



State of Wisconsin Department of Financial Institutions

Tony Evers, **Governor**

Cheryll Olson-Collins, **Secretary**

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Money Smart Wisconsin Scholarship Contest Opens Today

MADISON, Wis. – The [Wisconsin Department of Financial Institutions \(DFI\)](#), in partnership with [Edvest 529](#), Wisconsin’s direct-sold 529 college savings plan, and the [Wisconsin Coalition on Student Debt \(the Coalition\)](#), today announced the [2025 Money Smart Wisconsin Scholarship Contest](#) is now accepting essay submissions from graduating Wisconsin high school seniors until midnight on March 7, 2025.

“We are very excited to once again invite our Wisconsin high school seniors to submit an essay explaining how they plan to fund their college education and career training for a chance to receive an Edvest 529 scholarship,” said DFI Secretary Cheryll Olson-Collins. “This contest not only supports students in achieving their academic dreams but also promotes financial literacy, helping them build essential skills for future success.”

All Wisconsin high school seniors, who are graduating from high school this spring and planning to attend a Wisconsin college or university this fall, are encouraged to participate in the scholarship contest. Students must complete an [application](#) and write an essay answering this year’s [money smart questions](#) for a chance to receive a scholarship, in the form of a \$1,000 contribution to a new or existing Edvest 529 account.

“We are eager to learn how students are planning to finance their college education and career training,” said Carole Trone, interim executive director for the Coalition. “Through their essays, we are looking for students to demonstrate their ability to think critically, plan realistically, and show how they are preparing for the financial responsibilities of college and beyond.”

Members of the Coalition will review and score the students’ essay submissions based on how well the students have estimated their higher education costs, identified funding sources for paying for those costs, including explaining how the financial aid process works, and formulated plans for managing their finances, schoolwork, and any job responsibilities while staying focused on their academic and career goals.

Scholarship recipients will be notified during [Money Smart Wisconsin Week](#), a financial literacy awareness and education campaign, taking place April 5-12, 2025.

Sponsors of the scholarship contest include: Ascendium Education Group, the Coalition, the DFI, Educators Credit Union, Edvest 529, SecureFutures, Summit Credit Union, and UW Credit Union.

For more information, review the [2025 Money Smart Wisconsin Scholarship Contest](#) webpage or send an email to MoneySmart@debtsmarts.org.

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