

## Live Mas Scholarship 25-26: Application Toolkit

*For Taco Bell Foundation Nonprofit Partners*

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### TALKING POINTS

Below are some key messages to use when communicating with your students and networks.

- Taco Bell Foundation will be awarding an estimated \$14.5 million to Taco Bell Fans and Team Members this application cycle – the most in the program’s history.
- Scholarship award amounts are \$5,000, \$10,000, and \$25,000
- Scholarships are for students studying at a community college, university, trade/vocational school, or an accredited certificate or program.
- Scholarships are for students aged 16-26
- Scholarship funds cover tuition and qualified educational supplies
- Apply between October 14, 2025 – January 6, 2026 at [www.tacobellfoundation.org](http://www.tacobellfoundation.org)
- Scholarships will be announced at the end of April 2026 and are awarded in Spring of 2026
- New this year – for the first time students can apply with a 2-min video OR a written response.
- No essays, grades, test scores, or athletic ability required
- This year, the Taco Bell Foundation will also be considering financial need alongside passion.
- The Live Más Scholarship is unique because it can be renewed up to three times
- The money Taco Bell restaurants raise through the Round Up Program supports Live Más Scholarships, local grants to organizations in our community like Boys & Girls Clubs, and other educational programming
- Email [LiveMasScholarship@tacobell.com](mailto:LiveMasScholarship@tacobell.com) with questions