

# LIVE MÁS SCHOLARSHIP

## 2025 Impact Report

In 2025, the Taco Bell Foundation awarded over \$14 million in Live Más Scholarships to Taco Bell customers and Team Members – it's largest distribution yet. Nearly 1,000 students ages 16 to 26 received scholarships ranging from \$5,000 to \$25,000—helping them chase their passion and educational goals.

Scholarships are made possible through Round Up, and donations from Taco Bell Corporate and Franchisee, and Supplier partners.

### SCHOLARSHIPS AWARDS

**1,359**

TOTAL SCHOLARSHIPS  
AWARDED OUT OF

### TYPES OF SCHOOLS

**88%**

4-YEAR  
UNIVERSITIES

**15,235**

TOTAL APPLICATIONS  
RECEIVED TALLING

**12%**

2-YEAR COMMUNITY COLLEGES  
AND VOCATIONAL SCHOOLS

**\$14,190,000**

TOTAL AMOUNT AWARDED

1. Medicine
2. Engineering
3. Business/  
Entrepreneurship
4. Social Justice
5. Creative Arts

TOP PASSIONS

**372**

TEAM MEMBER  
SCHOLARSHIPS  
AWARDED OF

**1,540**

TEAM MEMBER  
APPLICATIONS  
RECEIVED



The Taco Bell Foundation's investment in Live Más Scholars goes beyond financial support. Scholars join a community of more than 3,000 students and alumni, gaining access beyond the money with resources including:

- Live Más Mentoring
- Summer of Connection Conference
- Scholar Connect Online Networking Platform
- Monthly Career Development Workshops

Taco Bell Foundation is a 501(c)(3) public charity that breaks down barriers to educate and inspire the next generation of leaders. For more information, visit [www.TacoBellFoundation.org](http://www.TacoBellFoundation.org).



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