

# The Terry Fox Foundation

## Policies and Guidelines



Despite Terry's relative youth when he ran the *Marathon of Hope* in 1980, he showed remarkable vision in establishing many of the policies The Terry Fox Foundation (or "The Foundation") abides by today.

The principles that Terry valued so highly – integrity, honesty, concern for others, benevolence - form the very essence of The Terry Fox Foundation and the events that bear his name. His vision of non-commercial, all-inclusive events sets The Foundation apart in a highly competitive environment. Supporters donate to the cause in the true spirit of Terry Fox – selflessly, generously, and with great compassion for others.

In a world where it is widely believed that sponsorship, fundraising minimums and incentives are necessary elements for success, The Foundation stands alone. We truly appreciate the efforts made by our Organizers and volunteers to respect these guidelines in the organization of their events. Please consult your Provincial Office should you require further clarification.

### TERRY FOX RUN DATE

**Policy:** The Terry Fox Run is usually, but not always, held on the second Sunday after Labour Day each year.

**Guidelines:** Every effort should be made to host your Run on the National Date, keeping in mind that all promotional materials and media releases reflect that date. Please confirm the annual date with your Provincial Office before booking your site for the next year.

### NON-COMMERCIALIZATION

**Policy:** In accordance with Terry's wishes, no individual, group, or company can earn any direct financial profit from their association with any event that bears Terry's name.

**Guidelines:** Offers to sell products at any event with partial return of profits or to provide "% off" coupons are not permissible.

### NON-COMPETITION, ENTRY FEES & USE OF PRIZES

**Policy:** The Terry Fox Run is a non-competitive, all-inclusive, family-oriented event.

**Guidelines:** Timing, charging of entry fees or setting of minimum pledges are not in keeping with Terry's vision of a Terry Fox Run. Awarding of prizes/incentives based on performance or pledge totals is not permissible. Draw prizes are permitted provided opportunity to win is based on chance (i.e. one chance per participant, NOT one chance for every \$50 raised).

### EXPENSES

**Policy:** Funds raised through the Terry Fox Run must be directed in full to the Foundation. No pledges or donations from Run participants may be used to cover costs associated with organizing the Run.

**Guidelines:** Any goods or services required to hold a Terry Fox Run must be donated or be covered by specific donations from third parties (e.g. food, service, or security requirements).

### CORPORATE SUPPORT

**Policy:** Companies or organizations that wish to support the Terry Fox Run must do so with no expectation of profile or sponsorship status.

**Guideline:** Corporate supporters may be acknowledged through a thank you board at the Run site, media coverage of a company's participation or via Terry Fox Foundation produced hard-copy and electronic newsletters. Such acknowledgement cannot include corporate logos.

### MERCHANDISE AND PROMOTIONAL MATERIALS

**Policy:** All materials are designed and produced by The Terry Fox Foundation. The printing of corporate names are NOT permitted on any Terry Fox materials or merchandise with the exception of team T-shirts.

**Guidelines:** Registered corporate teams and groups may purchase Terry Fox T-shirts and have their team name printed on the back or sleeve of the shirt. No logos are permitted.

### ANNUAL DESIGN & LOGO USE

**Policy:** Run Organizers may use the annual design to further promote the Run, but not the Foundation's logo.

**Guideline:** The Provincial Office will forward a copy of the design upon request - please do not alter it. The annual design cannot appear on any printed or electronic communication that bears the logo of any other group or entity.

### CONJOINING WITH ANOTHER CAUSE

**Policy:** Fundraising events that bear Terry's name cannot be conjoined with any other cause, no matter how worthy.

### USE OF TERRY FOX'S NAME AND LIKENESS

**Policy:** The Fox family has sole jurisdiction over the use of Terry's name and likeness.

**Guidelines:** Any requests for use of Terry's name or image must be made in writing and conveyed via the National Office ([fred@terryfox.org](mailto:fred@terryfox.org)) to obtain approval by the Fox family.

### HONOURS FOR TERRY

**Policy:** Terry Fox Foundation employees and Terry Fox volunteer representatives are prohibited from pursuing naming and award opportunities in Terry's name.

**FOR FURTHER CLARIFICATION OR QUESTIONS ON THE ABOVE GUIDELINES, PLEASE CALL 1 888 836-9786.**