



THE  
**PR Trust**®

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FUTURE COMMUNICATORS  
FOUNDATION

SCHOLARSHIP GUIDE  
FOR STUDENTS



*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.**

Along with our university and agency partners, we provide the financial means to facilitate personal and professional growth in communications. Together we provide scholarships that fund academic and professional development.

#### **Empowering Effective Higher Education**

*Are you a senior student in communications, journalism, public relations or related field?* The PR Trust provides financial support and mentorship to innovative students through its Future Communicators Scholarship, in partnership with select universities and agency sponsors.

#### **Building Employment Pathways**

*Would you like to apply your studies to practical aims and purposes in the world?* The Future Communicators Scholarship offers the opportunity to receive feedback and mentorship along with financial support, keyed to issues in social justice, civil society, and health.

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#### **Aims of the Scholarship Program**

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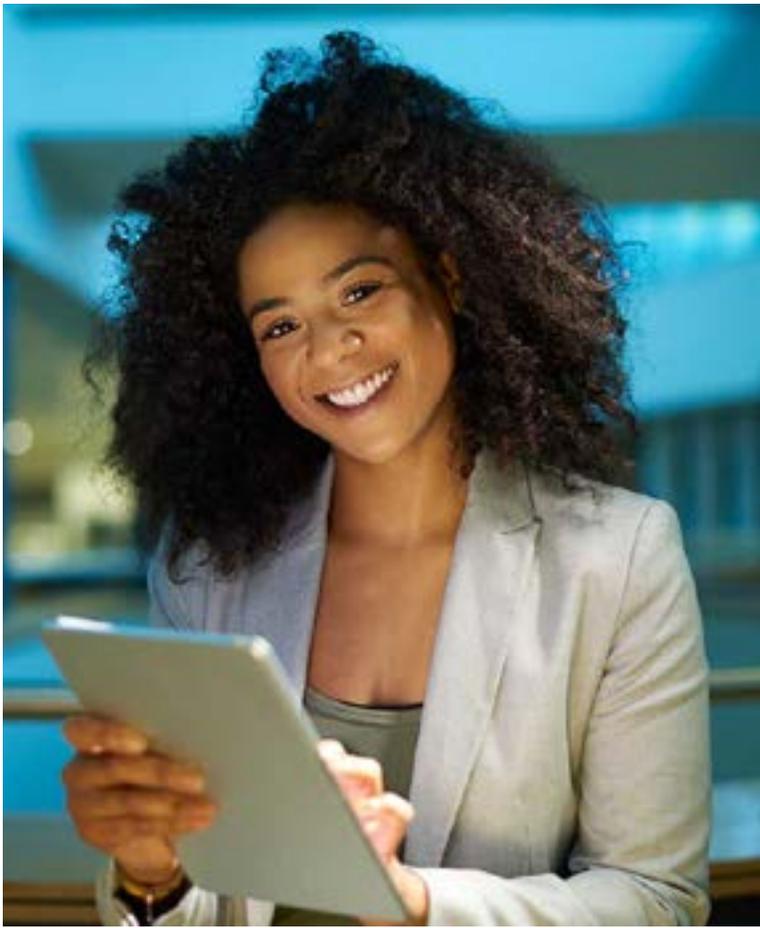
- *Cultivate tomorrow's communications leaders by facilitating personal and professional growth;*
- *Encourage students to tackle problem-solving in education, health, and civil society through effective communications;*
- *Establish pathways for employment and experience from classroom to boardroom.*

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#### **Student Benefits of the Scholarship**

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- *Develop your creativity and experience and gain insight into how campaigns and mock-ups are designed and pitched;*
- *Receive financial support towards education and expenses;*
- *Establish relationships with communications students and professionals through our cohort mentorships;*
- *Global recognition for winning applications that further social good through communications.*



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## The Future Communicators Scholarship

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- The **Future Communicators Scholarship** recognises innovative senior students 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.
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## Get Inspired, Be Involved

Visit: [futurecomms.org](https://futurecomms.org)  
[theprtrust.org](https://theprtrust.org)

Email: [contact@futurecomms.org](mailto:contact@futurecomms.org)

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### Program Details

<b>Timing</b>	Annual academic scholarship
<b>Eligibility</b>	Senior undergraduates
<b>Languages</b>	English (program language) Campaigns in any language

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### Student Eligibility

- Visit our website to see if your University offers a Scholarship with us.
- Any senior student (3rd or 4th year) at an eligible University Department may enter.
- A student may enter in successive years (maximum twice).
- There is no entry fee for students.

### What we're looking for...

- Passion, commitment, and interest in furthering social justice, civil society, and health through communications.
- 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.

### Submission Requirements

- Students must submit a mock campaign for a low-resource, wide-reach communications initiative that benefits local communities and addresses the annual theme. *For further details, please see our website for yearly submission requirements.*

**Interested in a scholarship at your university?**

**Reach out to us at: [contact@futurecomms.org](mailto:contact@futurecomms.org)**

*We seed the conversations that grow  
tomorrow's networks.*

#### Awardees receive:

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

#### 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), and includes Andreas Fischer-Appelt (Germany), Peter Finn (USA), Madan Bahal (India), and Founder Allard W. van Veen (Canada).

The PR Trust® is a Registered Trademark.



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#### The PR Trust

*Fosters the communications profession through  
education outreach.*

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

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