

“Never doubt that a small group of thoughtful, caring, committed people can change the world; indeed, it is the only thing that ever has.”

- Margaret Mead



The ESA Foundation’s “Scholarship Brochure” series honors those who have provided, or are honored by an endowed scholarship. This series provides a link between the student recipients and this prestigious group – who are committed to positive change for the world.

The ESA Foundation is a 501(c)3 public foundation established in 1970 and recognized by the Internal Revenue Service as an organization exclusively for charitable and educational purposes. It is a non-profit and tax-exempt organization pledged to the development of philanthropic activities of volunteers, providing assistance to established programs that serve human needs. The ESA Foundation envisions a future world community working together to assist those in need, educating those who seek to learn, and assisting those who strive to improve the quality of their lives or the lives of others.

[ESA International is an organization founded in 1929 and is a premier leadership and service organization bringing volunteers together to pursue programs and projects that make a positive difference to the world community. It is dedicated to developing confidence, competence, and career opportunities for the members. ESA promotes education, service, and association through programs focused on personal development and leadership training.]

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ESA Foundation

***“Serving the World Community
... Because We Care”***

NORMA L. MOORE

ENDOWMENT



NORMA L. MOORE ENDOWMENT

Judging Criteria “B” – (100 points)

Weighted to Financial need

10 pts – Character

10 pts – Leadership

5 pts – Service

50 pts – Financial Need

25 pts – Scholastic Ability

Special Criteria: Oklahoma woman resident who is dependent upon a continuing education to acquire new skills or update present ones.

The Norma L. Moore Endowment was established by Beta Chi Chapter #3396 of Epsilon Sigma Alpha International on March 14, 1991. The first scholarship was awarded in 1998.

(Written and compiled by Lola Jaegers)

Norma L. Moore served as the ESA Foundation Chairman of the Board of Directors from 1980 through 1984. She was awarded the prestigious Dixie Palmer Lady during its first year – 1983. During her terms as Chairman, ADAPT clinics were started in Ft. Collins and Rangely, Colorado; the first State

Counselors Workshop was conducted; her official slogan of the ESA Foundation - *"Serving the World Community ... Because We Care"* – was adopted, and a logo contest was held; and the first \$ 5,000 endowments was established by the South Carolina State Council.

Norma was president of the Oklahoma State Council in 1968-1969. She was instrumental in seeing that state convention host cities received some of the profit, if one was made. Norma chartered Beta Chi #3396, Edmond, Oklahoma, when she moved to Edmond from Midwest City.

This scholarship was funded in Norma's memory in 1992 by the Beta Chi Chapter. The chapter also funded its own scholarship.

Norma's daughter, Linda Voss, is a member of Delta Gamma #5241 in Luther, Oklahoma. Linda has served as President of the Oklahoma State Council of ESA International like her mother, Norma.

The members of the Oklahoma State Council of ESA International have established and/or supports many ESA Foundation endowments for Oklahoma residents, such as: Beta Chi Chapter of ESA, Hawkins-Tuma Memorial Endowment, “Doc” and Cathy Holsted Honorarium, Joe Jaegers Family Endowment, Jan Matthews Memorial Scholarship, Norma L. Moore Endowment, Oklahoma Council District IV Scholarship, Myre Starr Honorarium Endowment, Stormy Valley Scholarship, and the Oscar & Joyce Whitewing Honorarium.

The ESA Foundation Scholarship program began in 1977. Over 100 scholarships are awarded annually to students across the United States and Internationally who meet the criteria of the individual endowment scholarships.

The Scholarship program operates through volunteer services with the exception of the audit performed by Sample & Bailey CPA, PC, Ft. Collins, Colorado.

Applications are reviewed and processed by the State Counselor and a Regional Scholarship Committee, with a final review by the Scholarship Coordinators who submit them for final judging to judges throughout the United States who are selected from education and business professionals, who are not members of the ESA Foundation.