Amanda was born on December 1, 1980, in Buncombe County, where she lived all her life. She was a junior management major at UNC Asheville, where she was also part of the dance team and Gamma Phi Beta Sorority. Amanda was a former cheerleader and a 1999 graduate of North Buncombe High School, where she was serving as the varsity cheer leading coach prior to her death. She was the sunshine and light of her parents, Gary and Kathy Massey. Amanda won her courageous fight with leukemia, but was overcome with heart complications associated with her treatment on October 19, 2002. To all of her relatives, she was so much more than just a cousin or niece, and to her close friends, she was a true sister. Even in the face of death, she remained brave and held on to her faith. Her love for family and friends was evident to everyone who knew her. She was a great person, coach, friend, and most of all, Christian, who set an example on how to live and how to die.

Because of his high regard for the University of North Carolina at Asheville and his sincere desire to provide educational opportunities for students attending it, a donor has made a gift of over $6,000 to the endowment fund. Although this donor wishes to remain anonymous, this fund was made possible through his work with the North Carolina Department of Transportation, Mission St Joseph’s Hospital, Bussman Division Cooper Industries and Roberts & Stevens PA in cooperation with student members of the UNCA Management Association and UNCA Management department faculty. Additional donations have been made by Amanda's family and friends, students, faculty, and parents of North Buncombe High School, faculty and staff at the University of North Carolina at Asheville, Gamma Phi Beta sorority, and Sigma Nu fraternity, among others, contributed more than the required amount to establish a scholarship fund in memory of Amanda Lynne Massey. The amount available for the scholarship varies from year to year depending on the amount of income earned by the base fund.

Criteria for the Award
- Applications are submitted to the Department of Management and Accountancy prior to April 15 of the preceding academic year. Selection is based upon the following criteria:
  - Declared major in accounting, industrial and engineering management, or management
  - Preference given to a North Buncombe High School Graduate
  - Demonstrate academic excellence
  - Demonstrate service to the university or community
  - Preference given to members of UNC Asheville 's Pan-Hellenic and IFC organizations
  - Financial need will be considered but is not a requirement

Selection Process
A department selection committee will recommend a candidate or candidates to the full-time department faculty for approval. The Chair of the Department of Management and Accountancy will then forward the name or names of the candidate or candidates nominated for the scholarship to the Office of Financial Aid. The Office of Financial Aid will make the final decision on awarding the scholarship.