



**SOLVE YOUR
DEBTS.COM**

FINANCIAL LITERACY
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2025-2026 John Eisner Financial Literacy Scholarship

Video Submission

Record an original 60-90 second video depicting your response to the following subject matter and subsequent questions:

How savvy are you when it comes to personal finances? Being financially knowledgeable empowers people to make informed financial decisions, achieve stability and avoid excessive debt. Statistics Canada confirmed Canadians are feeling less knowledgeable about finances than before. Upon graduation, many Canadians feel they are not equipped with enough knowledge to navigate their finances successfully. In addition, a growing number of young adults admit that social media is their primary source for financial advice and information.

Please address all 3 of the following questions in your video:

- 👉 How can you expand your financial literacy knowledge and skills?
- 👉 What are some savvy financial tips and strategies that can help you become financially stable and successful?
- 👉 What are the risks of relying on social media influencers for financial guidance and what advice or recommendations would you share to avoid serious financial harm?

Criteria:

- ✓ Contain only copyright-free content
- ✓ Video length must be between 60-90 seconds
- ✓ English or French only
- ✓ Use one of the following video formats: MP4, AVI, MOV or WMV

Recommendations:

- ✓ Have a creative, catchy title that reflects your ideas, followed by your full name.
- ✓ Review your video and edit for sound quality. (volume, background noise, etc.)
- ✓ Consider your background setting for optimal viewing.
- ✓ Be original, creative, inspirational, and authentic.
- ✓ Review winning videos at <https://www.solveyourdebts.com/english/scholarships/> to gain insight into the kind of creativity judges are looking for.

www.solveyourdebts.com/scholarships

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Rubric Scoring Guide

	Advanced 4 pts.	Proficient 3 pts.	Basic 2 pts.	Minimal 1 pt.	Total
Content <i>Has the applicant provided a realistic response and conveyed that they understand the topic and questions being asked?</i>	Advanced Demonstrates strong understanding and realistic content.	Proficient Demonstrates some understanding and realistic approach.	Basic Demonstrates little understanding of the topic and lacks a realistic approach.	Minimal No understanding of topic and response is unrealistic.	
Originality & Creativity <i>Does the applicant demonstrate original, personalized content that displays creative and inspirational thoughts and ideas?</i>	Advanced Video was creative and original. Content displayed personal points of view and inspirational thoughts.	Proficient Content appears original with some personal points of view. Video displayed some creativity and inspiration.	Basic Creativity and originality were lackluster. Very little personalized content or inspiration were displayed.	Minimal Originality, creativity, personalized content, and inspirational thoughts were all lacking.	
Response <i>Did the applicant answer all the questions?</i>	Advanced A clever and clearly focused response to all questions.	Proficient Provided a sensible response to all questions.	Basic Partially addressed the questions with reasonable effort.	Minimal Did not respond to all questions and thoughts were unfocused.	
Quality & Editing <i>Does the submission display clear video and audio? Did background scenery or noise distract from the content?</i>	Advanced Video quality and audio were excellent. Editing efforts were evident and well done.	Proficient Video quality and audio were clear. Editing efforts were evident.	Basic Video quality and audio were an oversight. Editing efforts were minimal.	Minimal Video quality and audio were poor. Little to no editing efforts were made.	
					Total Score: /16





John Eisner Financial Literacy Scholarship 2025-2026 Rules and Regulations

Credit Counselling Services of Atlantic Canada, Inc. (CCSAC), operating as SolveYourDebts.com, is holding a scholarship competition open to residents of Atlantic Canada (regardless of age) who will be enrolled in an accredited post-secondary program for the 2025-2026 academic year. Applications are accepted in both English and French. There are several scholarships available.

1. The applicant must intend to enroll in an accredited institution for the 2025-2026 academic year. Only the winning applicants will be required to provide proof of acceptance, as well as proof of enrolment for both Fall 2025 and Winter 2026 semesters.
2. Submissions must include a completed application entry form (online) and a 60-90 second video link. Videos must meet all criteria outlined in the above application. Submissions must be the applicant's original work and contain copyright-free content.
3. Videos **MUST NOT** include any names of other individuals, schools, businesses, or locations. It is acceptable to reference their title, relation, or type of business/organization (e.g., teacher, parent, uncle, school, bank, etc.).
4. Upload your video to [YouTube](#) or [Vimeo](#). **No video should be set to public access before the contest and any share options must be set to "Give access to anyone with the link."** Please ensure your link address is correct before copying to your application form. Videos must be accessible for viewing without login or passcode required.
5. Winning applicants and possibly other honorable mentions will be required to provide a copy of their original video through a file sharing platform. Further instructions will be communicated to applicable applicants after the judging process has been completed.
6. Application entry form including a video link must be submitted through SolveYourDebts.com online Scholarship Application Entry form. **Submissions must be received no later than 11:59 pm AST on May 4, 2025. Video links must remain active and accessible until July 31st, 2025, for judging purposes.**
7. Employees and board members of SolveYourDebts.com and their families are not eligible for this contest.

Only submissions that conform to the rules and guidelines will be considered. Submissions cannot be returned and may be posted on the SolveYourDebts.com website, social media accounts, and/or used for other promotional or educational purposes. Winners will be notified by the end of June 2025 and scholarship funds will be disbursed by January 31, 2026. No materials other than those required for the submission and application form are to be submitted. Judges' decisions are final.

www.solveyourdebts.com/scholarships

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Application Entry Form

This form is to be completed online with your video submission link included.
2025-2026 John Eisner Financial Literacy Scholarship – Deadline: May 04, 2025

Full Name:	Phone: ()
Address:	Date of birth:
	Have you previously applied for the CCSAC Scholarship? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what year?
Email:	
Name and Address of Parent or Guardian (if under 19):	Signature of Parent/Guardian (if under 19): Date:
Applicant Social Media Handles (for tagging): *Optional Facebook: Instagram: X (Twitter): YouTube: TikTok:	
How did you hear about the SolveYourDebts.com Scholarship?	
High School/Post-Secondary Institution currently attending:	Degree/Diploma Sought:
Name of Institution you plan to attend 2025-2026:	Length of Course:
I hereby certify the above information is correct and agree to notify SolveYourDebts.com of changes to my educational plans that affect eligibility. I understand that CCSAC is not responsible for any late submissions regardless of the reason for delay or malfunction. I authorize full rights for SolveYourDebts.com to use my submission and make it public for promotional, educational, and/or other useful purposes. I acknowledge all submissions become the property of CCSAC and cannot be returned. By signing this, I agree to all the conditions of the scholarship. I approve my signature to be accepted in both written and electronic form.	
Signature of Applicant: Date:	Judging will be administered by: The Chairperson, Education Committee, SolveYourDebts.com 20 Alma Street, Saint John, NB E2L 5G6 Inquiries may be emailed to: education@solveyourdebts.com

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