

RILEY'S WAY FOUNDATION

2025 KIND LEADER ESSAY CONTEST

OFFICIAL RULES & TERMS AND CONDITIONS

THE CONTEST IS GOVERNED BY THESE OFFICIAL RULES AND IS INTENDED FOR PARTICIPATION IN THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY. VOID WHERE PROHIBITED. BY ENTERING, YOU ACKNOWLEDGE AND AGREE TO BE BOUND BY THESE OFFICIAL RULES.

1. Sponsor

The *Kind Leader Essay Contest* (the "Contest") is sponsored by **Riley's Way Foundation**, a 501(c)(3) nonprofit organization, headquartered in New York, NY ("Sponsor" or "Riley's Way").

2. Eligibility to Enter

Open only to individuals who, as of the last day of the Contest Period (defined below), meet **all** of the following:

- Are legal residents of the **50 United States or the District of Columbia** and physically located therein;
- Are between **14 and 23 years of age**; applicants who are minors in their state of residence must obtain **written permission** from their parent/legal guardian to be eligible to receive a prize;
- **Follow @rileyswayfoundation on Instagram** at time of entry, unless you do not have an account;
- Have not acted in violation of these Rules in connection with this or prior Riley's Way programs.

Not eligible: Employees, officers, directors, contractors, and board members of Sponsor (and members of their immediate households or families) are not eligible. Sponsor reserves the right at any time to verify eligibility in any manner it deems appropriate. **Void where prohibited.**

By entering, applicants agree to these Official Rules, which are final and binding in all respects.

3. Contest Period

The Contest begins **October 1, 2025 at 12:00:00 a.m. Eastern Time (ET)** and ends **November 13, 2025 at 11:59:59 p.m. ET** (the "Contest Period"). Entries received outside the Contest Period are void.

4. How to Enter

During the Contest Period:

1. **Follow** @rileyswayfoundation on Instagram.
2. Create and submit **one** of the following (each, a "Submission"):
 - **Written Essay:** 250 words or less; or
 - **Video Essay:** 60 seconds (1 minute) or less.
3. Address the prompt:
"Who is a kind leader in your community (it could even be you!) and how do they inspire you to lead with kindness?"
4. Visit Sponsor's designated online portal (the "Website") and follow on-screen instructions to complete the entry form (name, email, age, parent/guardian contact if minor, city/state, short description) and upload your Submission.

Limit one (1) entry per person for the Contest Period. Entries must be in English. No mail-in or email entries. Automated entries prohibited. Any entrant using multiple emails, identities, or devices will be disqualified. If multiple users share the same email, the "authorized account holder" (the natural person assigned the email by the provider) will be deemed the entrant.

By submitting, you agree Sponsor and its agents may contact you regarding the Contest and related program communications.

5. Submission Guidelines & Content Restrictions

By entering, you represent and warrant that your Submission:

- Is **your original work**, not previously published, and does not infringe any third-party rights;



- Does **not** contain confidential information, personal data of others without consent, or content you do not have rights to share;
- Does not include third-party trademarks, logos, or copyrighted material (e.g., music, images, footage) **without written permission**; only original or properly licensed, royalty-free music may be used in videos;
- Is not obscene, pornographic, sexually explicit, hateful, harassing, dangerous, or otherwise inappropriate;
- Does not promote alcohol, illegal drugs, tobacco, firearms/weapons, unsafe or illegal activities, or a political campaign;
- Does not defame or disparage any person, company, or organization;
- Comports with these Rules and the mission and values of Riley's Way.

Technical: Videos should be standard formats (e.g., MP4 or MOV) and one (1) minute or less; written essays must be 250 words or fewer. Sponsor may, in its sole discretion, accept minor format variances or request a resubmission.

Sponsor may review, screen, or request edits to Submissions for compliance but has no obligation to do so. Sponsor may disqualify any Submission at its sole discretion. Any waiver of a requirement is not a general waiver.

6. Judging Criteria & Selection

All eligible Submissions will be evaluated by a panel selected by Sponsor. Judging is based on:

- **Alignment with Kind Leadership values** and the prompt (40%);
- **Creativity/originality** (30%);
- **Clarity and impact of storytelling** (30%).

Judges' and Sponsor's decisions are **final and binding**. Background or eligibility checks may be conducted for potential winners. Sponsor may disqualify any entrant if participation could reflect negatively on Sponsor or if information provided is false, deceptive, or incomplete.

7. Awards (Prizes)

- **Up to five (5) winners** will each receive a **\$500 Kind Leader Award**.
- **Limit one (1) prize per person**.

Prizes will be distributed by check after winners complete required documentation (which may include IRS **Form W-9** for U.S. residents and, where applicable, a **Parental/Guardian Consent & Release** for minors). **No prize substitutions or transfers**.

Taxes: All federal, state, and local taxes associated with the prize are the **sole responsibility of the winner**. Sponsor may issue IRS **Form 1099-MISC** for prizes of \$600 or more.

8. Selection & Notification Timeline

- **Selection Period: November 14 – December 10, 2025**
- **Notification:** On or about **December 15, 2025**, via the email provided at entry.

A potential winner must respond within **seven (7) days** of Sponsor's notification and timely complete all required documents. If a potential winner fails to respond, is ineligible, or does not timely return documents, Sponsor may select an alternate winner at its discretion. Sponsor is not responsible for email issues (e.g., spam filters, incorrect addresses).

For minor winners, a parent/legal guardian must sign required documents before prize release.

9. Rights to Submissions; Publicity

By entering, you (and your parent/guardian if you are a minor) grant to Sponsor and its designees an **irrevocable, perpetual, worldwide, royalty-free, sublicensable license** to use, reproduce, adapt, edit, modify for length/format, publish, display, distribute, publicly perform, and otherwise exploit your Submission (essay/video), name, likeness, voice, city/state, and biographical information, in any media now known or later developed, for promotional, educational, and marketing purposes, **without additional compensation** beyond any prize. Sponsor has no obligation to use any Submission.

You acknowledge Sponsor may independently develop or already possess similar ideas; no confidential relationship is created by submission.

10. General Conditions

Sponsor reserves the right, in its sole discretion, to **disqualify** any entrant who tampers with the entry process, violates these Rules, or acts in a manner inconsistent with Riley's Way values.

Sponsor may **cancel, suspend, or modify** the Contest if fraud, technical failures, force majeure, or any factor impairs the integrity or proper functioning of the Contest.

By participating, entrants (and parent/guardian for minors) **release and hold harmless** Sponsor and its officers, directors, employees, agents, and partners from any and all claims, liabilities, losses, or damages of any kind arising out of participation, acceptance, possession, or use of any prize.

13. Privacy

Information collected from entrants is used for Contest administration and related program communications and will be handled in accordance with Sponsor's applicable privacy practices. By entering, you consent to such processing.

14. Winners List

After notifications are complete, Sponsor may post first name/last initial, city/state, and Submission highlights of winners on **rileysway.org** and/or **@rileyswayfoundation**. Requests for a winners list may be directed to **info@rileysandler.org** (subject line: "Kind Leader Essay Contest – Winners List Request").

15. Miscellaneous

- Sponsor may waive format limits or minor technical defects in its reasonable discretion.
- Proof of submission is not proof of receipt.
- If any provision of these Rules is found unlawful or unenforceable, that provision shall be severed and the remainder enforced to the fullest extent permitted by law.

16. Contact / Sponsor

Riley's Way Foundation

New York, NY • **info@rileysway.org** • **rileysway.org**