



This isn't your typical scholarship. No GPAs. No standardized test scores.

Just you, your passion, and your boldest dreams.

We're all about fueling the doers, dreamers, and cultural rebels who know how to Live Más. Whether you're just discovering what fires you up, chasing your passion every day, or turning it into something bigger, **the Live Más Scholarship is here to help you level up.**

Submit by January 6, 2026, at 5:00 PM PT.

What we look for in your application:

What is your passion and how are you pursuing it? Show your passion and explain what steps you're taking toward it.

What impact do you hope to make with your passion or career path? Share how you're sparking positive change through your educational and career goals.

Quick Facts

- **Application window:** October 14, 2025 to January 6, 2026 (5:00 PM PST)
- **Selection period:** January 7, 2026 – April 21, 2026
- **Award notifications:** On or about April 21, 2026
- **Total scholarship funding in 2026:** Up to \$14.5 million

Who is Eligible

The **Live Más Scholarship Program** is open to individuals who meet all of the following criteria:

New Applicants:

- Legal resident of the 50 United States and the District of Columbia ("D.C.") located within the United States or D.C., or the dependent child of an active-duty member of the U.S. military,
- Between 16 and 26 years of age;
- On track to apply for (pending receipt of a high school diploma or G.E.D. equivalent) or currently enrolled in an accredited post-high school/post-secondary program (two-year, four-year, vocational-technical, or trade);

How to Apply

Submit one (1) original response in ONE of the following formats:

- Video (30 seconds–2 minutes), or
- Essay (250–500 words). You may include one photo that represents your passion.

New applicants: Your response should address: (1) your passion and how you are pursuing it, (2) the impact you hope to make, and (3) how you embody the spirit of Live Más in your everyday life. *Live Más* means embracing an unconventional path to your goals – defying the norm, turning curiosity into bold action that lifts others while staying true to who you are.

Apply online at **TacoBellFoundation.org** during the application window.