



## **International Run Policies and Guidelines**

The Terry Fox Foundation honours the vision and spirit of an iconic Canadian by raising critical funds for cancer research. As a global movement to end cancer, the Terry Fox Foundation plays a vital role in building diverse communities, engaging thousands of passionate volunteers and millions of students in annual fundraising events around the world.

People everywhere of all ages, backgrounds, and abilities are inspired by Terry's enduring legacy. The Terry Fox Run takes place in more than 30 countries around the world, uniting participants in support of Terry's dream of a world without cancer. Through the generous support of our amazing volunteers, donors, and partners, the Terry Fox Foundation has raised more than \$850 million and funded 1,300 innovative cancer research projects, bringing hope and health to millions of people.

We truly appreciate the valuable efforts made by our dedicated volunteers and Terry Fox Run organizers to respect these guidelines when planning their events. If you have any questions or require any clarification, please do not hesitate to reach out to our team. We are here to support you and ensure your fundraising event is as successful as possible.

### **Mission**

Driven by Terry's courage and determination, we collaborate with and inspire people around the world to support and fundraise for bold, extraordinary research to end cancer.

### **Vision**

Bringing people together to realize Terry Fox's dream of a world without cancer.

### **Values**

*Integrity:* Guided by Terry's strong moral principles, we are committed to responsible fundraising, strategic investing, and transparent reporting.

*Excellence:* Terry believed in science. Our supporters help fund the best and brightest researchers and their science for the greatest potential impact and results.

*Inclusivity:* Anyone can be a part of Terry's Marathon of Hope. We value, respect and recognize all volunteers, donors, and partners.

*Perseverance:* Terry never quit and neither will we until we realize a world without cancer.

*Creativity:* Inspired by Terry's innovative spirit, we work to push boundaries and redefine the possible.

### **Philosophy**

The Terry Fox Foundation represents the pinnacle of integrity and values in the charitable landscape. Adhering to the strict values that Terry demonstrated has helped establish the organization as a unique and powerful one in the fight against cancer.

Terry was not interested in fame or glory when he embarked on his Marathon of Hope in 1980. His sole focus was to raise money for cancer research. He was admired not only for his grit and endurance, but because he insisted that no one profit from his effort.

In a world where it is widely believed that traditional corporate sponsorships are necessary to raise funds, the Terry Fox Foundation takes the extraordinary position that reflects what Terry believed—that people would rally behind a good cause and give unconditionally, as he did in 1980. Terry welcomed *everyone* to be a part of his Marathon of Hope and the annual Terry Fox Run remains completely inclusive, non-competitive, and free from corporate sponsorships.

Our guidelines reflect this visionary philosophy.

### **Event Dates**

Each year, the Terry Fox Run takes place in hundreds of communities across Canada on the third Sunday in September. The Terry Fox School Run happens in approximately 10,000 Canadian schools and organizers are encouraged to host their fundraiser on the Terry Fox School Run day in September. International Runs can be held on any date that is convenient for our organizers.

### **Expenses**

The Terry Fox Foundation is committed to operating in a fiscally responsible manner and prides itself on its ability to maximize dollars raised to support cancer research in Terry's name. The Terry Fox Foundation provides all the necessary promotional and administrative materials (in English and French) to organize a successful event. When it is not feasible to ship materials to organizers, they may print materials locally, as well as incur certain other pre-approved expenses. Any expenses not covered and incurred when organizing an event that bears Terry's name must be donated or covered by a third party in accordance with our Corporate Support Guidelines outlined in this document.

### **Non-competitive**

The Terry Fox Run is an inclusive and family-friendly event. While Terry himself was an athlete, he wanted the Terry Fox Run to be open to anyone who wanted to participate, including runners, walkers, bikers, kids, and families. We acknowledge all participants as champions if they have given or raised funds for cancer research in Terry's name. As such, the Terry Fox Run cannot be organized as a race or competition with the awarding of medals or prizes for placing first, second, third, etc.

### **Entry Fees**

Any event that uses Terry's name or likeness, regardless of the unique nature of that event, must be inclusive and free from any financial barriers to participation. Terry believed that all members of the public should be able to participate or support the Terry Fox Run with voluntary contributions and that no one be turned away because they lacked a donation or an entry fee. Therefore, no registration fee for the event can be charged.

### **Liability**

Liability Insurance must be in effect and confirmation must be provided to the Terry Fox Foundation in advance of approval given for a run to take place. The insurance policy must include the Terry Fox Foundation, its Directors, officers, employees and volunteers as named insured.

