



Urban Financial Services of Greater Kansas City (UFSC-GKC)
Bronston Scholar Awards Program

Purpose & Mission:

Our goal is to provide assistance to students with low to moderate incomes who aspire to pursue higher education, particularly those intending to major in financial services or related fields.

Award Levels:

- College and/or high school Platinum Awards.
- College and/or high school Gold Awards.
- College and/or high school Silver Awards.

Student Guidelines:

- Students who have previously received the UFSC-GKC Scholarship Award are not eligible.
- Preference given to financial majors. Must be enrolled in at least one financial class before award disbursement.
- Submit scholarship application according to the documentation and essay guidelines below.
- Awards will be issued to universities, colleges, or educational/training programs.
- Awards will be distributed within a period of forty-five days to one year from the date of issuance.
- Applicants must be enrolled as full-time students.
- Official academic transcripts are required.
- Applicants are required to complete the UFSC-GKC Bronston Scholar Student Application.
- All required documentation must be submitted via email (UFSCGKCScholarships.org) to the UFSC-GKC Scholarship Committee.
- Students must have a permanent address in the Greater KC Metro or surrounding areas.
- Students from low to moderate income backgrounds will be prioritized.
- Priority will be given to finance and related majors.

Additional Desired Qualifications:

- Encouraged to be involved in community service and/or volunteerism.
- We recommend participating in UFSC-GKC community initiatives and program offerings.
- Students are invited to support UFSC-GKC and join as future members.

Documentation Requirements:

- All documentation should be submitted via email to "UFSCGKCScholarships.org."
- All required documentation must be submitted by midnight on September 30th.
- Essay formatting based on guidelines listed below.
- A headshot or individual photo of the applicant. The photo should be clear, and selfies are not acceptable.
- Official college/university or high school transcript required to verify full time student status.
- Completed UFSC-GKC Scholarship Application Package.
- Prior to disbursement, student schedule required to verify current major and/or financial class(es) enrollment.

Essay Guidelines:

- Two to three-page essay.
- Use 12-inch Arial font only.
- Double space format.
- Essays must be based on UFSC-GKC Essay Topics only.
- If applicable, any essay references must be cited.



UFSC-GKC Bronston Scholarship Application

Student Applicant Name: _____

Permanent Mailing Address:

Total Household Income: _____

E-Mail Address: _____

Preferred Telephone Number: _____

Are you currently attending high school or college/university? _____

What is the name of your high school or college/university? _____

If applicable, current high school or college/university major? _____

Cumulative GPA: _____

Extracurricular Activities:

Community Involvement:

Work Experience/Internships:

Please state how you value UFSC-GKC. Learn more at <https://ufsckansascity.org/>.

Submit your application with all required documents via email to UFSCGKCScholarships.org by midnight on September 30th. Late submissions will not be accepted.



2025 UFSC-GKC Essay Topics

“Money, Wealth and Disparities: Agony to Action, Creating Inclusive Access”

As people of color pursue social and racial justice, it's vital to also focus on financial strength, wealth-building, and legacy creation. How can we address the systemic exclusion of Black people from economic opportunities in America?

“Future of Work in a Post-COVID Economy”

With COVID-19 reshaping lives and work in America, what trends and skills will impact African Americans' competitiveness in the new economy? How can the African American workforce prepare to stay competitive post-pandemic?

“Critical Upgrade: African American Inclusion in the Financial Tech Sector!”

What is the current state of diversity in the financial tech sector of the financial services industry? How can inequities be addressed through public-private partnerships in the future? What practices or strategies have been used in other sectors to achieve representation of minorities at all levels of the financial tech sector?

“The Black Tax: The Cost of Being Black in America!”

Shawn Rochester's book explains how The Black Tax, the monetary impact of anti-black discrimination, imposes a significant burden on African American households, hindering their ability to build wealth for future generations. How can we apply the strategies in his book to address this financial challenge?

“Are You a Good Leader or a Great Virtual Leader?”

The business environment has increasingly moved towards a virtual setting, with the pandemic accelerating this transition. Leaders who have been effective in face-to-face environments now face the challenge of leading in virtual settings. Expand on the differences and similarities

between leading virtually versus in person, and how leaders can adapt to excel in virtual leadership.