



Millions in unclaimed scholarships? Here's proof it's probably true



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I help motivated high school students win scholarships |Scholarship Speaker
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Although high school students know university is expensive and they are aware of scholarships they qualify for, many students don't apply for them because they think they're too competitive. This is a costly assumption.

Why? Because some scholarships are far from it.

Here are three reasons why some scholarships might not be nearly as competitive as you think:

- 1) The simple fact is that many students assume they're too competitive so they don't apply -- and that **cuts out a lot of competition** right there!
- 2) Some people **miss the deadline**.
- 3) Some people apply, but they are **disqualified** because they didn't follow the rules. This happens more often than people realize – I've seen it happen with my own eyes!

Another reason why some scholarships are not very competitive is because **the award isn't advertised well**. Many organizations that offer scholarships are not equipped or staffed well, and they don't know how best to advertise their awards.

No one can apply an award if no one knows about it. These are often called the "hidden" scholarships.

Case in point: this past week I was contacted by a member of the [Zonta Club of Halifax](#). They have a \$1000 scholarship for female high school students who are active volunteers, called the [Young Women in Public Affairs Award](#).

At the time of the call they had **no applications** for it! And the deadline was less than two weeks away!

This is not the first time I've been contacted by an organization to ask me to help promote their scholarship because they don't have enough applications. And, by the way, one of them was for **\$50,000**. *Not even joking.*

We've all heard the claims that there are thousands of scholarships out there that no one applies for. Chris Wilkins, CEO of [ScholarshipsCanada.com](#), the largest scholarship search engine in Canada, [estimates](#) millions of dollars in scholarships go unclaimed every year simply because no one applies for them.

Well, this Zonta award is a **prime example** of one of these awards that may go unclaimed because, at least at the time I was called, **no one had applied for it**.

I've seen some ads for this particular award, so it's out there, but it's not advertised well, and you do have to look for it. Hooray for the lucky few who find it!

By the way, there are Zonta Clubs across Canada who offer scholarships to young women in high school, college, and university. I wonder how many of the Zonta Club awards in other areas of Canada are under-subscribed as well? *Hint, hint. I suggest you Google (Zonta + your town/city name) and see if there's a club in your area offering scholarships too!*

As I discuss in my guidebook [How to Find and Win Scholarships](#), I encourage you to be diligent in your search to find these kinds of scholarships, because they're out there and they can be gold.

Grade 12 is your child's best opportunity to win scholarships. There will never be another time with more opportunities and less competition. Don't let the fear of competition hold your child back from applying for, and winning, scholarships!

[Janet MacDonald](#) is a former university admissions officer who helps Canadian high school students find and apply for university entrance scholarships. Read more about how to find and win scholarships on her award-winning blog: <https://www.mycampusgps.ca/blog>.