

LEAD4CHANGE CHALLENGE OFFICIAL RULES

THIS CONTEST WILL BE GOVERNED BY U.S. AND APPLICABLE STATE LAWS. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND NOT LOCATED IN THE SPECIFIED JURISDICTIONS AT TIME OF ENTRY. VOID IN PUERTO RICO, AND WHEREVER PROHIBITED BY LAW. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility. Subject to the additional restrictions below, the “**Lead4Change Challenge**” (the “Contest”) is open to legal U.S. residents of the 50 United States and the District of Columbia who are full-time students in grades 6-12 of a public, private or charter school or homeschool and/or students between the ages of 11 – 18 who are members of a local club or service organization (e.g. Boys & Girls Club, Boy Girl Scouts, Key Club).

How to Enter. The Contest entry period will begin on September 1, 2020 at 8 a.m. (E.T.) and end on May 14, 2021 at 11:59 p.m. (E.T.). Contest entry forms are available at and must be submitted by visiting www.lead4change.org. For the 2020-21 year there will be two Challenge Deadlines: February 12, 2021 and May 14, 2021. Entries received on or before February 12, 2021 will be judged in the first round. Entries received between February 13, 2021 and May 14, 2021 will be judged in the second round.

Entries are to be submitted by a team of students in grades 6-12 or students between the ages of 11 – 18 who are members of a local club or service organization (e.g. Boys & Girls Club, Boy Scouts, Girl Scouts, Key Club) (a “Team”). Each Team must be composed of least three (3) students with a sponsoring parent, teacher or club adult adviser. There is no limit to the size of the Team. Each Team will create and execute a service learning project for the benefit of a Qualified Organization (defined below) by (i) setting a goal that attempts to solve a local, state-wide or national problem or need (i.e., help an existing charity or create a project in its school or community locally or nationally), (ii) developing an action plan to achieve the goal and (iii) demonstrating leadership skills taught in the Lead4Change lessons in connection with the project. All submissions must be entered by either the parent, teacher or adult adviser completing the submission form available at <http://www.lead4change.org/>, go to the member dashboard and click on the “Create a Team” button.

Each Team submission must include:

- A completed Lead4Change Challenge Entry Form, including complete and specific responses to each question.
- A minimum of 3 photos of the team in action completing their project;
- A video of the team in action on their project or describing the project and outcomes is recommended but optional.
- Identify the Qualified Organization which must be an organization described in Section 501(c)(3) of the Internal Revenue Code and classified as a public charity under Section 509 of the Internal Revenue Code) or described in Section 4945(d)(4)(A)(i) of the Code (a “Qualified Organization”).

All entries must be submitted online and must include, without limitation, the name of the sponsoring parent, teacher or adult adviser, an email address and phone number for the sponsoring teacher or adult adviser, the name and address of the school or name and address of the club or organization, the number of students completing the lessons and participating in the service project, the Team’s Qualified Organization, along with the additional materials described above. The Team’s parent, teacher or adult

adviser must electronically sign the entry, verifying the accuracy of the project information and student participation. All entries must be received by 11:59 p.m. (E.T.) on February 12, 2021 or May 14, 2021, as applicable.

All entries must be the sole, original work of the Team members (including the videos, photographs and written components). The Contest judges may disqualify previously entered written components or videos. All standard rules of copyright apply. Sponsor will not be responsible for incomplete, lost, late, misdirected, garbled, inaudible or illegible entries, or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. All entries become property of Sponsor and none will be returned.

Selection of Winners

Lead4Change Challenge. A panel of judges selected by Foundation for Impact on Literacy and Learning (“Sponsor”), and Lift A Life Foundation will judge all eligible entries based on the following criteria:

Demonstration of <i>Strategy, Structure and Culture</i>	25%
○ Strategy: Project clearly states goals and action plan	
○ Structure: Effective use of the right resources and processes to meet goal and execute plan	
○ Culture: Creation of a supportive, engaging and encouraging team environment	
Leadership and Teamwork as taught in the Lead4Change lessons	25%
Creativity and Innovation of the solution	25%
Impact on Defined problem or need (results, projected or actual)	25%

Judging for the Lead4Change Challenge will be completed on or about March 12, 2021 and June 11, 2021, as applicable.

