



Presented by Business Is Jammin'  
**DR. RUDY FFRENCH YOUTH  
TRAILBLAZER AWARD**  
APPLICATION PACKAGE 2025





## Dr. Rudolph Ffrench

Dr. Rudolph Ffrench was born in Kingston, Jamaica and came to Canada in 1960 upon receipt of a Government Scholarship to attend Queen's University in Kingston, Ontario, where he obtained his B.A. (Honours) and Master's degrees in Economics. Prior to attending Queen's University, he was a Senior Executive in the Revenue Department, Ministry of Finance, in Jamaica.

Dr. Ffrench joined the Economics Department at Acadia University in 1966 where he remained until retirement. During his academic career he obtained his Ph.D. from the University of Wales and attained the rank of Full Professor in 1977, and later became the Head of the Department of Economics from 1978 - 1982 and from 1985 - 1992. He has also held the position of Visiting Lecturer at the University of Manchester, England, and Visiting Research Professor, University of the West Indies, Mona Campus, Jamaica.

He has been an Advisor and Consultant to both the Canadian Federal and Atlantic Provincial Governments and the Jamaican Government, in such areas as fisheries, banking and international finance, transportation, tourism. He has published numerous articles and reports on these topics and has also worked in an advisory capacity to Caricom on behalf of the



Dr. Rudy Ffrench, photo by Adams Photography

Jamaican Government and the University of the West Indies.

Dr. Ffrench has been a strong advocate of the role of education in the Black population in Nova Scotia and has contributed to the attainment of this goal; in addition to the upgrading of entrepreneurial and business skills to this segment of the population. Dr. Ffrench was instrumental in the start of Business is Jammin', the youth initiative of the Black Business Initiative.

**“ Dr. Ffrench was instrumental in starting Business is Jammin. ”**

## About the Award

The Dr. Rudy Ffrench Trailblazer Award is presented annually by Business Is Jammin' to Nova Scotian youth of African Descent for contributions to their community, as demonstrated by long-term commitment and leadership as volunteers, students, athletes and/or artists.

Among these outstanding individuals, two youth from across the Province are selected annually as "Trailblazers" and are awarded a \$1,000 scholarship towards tuition, books, or other related fees at a recognized post secondary educational institution.

## About Business is Jammin'

Business is Jammin' (BIJ) is a province-wide charitable initiative that focuses on motivating Black and racially visible minority youth, stressing the importance of education and personal development in all its programs. BIJ's goals are to deliver a comprehensive leadership, career development, and entrepreneurship learning strategy and to instill business and life skills that will offer long-term benefits to young people. Since 1998, BIJ has gone out into communities across Nova Scotia and delivered programming to youth.

BIJ aims to shape the youth into vibrant members of the business community. BIJ works with young people through a range of educational, social, mentorship, and financial support programs to build business acumen and leadership skills. In the last decade BIJ helped inspire thousands of program participants to stay in school, to start up their own business ventures, and to bring an exceptional level of professionalism to their workplaces.

[www.businessisjammin.ca](http://www.businessisjammin.ca) 



## Eligibility Requirements

**To be considered for the Dr. Rudy Ffrench Trailblazer Award, applicants must:**

- Be a student of African Descent.
- Be a high school student currently enrolled in Grade 12.
- Maintain a B average in their studies.
- Be involved in community and/or school activities, for example, involved with club sports, arts, science society, etc.
- Identify one school sponsor (faculty, administrator, and or coach) **and** one community partner (outside of the school) who will submit a letter of recommendation for the applicant.
- Submit one essay (up to 1,000 words) **and** either up to six photos or one short video (less than two minutes) that accurately ‘tells the story’ of their community involvement, academic commitment, or their commitment to excel in school athletics or arts.

## Selection Criteria

**The Dr. Rudy Ffrench Trailblazer Award application will be judged on the following criteria:**

- Application clearly demonstrates the leadership role that the student applicant has served/ is serving as a school ambassador and/or role model for local youth as a volunteer to the community.
- Application describes strong collaboration between the applicant and the community partner(s).
- Application describes a high level of time and energy that the student applicant commits to their community as well as the impact the community has made on their academic direction, workforce skill development, long-term civic engagement commitment, and any other impacts their school/community has had on their lives.
- The letter of recommendation from a school sponsor **and** a community partner describes the leadership, commitment and impact the student applicant exhibited throughout their high school tenure.
- The photos and/or video submissions should be innovative, “telling the story” of the service and commitment the student applicant has for their community and school.





## Submitting Your Application

The call for applications opens, **Tuesday, April 1st, 2025**. Applications must be submitted by email or mailed in before **Friday, June 27th, 2025**. Any applications received by mail, **must be postmarked** (date stamped by Canada Post or any courier as of June 20th, 2025). Please note once your application is submitted, you can no longer make edits. Any applications received or postmarked after June 20th, 2025 will not be considered for review. Scholarship recipients will be notified in writing via email no later than August 5th, 2025. Please check your email (including junk folders) on or around this date.

It is the responsibility of the applicant to ensure that all supporting documents are submitted with your application, please refer to the Application Checklist for completion guidelines.

### Applications can be emailed to:

[bijyouth@bbi.ns.ca](mailto:bijyouth@bbi.ns.ca)

### Applications can be mailed to:

Business is Jammin'  
5450 Nora Bernard St, Suite 200  
Halifax NS B3K 1A9

### Have questions?

For general information or questions about the Dr. Rudy Ffrench Youth Trailblazer Award, please contact Business is Jammin' by email: [bijyouth@bbi.ns.ca](mailto:bijyouth@bbi.ns.ca) or by phone: 902- 332-0675.



## Personal Details & Contact Information

Include your full legal name as it appears on your official identification documents, for example your birth certificate or passport. Your full legal name should also appear on all supporting documents.

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Last Name (Surname/Family Name)

-----  
Previous Surname (if applicable)

-----  
First Name

-----  
Middle Name

-----  
Street Address/PO Box/Rural Route

-----  
City

-----  
Province

-----  
Postal Code

-----  
Country

-----  
Telephone

-----  
Email

-----  
SIN

-----  
Date of Birthday (YYYY-MM-DD)

Gender Identity:  
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I am a student of African Descent

Yes     No

I am a Canadian Citizen

Yes     No

## Secondary Study (High School)



**Official transcripts are required.**

Official transcript results should include Grade 11 results, first semester Grade 12 final grades and a list of second semester grade 12 courses.

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High School Attended for Grade 12

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Province and/or Country

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Graduation Date (YYYY-MM-DD)

## Post-secondary Study (College/University)

 **Official letter of acceptance from post-secondary institute required.**

Enrollment Status

Full-time

Part-time


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Name of post-secondary institution

Province and/or Country

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Graduation Date (YYYY-MM-DD)

## Application Checklist

 **Official mid-year transcript.**

 **Official final transcripts** (mail separately if not available at time of applying).

 **Official letter of acceptance from post-secondary institute.**

 **Recommendation letter from school sponsor.**

 **Recommendation letter from community partner.**

 **Essay up to 1000 words.**

 **Creative submission that "tells the story" of your accomplishments around community involvement and your commitment to academics, athletics, or the arts.**