

CONTEST RULES

The Umbrella Project Awards (“Contest”)

from 12:00a.m on February 22, 2022 EDT to 11:59p.m. on March 28, 2021 EDT

(“Contest Period”)

The Umbrella Project (“UP”)

1. HOW TO ENTER

- 1.1. No purchase required. To enter the Contest, applicants must:
 - 1.1.1. complete an application form and questions relevant to the category in which they are eligible.
 - 1.1.2. answer a few short questions to demonstrate understanding and use of Umbrella Skills, as well as how well-being and mental health are being strengthened despite life challenges.
 - 1.1.3. attach an accompanying letter of support.
- 1.2. Submit your application including your name, email address, telephone number, school, school board, city, province, guardian name and phone number (if applicable).
- 1.3. To be valid your entry must be received by 11:59pm EDT on March 28, 2022.
- 1.4. Limit of one application per person. You are able to apply and nominate someone else. If you attempt or are suspected of attempting to enter more than once or use any entry methods not authorized by these rules, it shall be deemed as tampering and will void your entry.

2. ELIGIBILITY

- 2.1. Contest is open to all residents of Canada (excluding Quebec) who are active students and/or educators at a registered North American Educational Institution at the Contest opening date.
- 2.2. For any applicant who has not reached the age of majority at the Contest Opening Date a parent or guardian consent is necessary to enter the Contest.
- 2.3. Employees of UP, as well as such employees’ immediate family (father/mother, brother/sister, son/daughter) or persons living under the same roof are not eligible to enter this Contest.

3. PROCEDURE FOR AWARDING PRIZES

- 3.1. All applications will be reviewed by an external review committee organized by UP.
- 3.2. The eligible winners will be determined by the review committee.
- 3.3. Prior to being declared a winner and subject to meeting all other conditions, an eligible winner must first correctly answer a basic mathematical skill-testing question.
- 3.4. The winners will be contacted by telephone or e-mail during the week April 25th, 2022.
- 3.5. The prize shall be forfeited and UP has the right, at its sole discretion, to select another winner if:

- 3.5.1. a winner cannot be reached within three days following the first attempt of contact,
- 3.5.2. incorrectly answers the mathematical skill-testing question, or
- 3.5.3. declines the prize.

4. DESCRIPTION OF PRIZE(S)

- 4.1. **Students (Grade 1-8): PRIZE:** two recipients will receive \$1,175 in cash and prizes: \$500 cash, Book bundle (\$100 value), Well-Being Pop UP (\$500 value), Umbrella Parenting 101 course (\$75 value)
- 4.2. **Students (Grade 9-12): PRIZE:** two recipients will receive \$1,650 in cash and prizes: \$1,000 cash, Book Bundle (\$150 value), Well-Being Pop UP (\$500 value)
- 4.3. **Educators: PRIZE:** two recipients will receive \$1,650 in cash and prizes: \$1,000 cash, Book Bundle (\$150 value), Well-Being Pop UP (\$500 value)
- 4.4. **School Community:**
 - 4.4.1. **PRIZE:** One School Community (currently running The Umbrella Project) will receive up to \$13,000 in cash and prizes: \$1,000 cash, Umbrella Parenting 101 course for each family (approx \$11,000 value), Book Bundle (\$300 value), Educator Professional Development Bundle (\$450 value), Well-Being Pop UP (\$500 value)
 - 4.4.2. **PRIZE:** One School Community (not currently running The Umbrella Project) will receive up to \$15,000 in cash and prizes: \$1,000 cash, Umbrella Parenting 101 course for each family (approx \$11,000 value), Book Bundle (\$300 value), Educator Professional Development Bundle (\$450 value), Well-Being Pop UP (\$500 value) and BONUS 2 years of our well-being Curriculum (\$2,000 value)

5. GENERAL RULES

- 5.1. To be declared a winner, the selected contestant must first correctly answer a mathematical skill-testing question.
- 5.2. Each winner shall sign a release declaring their eligibility as stipulated in Section 2 of these rules; and releasing UP as well as its respective directors, officers and employees (the "Contest Parties") from all liability for any damage or loss arising from participation in this Contest or from the awarding, acceptance or use of the prize.
- 5.3. Each winner will also be asked to agree that their name, image and/or voice may be used for advertising purposes related to this Contest free of charge. This is not mandatory.
- 5.4. The prize shall be accepted as is and may not be exchanged or refunded for an amount of money, sold or transferred. No substitutions will be allowed. Any unused portion of a prize will be forfeited.

- 5.5. If the prize cannot be awarded as described in these rules, UP reserves the right to substitute a prize or prize component with another of comparable value, as determined in its sole discretion.
- 5.6. Refusal to accept the prize releases the Contest Parties from any obligation toward the winner.
- 5.7. If a contestant makes any false statement, (s)he will be automatically disqualified from the Contest.
- 5.8. The Contest Parties assume no liability for any loss, damage or injury, including without limitation: (i) lost, stolen, delayed, damaged, misdirected, late, destroyed, illegible or incomplete entries; (ii) loss, theft or damage to software or computer or telephone data, including any breach of privacy; (iii) fraudulent calls; (iv) inability of any person to participate in the Contest for any reason including mistaken addresses on mail or e-mail; technical, computer or telephone malfunctions or other problems with computer on-line systems, servers, access providers, computer equipment, or software; (v) prizes that are lost, damaged or misdirected during shipping.
- 5.9. UP reserves the right to cancel or suspend this Contest should a cause beyond their reasonable control corrupt the proper administration of the Contest. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, UP reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- 5.10. All personal information, such as name and contact information, is collected by UP solely for the purposes of administering this Contest and shall not be used for any other purpose without your express consent. By providing this information, you consent to it being used for the stated purposes.
- 5.11. If the identity of a contestant is disputed, the authorized account holder of the email address submitted at the time of entry will be deemed to be the contestant. The individual assigned to the e-mail address for the domain associated with the submitted email address is considered the authorized account holder. A selected contestant may be required to provide proof that (s)he is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server.
- 5.12. Odds of winning depend on the number of eligible entries. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, using any robotic, automatic programmed method that artificially increases the odds of winning or do not conform to or satisfy any condition of the rules may be disqualified by UP. UP is not responsible for any errors or omissions in printing or advertising this Contest.
- 5.13. UP reserves the right to amend the Contest rules or to terminate the Contest at any time without any liability to any contestant.
- 5.14. By entering, you agree to abide by the Contest rules and the decisions of UP,
- 5.15. which decisions are final and binding on all applicants.
- 5.16. Contest rules are available on www.umbrellaproject.co/awards