. The PR Trust is proud to cultivate tomorrow's communications leaders through the **Future Communicators Scholarship.**

We **partner with sponsors** to provide the financial means to facilitate personal and professional growth in communications. Together we provide scholarships that fund academic and professional development.

Building Employment Pathways

Are you an Agency, sponsor, or senior professional in communications and public relations? The PR Trust seeks sponsors along with media and professional partners for its Future Communicators Scholarship.

Empowering Effective Higher Education

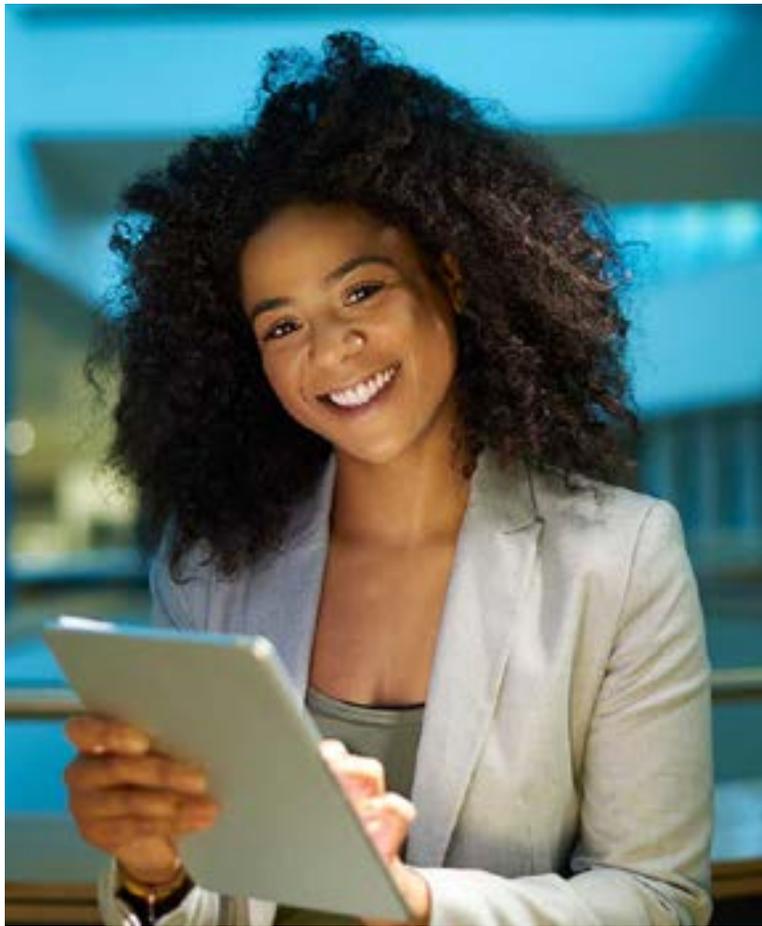
Would you like to learn how you and your organisation can enable and empower students? The PR Trust seeks sponsors, media, and professional partners who care for the future of the communications profession, and who can provide material, media, and/or financial support for scholarships in their region.

Aims of the Scholarship Program

- *Cultivate tomorrow's communications leaders by facilitating personal and professional growth;*
- *Encourage applicants to tackle problem-solving in education, health, and civil society through effective communications;*
- *Establish pathways for employment and experience from classroom to boardroom.*

Sponsor Benefits of the Program

- *Develop an effective and supportive relationship with up-and-coming communications and public relations **talent**;*
- *Learn from upcoming cohort experience and **gain insight** into generational approaches and trends;*
- *Establish **relationships** with communications professionals in higher education;*
- ***Global recognition** for supporting innovative students seeking to do social good through communications.*



The Future Communicators Scholarship

- The **Future Communicators Scholarship** recognises innovative senior students *or* young professionals by rewarding the best mock campaign for a low-resource, wide-reach communications initiative that benefits local communities.
 - The Scholarship is thematic, with a yearly focus on mission objectives in sustainability, health, climate, civil society, and social justice.
 - Along with organising and facilitating sponsored scholarships, **The Future Communicators Foundation** provides its own annual bursaries, with a focus on young scholars and aspiring professionals in developing countries and underserved communities. The Future Communicators Foundation was launched with a \$100,000 USD donation in 2022, part of overall funding provided to The PR Trust by its Founder, Allard W. van Veen.
-

Get Inspired, Be Involved

Visit: www.futurecomms.org
www.theprtrust.org

Email: contact@futurecomms.org

Program Details

Timing	Annual scholarship
Eligibility	For senior undergraduates <i>or</i> young professionals
Languages	English (program language) Campaigns in any language

Sponsor and/or Media Partner Criteria

- *Sponsors:* financial capacity to fund at least one scholarship per year at US\$ 2500 minimum over four years;
- *Media partners:* annual exposure of scholarship call for entries and recognition of recipients;
- Passion, commitment, and interest in supporting communications students from diverse backgrounds;
- Enthusiasm for becoming part of a global team with an ongoing mission of supporting education and learning opportunities in communications that benefit a sustainable, global society.

Express your interest by sending us...

- links to your organisation;
- a brief expression of interest.

Write to us at: contact@futurecomms.org

Student Requirements and Recognition

- There is no entry fee for students.
- Any senior student (3rd or 4th year) in the applicable Department may enter.
- A student may enter in successive years (maximum twice).
- Students must submit a mock campaign for a low-resource, wide-reach communications initiative that benefits local communities and addresses the annual theme.

Awardees receive:

- *Recognition Certificate* provided by the FCF and PR Trust with placement of the Sponsor's logo alongside that of The PR Trust and the Future Communicators Foundation.
- *Mentorship Meeting* with an industry mentor, provided by the sponsors and the FCF.
- *Global Cohort Awards Ceremony*. Students, sponsors and The PR Trust/FCF executive gather globally each year for a cohort Awards ceremony online.
- *Local Awards Ceremony*. Sponsors present the Scholarship recipient with the Certificate of Recognition.
- *Media recognition* through the FCF and PR Trust's media partners.

About The PR Trust

"Communication creates the conditions for, and drives, social change: in health care, economic development, environmental responsibility, responsible government and all human activities affecting world communities."

— Allard W. van Veen, Founder of The PR Trust

The PR Trust believes that good communications drives positive social change, and that transparent and trusting communications are at the core of a compassionate and sustainable global society.

The PR Trust offers knowledge and networking opportunities, student scholarships and global recognition through awards programs that elevate and empower aspiring professionals and young leaders.

Founded in 2014, The PR Trust is a 501(c)(6) non-profit organization. Our Board of Trustees is Chaired by Richard Tsang (Hong Kong), with Andreas Fischer-Appelt (Germany), Peter Finn (USA), Madan Bahal (India), and Founder Allard W. van Veen (Canada).

The PR Trust® is a Registered Trademark.



The PR Trust

*Fosters the communications profession through
education outreach.*

*Promotes the value of communications for social
and economic development by supporting learning
opportunities.*