Student Team Challenge Winners. For each Challenge deadline, entries will be divided into two groups: Lead4Change 2020 Certified Schools/Clubs and non Certified Schools/Clubs. For non Certified Schools/Clubs there will be one (1) – four (4) First Place Winning Teams, and up to Twenty Five (25) Second Place Winning Teams per round. For Certified Schools, there will be up to Two (2) First Place Winning Team and up to five (5) second place Winning Teams per round. There will also be up to one (1) special award per round, chosen from all entries received. The number of Winning Teams is dependent on the number of eligible entries received and the results of the judging. Entry criteria for judging is the same for Certified and non Certified school/club entries. The entries with the highest cumulative scores will be the First Place Winning Teams; the entries with the next highest scores will be the Second Place Winning Teams. In the event of a tie, the tied entries will be re-judged on the same criteria listed above. The decisions of Sponsor and the judges shall be final and binding in all respects. In the event there are less than 38 eligible entries received in each round, or if any of the entries are not in compliance with the terms of the Official Rules, there will be less than 38 winning Teams per round.

Lead2Feed Challenge Prizes and Odds. The following prizes will be awarded to each Qualified Organization that the winning Team supported as part of its Contest entry. The prizes will be awarded as follows: First Place - \$10,000; Second Place - \$500; Special Award \$1,000. The total amount of all Lead4Change Challenge prizes shall not exceed, \$152,000 for the year and shall be determined by

Sponsor and judges in their sole discretion. The prizes shall be provided by the Sponsor to each winning Qualified Organization.

The odds of winning depend on the number of eligible entries received and results of the judging, as applicable.

Winner Notification. Winning Teams of the Lead4Change Challenge will be notified by March 12, 2021 for entries received by February 12, 2021 and notified by June 11, 2021 for entries received between February 13, 2021 and May 14, 2021. Sponsor will contact the teachers or adviser by telephone or email during regular business hours at the number or email address included with the entry. Failure to reach the teacher or sponsoring adult within 3 days may result in disqualification of the Team, and selection of a substitute winner from among all remaining eligible entries. After confirming with the winning Teams that they are in compliance with the Official Rules of the Contest, Sponsor will coordinate delivery of the prizes to the Qualified Organizations selected by the winning Teams. The Qualified Organizations supported by the winning Teams may waive their right to receive prizes. Prizes are non-assignable and non-transferable. No substitutions are allowed by the winning Teams or the Qualified Organizations. The Qualified Organizations supported by the winning Teams, the schools, and local clubs and organizations are solely responsible for reporting of any prizes or grants received. Winning Teams and their sponsoring teacher or adult adviser and the parent or legal guardian of Team members may be required to complete (i) an affidavit of eligibility certifying that the Team's submission is the Team's original work, that the Team owns rights to the work, and that the Team has complied with the Official Rules of the Contest, and (ii) a liability and publicity release (except where prohibited by law), which must be executed and returned as instructed. The Qualified Organization may be required to complete documentation required by Sponsor to confirm its 501(c)(3) and public charity status. Failure to sign and return the affidavit or release, any required documentation, or to comply with any terms or conditions of these Official Rules, may result in a winning Team's disqualification, forfeiture of the prize and the award of the prize to an alternate winner. Except where prohibited, acceptance of any prize constitutes consent by each winning Team, by each Qualified Organization selected by a winning Team, by each school and by each local club or organization to the publication of his/her/its names, biographical information and likeness in any and all media now known or hereinafter invented for any commercial or promotional purpose, including, without limitation, the internet without additional compensation. Prizes and grants not won and/or claimed by eligible recipients, in accordance with these Official Rules, will not be awarded and will remain the property of Sponsor. Any prizes or grants unclaimed as of July 31, 2021 will not be awarded.

Participation. By participating, contestants agree to be bound by these Official Rules and the decisions of Sponsor and the judges. Sponsor reserves the right to disqualify Teams found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Contestants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries in any way they see fit without limitation or compensation to entrants. Any questions regarding the number of entries submitted shall be determined by Sponsor in its sole discretion. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party's intellectual

property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience.

Copyright. By entering the Contest, each Team grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the Team’s submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each Team further agrees that if its entry is selected by Sponsor as a winning entry, the Team members will sign any additional license or release that Sponsor may require, and will not publicly perform or display the Team’s submission without the express permission of Sponsor.

Construction. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

Sponsor. The Lead4Change Challenge Contest is sponsored by the Foundation for Impact on Literacy and Learning, Inc. (“Sponsor”). The decisions of Sponsor and the judges regarding the selection of winners shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after July 31, 2021) or a copy of these Official Rules, visit www.Lead4Change.org or send a self-addressed, stamped envelope to “Winners List/Official Rules” (as applicable), Lead4Change Challenge Contest, c/o Foundation for Impact on Literacy and Learning, Inc., PO Box 4144, Broadlands, VA 20148 If you have any questions regarding this Contest, please contact hello@lead4change.org.

Please see privacy policy located at Lead4Change.org for details of Sponsor’s policy regarding use of personal information collected in connection with this Contest. If you are selected as a winner, your information may also be included in a publicly-available winner list.