### **Special Events**

Any special events to amplify fundraising efforts related to the Terry Fox Run must meet the following requirements:

- Participants are able to make voluntary contributions
- There is no fee to participate
- Proceeds raised through the event are not used to cover costs
- The event adheres to our Corporate Support Guidelines outlined in this document
- The event is non-competitive

Parties interested in organizing a special event should forward a written proposal to the Terry Fox Foundation, providing event details adhering to all guidelines. Terry's name cannot be used in conjunction with the event unless it satisfies the above requirements and the organizer has received written approval from the Terry Fox Foundation.

### **Shirt Design and Marketing**

The Terry Fox Run T-shirt design or any other image that bears Terry's name or likeness cannot be used to create merchandise and promotional materials that are not already produced or approved by the Terry Fox Foundation. Please note that our policies do not allow for any changes to the annual Terry Fox Run campaign or design, except for the following:

- You may add your event name/school name/country name, such as "XYZ School, City name/Country name" or "XYZ School", or "City Name", or "Country name" to the back or sleeve of the shirt, in Arial font. No logos can be added.
- If you cannot find the exact colour of T-shirt, you can use a different colour, except for red, which is the colour we reserve for cancer survivors.
- You are welcome (and encouraged!) to add a local language to the T-shirt.
- If you do modify the artwork to add a name or local language, we do ask that you send us the artwork so that we can review and approve it prior to production.

### **Merchandise and Promotional Materials**

Terry Fox Run merchandise or promotional materials produced by the Terry Fox Foundation can be reproduced by countries outside of Canada to satisfy language requirements. The Terry Fox Foundation must approve all merchandise and promotional materials before they are produced to ensure that they are consistent with the items produced in Canada. Proceeds from the sale of all Terry Fox merchandise must be given in full to the Terry Fox Foundation.

### **Awarding of Prizes**

Any donated items or prizes for participants should be given away based on chance, such as a raffle or a draw, and open to all participants. Prizes cannot be awarded to participants for their fundraising accomplishments. Donated items given away randomly at events cannot be publicized to attract supporters.

### **Use of Terry Fox's Name and Image**

The Fox Family has sole jurisdiction over the use of Terry's name and likeness. The Terry Fox name cannot be legally registered outside of Canada. Any request for use of his name and likeness for a ceremony, building, honour, product, etc. must be made in writing in advance to the Fox Family through the Terry Fox Foundation. Approved cancer research organizations and groups organizing the Terry Fox Run will be responsible for banking and receipting arrangements that are in compliance with the country's legal requirements. No legal entity can be established to receive funds raised from an event that uses the Terry Fox name.

### **Adjoining with Another Cause**

Terry's sole purpose for embarking on his Marathon of Hope was to raise funds for cancer research. For this reason, the Terry Fox Run and all other fundraising events that bear Terry's name cannot be adjoined with any other cause, nor can other causes be promoted at the Terry Fox Run site, regardless of how worthy the cause may be.

### **Research Funding**

The Terry Fox Foundation and the Terry Fox Research Institute must approve the recipient institute or organization and the specific bio medical cancer research project before a Terry Fox Run will be sanctioned. In developing countries where there is limited capacity to conduct bio medical research the

Terry Fox Foundation may approve the following areas of research: cancer epidemiology, clinical trials, equipment for cancer research, and translational research.

### **Banners and Signs**

Corporate or commercial banners and/or signs may not be displayed at any Terry Fox Run or event. A sign with a team or company name is acceptable when identifying and/or indicating a gathering place for participants representing a corporation, school, or organization. The signs may not be carried in the Terry Fox Run.

### **Corporate Support**

We recognize there are various ways the public will see a company's support of the Terry Fox Foundation or participation in the Terry Fox Run. For example, media coverage of a firm's participation, listing of company names on Terry Fox Run site billboards and Terry Fox Foundation produced materials.

- The Terry Fox Foundation logo and corporate logos will not coexist on any item (printed or otherwise) or any entity (non-profit or otherwise). Terry Fox Run promotional and merchandise materials will not bear the name or logo of any corporation, with the exception of T-shirts for corporate teams, which can bear their name but not their logo.
- The Terry Fox Foundation will allow corporate name identification on the back or sleeve of Terry Fox Run T-shirts provided to participating employees. The word "Team" must precede the company name and no corporate logos are permitted.
- The Terry Fox Foundation, in keeping with its grassroots nature, encourages active participation of corporate employees in the annual Terry Fox Run. To bolster this, matching donations or philanthropic gifts from corporations are encouraged.
- The Terry Fox Foundation will approach corporations for donated products and services that are aligned with the brand.

### **Thank You**

The most effective way to honour Terry's memory is to organize, support, and participate in the annual Terry Fox Run and related fundraising events and campaigns. Thank you so much for keeping Terry's dream alive and supporting innovative cancer research.

If you have any questions, please do not hesitate to contact us at [international@terryfox.org](mailto:international@terryfox.org)