

At Tendto, we recognize and support the pursuit of higher education and want to help our members fund their future. In the spirit of our commitment to furthering education and investing in our young adult members, we are happy to announce our 2020 Scholarship Program.

Our Scholarship Program is designed to support college-aged members who are motivated in their academic endeavors, active in their schools, and contributing to their community by giving back to others through their participation, service and volunteer work. Entry in this scholarship constitutes your acceptance of these official rules.

Application

Interested applicants must complete the written application and create a 1-2 minute video answering the following question:

- How do you prefer companies interact with you? Given the new age of social media, there are more ways than ever for companies to advertise – Instagram, Twitter, online ads, television or direct mail. What is the best way to reach you?

A link to the video must be included in the application form. Video entries can be edgy, funny, bold, simple, serious – or anything in between.

Eligibility

The applicant must be a member in good standing who is a college-bound high school senior or enrolled in either a two or four year accredited educational institution at the time of application. Proof of acceptance/enrollment will need to be submitted upon request.

How to Enter / Submission Deadline

Completed applications must be uploaded online at tendto.com/News/Tendto-Scholarship-Program. All scholarship applications and videos will need to be submitted by Sunday, August 16, 2020, at 11:59:59 p.m. EST.

Video Creation

Entrants are to prepare an original video that is 1 to 2 minutes in length. When filming video, entrants are to obtain written permission of third parties if filming on property other than that of the entrant's. If music is incorporated into the entrant's video, the entrant is responsible for submitting a complete list of production credits. Music must be original or written permission by the music's composer/author must be provided. One video scholarship submission per entrant. Subsequent entries will be disqualified.

- Videos should be created and uploaded to a site where it creates a sharable URL such as YouTube, Vimeo, Flickr, Dropbox, etc. Be sure the video link is not locked down; if it's set to private, we won't be able to view the submission.
- Video entries must not be derogatory, offensive, threatening, defamatory, disparaging, and libelous or contain any content that is inappropriate, indecent, sexual, profane, impolite, slanderous, and discriminatory in any way.
- It must not contain content, material, or any element that displays any third-party advertising, slogan, logo, trademark, or otherwise indicates a sponsorship or endorsement by a third party.
- It must be an original, unpublished work that does not contain, incorporate, or otherwise use any content, music, material, or element that is owned by a third party or entity. Failing to provide proper documentation of permission to use such materials will result in the entry being disqualified.
- It cannot be longer than 2 minutes. If it is longer than this, only the first 2 minutes will be evaluated.

Selection of Scholarship Winners

Both the written application and video submission will be reviewed by the scholarship committee. Entries will be judged on accuracy of information presented, extra-curricular, community and school involvement, effectiveness in addressing the scholarship question and video creativity.

Judges will evaluate and attribute a score to each video based upon the criteria listed above. In the event of a tie, the video that received the higher score from the judges in the category of "effectiveness in addressing the scholarship question" will be selected as the winner. In the event that a potential winner is disqualified for any reason, the video that received the next-highest score will be chosen as the potential winner.

Scholarship winners will be chosen and notified by August 21, 2020. All funds will be made payable to the winner and the college/university they attend.

Awards

Tendto will award a total of \$3,000 to two recipients. The first place winner will receive \$1,500, and the second place winner will receive \$1,000. Each winner also will have a \$250 donation made to the charity of their choice.

General Conditions

All federal, state, and local laws and regulations apply. Tendto Credit Union reserves the right to disqualify any entrant from the scholarship if it reasonably believes that the entrant did not follow the guidelines set forth, such as by submitting video content that is inappropriate or providing false information within the context of the scholarship concerning identity, age, eligibility, mailing address, telephone number, e-mail address, and credit union affiliation. Tendto Credit Union also reserves the right to disqualify any entrant if it reasonably believes that the entrant has attempted to undermine the legitimate operation of the scholarship by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses other entrants, viewers, or the judges.

Intellectual Property Rights

As a condition of entry, entrant grants Tendto Credit Union a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, and publicly display a video (1) for the purposes of allowing Tendto Credit Union and the judges to evaluate the video for purposes of the scholarship, and (2) in connection with advertising and promotion via communication to the public. Once submitted, video entries become the sole property of Tendto Credit Union and will not be returned.

Privacy

Tendto Credit Union will not disclose entrants' personal information, such as phone number or e-mail address, to any outside entity. Entrant's personal information will be used only to determine eligibility and distribute scholarship funds.

Publicity

As a condition of entry, entrant agrees to permit Tendto Credit Union to use his or her name and/or likeness and video for advertising and promotional purposes without additional compensation, unless prohibited by law.

The undersigned voluntarily consents to Tendto Credit Union permission to use my photograph(s), name, story and/or voice for communication purposes, including without limitation in publications on the web, and releases Tendto Credit Union from any liability that may result from a use consistent with said release.

Warranty

By entering, entrant represents and warrants to Tendto Credit Union that the submitted video is the participant's own original work; that the participant is the sole owner of the video and all of the rights associated with it; that the video does not violate any rights of others; and that the video does not display any inappropriate material. In addition, participants release and hold harmless Tendto Credit Union, their respective affiliates, directors, officers, employees, attorneys, and representatives from any and all liability for any injuries, loss claim, action, demand, or damage of any kind arising from participation in the 2019 Tendto Credit Union Video Scholarship.

Entry Errors

Tendto Credit Union is not responsible for any malfunction of the scholarship submission site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed videos due to system errors, failed, incomplete or garbled technological malfunctions, or other telecommunication transmission malfunctions.

Applicant Information

Member Name: _____ Account Number: _____
Street Address: _____ City, State, Zip: _____
Phone Number: _____ Email Address: _____
High School: _____ Graduation Date: _____
College or University You Attend or Plan to Attend: _____
Major or Anticipated Major: _____
Current GPA: _____ Anticipated Graduation Date: _____

Additional Applicant Information

If additional space is needed to complete the information requested below, you may attach a separate page that includes your full name.

Please list or describe any extracurricular activities, community service, volunteer work you have participated in:

Please list or describe any honors or awards you have previously received. (Examples: National Honor Society, Dean's List, Student/Athletic Awards, etc.):

Please list or describe any current or previous leadership positions held. (Positions can be elected or appointed, should NOT be the same as those listed above. Examples: Student Government Officer, Team Captain, Club Officer, etc.):

Video Submission

1-2 minute videos should be created and uploaded to a site where it creates a sharable URL such as YouTube, Vimeo, Flickr, Dropbox, etc. Be sure the video link is not locked down; if it's set to private, we won't be able to view the submission.

URL to Video Submission: _____

Authorization & Release

I certify that the information in the application and any enclosed documents are true and correct. I also certify that I personally answered all questions and created the video relating to this scholarship application. Further, I certify that my



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video does not contain, incorporate or otherwise use any content, music, or element that is owned by a third party or entity.

I understand that if for any reason I discontinue my studies, I must notify Tendto Credit Union. I also authorize the release of information to confirm and/or verify this application. If I am awarded a scholarship, the credit union may use my name and video submission for publicity purposes.

Member Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

For Credit Union Use Only

Verified By: _____ Date: _____