"Why Mathematics?" is a very frequent question asked by students at all levels of education. We answer this question through mathematical modeling. “Mathematical Modeling at Mercy College” (M3C) Young Scholars program started in 1994 with the support of NSF for high school students. The goal of M3C is to attract capable students, especially women and minorities, into mathematics and science by engaging them as participants in a series of activities designed to highlight mathematics and science as the exciting, challenging, and rewarding fields of study. Real-world problems from the sciences are used to introduce the young scholars to the mathematical modeling process. Classroom instruction and hands-on activities in the computer and science laboratories are supplemented by weekly visits to research centers. Math concepts are introduced as a tool to solve real-world problems. Students work in groups on their final projects, based on Ordinary Differential Equations, and present these projects in the program Banquet. The program has served more than 250 students over 15 years. The outcome has been extremely encouraging: the program has been effective in building confidence in students to take challenging math and science courses. These concepts are used across the curriculum. (Received September 20, 2011)