
Anne Daly Heller USAE 30 Under 30 Scholars Fund Program Overview & Guidelines

About the Fund:

The Anne Daly Heller **USA**E 30 Under 30 Scholars Fund invests in the continued growth of emerging destination leaders by supporting professional development opportunities for current Destinations International 30 Under 30 participants, 30 Under 30 alumni, Rising Industry Professionals alumni and emerging or early-career destination organization professionals.

Established in honor of Anne Daly Heller's unwavering commitment to mentorship, leadership development and service, the Fund reflects her belief that opening doors for others strengthens both individuals and the destination profession.

Through scholarships that remove financial barriers to learning, leadership and industry engagement, the Fund empowers recipients to continue building their careers while carrying forward Anne's legacy by mentoring, serving and investing in the next generation of destination professionals.

Guiding Principles:

The Anne Daly Heller **USA**E 30 Under 30 Scholars Fund is designed to:

- Invest in emerging leaders at pivotal moments in their careers.
- Remove financial barriers to professional development.
- Foster leadership, mentorship and lifelong learning.
- Create lasting value for recipients, their organizations and the destination profession.
- Responsibly steward donor investments to maximize long-term impact.

Scholarship Support:

Each scholarship includes:

- Registration fees for an approved conference, educational program or leadership development opportunity.
- A \$1,000 travel stipend to offset airfare, lodging and related travel expenses.

Scholarships are awarded on a competitive basis and are contingent upon available funding through the Anne Daly Heller **USA**E 30 Under 30 Scholars Fund. Approved opportunities should align with the purpose of the Fund and demonstrate meaningful professional growth.

Eligible Opportunities:

Scholarships may be awarded for professional development experiences that advance leadership within the destination industry, including:

1. Professional Conferences & Industry Events:
Participation in conferences, summits and educational events that expand industry knowledge, strengthen leadership skills and build meaningful professional networks.
2. Speaking & Thought Leadership:

Support for recipients presenting, facilitating or serving as panelists at conferences and industry events, helping elevate their professional visibility while sharing knowledge with the broader industry.

3. Leadership Education & Professional Development:
Leadership institutes, certification programs, executive education, workshops and other learning experiences that build skills, advance careers and prepare participants for future leadership roles.

*The Anne Daly Heller **USAE** 30 Under 30 Scholars Fund does not support participation in/or speaking engagements at the Destinations International Annual Convention.*

Application Cycles:

Winter Cycle

- Applications: December 15 – January 15
- Scholarship recipients announced in conjunction with Destination Professionals Day (February 19)

Fall Cycle

- Applications: August 15 – September 15
- Scholarship recipients announced in mid-October following Workforce Development Month (September)

Eligibility & Application Requirements:

Applicants must submit:

- Professional background, including participation in the 30 Under 30 Program, Rising Industry Professionals Program or other relevant leadership initiatives that align with the mission of the Fund.
- Details of the requested professional development opportunity.
- Confirmation of speaking acceptance, if applicable.
- A description of how the opportunity aligns with the applicant's professional goals and leadership development.

Application Questions (Responses limited to 150 words each):

1. Why is this opportunity important to you at this stage of your career?
2. How will this opportunity strengthen your leadership and benefit your organization, destination or community?
3. Anne Daly Heller believed in opening doors for others. How will this opportunity help you create opportunities for future leaders?

Applicants must also provide:

- One professional letter of recommendation from an industry leader.
- Agreement to complete all recipient commitments outlined below.

Selection Process:

Applications will be evaluated through a holistic review that considers:

- Leadership potential
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- Career impact
 - Alignment with the purpose of the Fund
 - Commitment to service and mentorship
 - Potential benefit to the destination profession

The selection committee consists of:

- Three representatives from the 30 Under 30 Alumni Council
- Three representatives from the Destinations International Advisory Leadership Board (ALB)
- One representative from the Destinations International Social Impact team
- One representative from the Destinations International Foundation

Destinations International staff will administer the application process and provide administrative support to the selection committee.

Recipient Commitments:

Recipients are expected to honor Anne Daly Heller's legacy by sharing what they learn and investing in future leaders. Through these commitments, recipients become ambassadors of Anne's legacy and help ensure the Fund continues creating opportunities for generations to come.

Within 30 days of completing their funded opportunity, recipients will submit a brief reflection, testimonial or short video highlighting their experience, key takeaways and professional impact.

Within 12 months of receiving the scholarship, recipients will complete at least one meaningful *Pay It Forward* activity that supports emerging leaders and strengthens the destination profession. Examples include:

- Mentoring or coaching an emerging professional, future 30 Under 30 participant or scholarship recipient.
- Volunteering or serving with the 30 Under 30 Program, Alumni Council or other Destinations International leadership development initiatives.
- Sharing knowledge and expertise by serving as a speaker, panelist or facilitator, or by contributing an article, webinar, podcast or other educational resources.
- Supporting the advancement of future leaders through initiatives that strengthen leadership development across the destination profession.

Supporting the Fund:

The Anne Daly Heller **USAE** 30 Under 30 Scholars Fund is made possible through the generosity of donors who believe in developing the next generation of destination professionals.

Current participants, alumni, destination organizations, industry partners and friends of Destinations International are invited to support the Fund through one-time or recurring contributions. Every gift expands access to meaningful professional development, removes financial barriers and helps emerging leaders continue to grow, connect and contribute to the destination profession.

Together, we can ensure Anne Daly Heller's legacy lives on by creating opportunities for those who will shape the future of our industry.

To contribute, visit: <https://login.destinationsinternational.org/donate-now>