

**DIVISION ONE: GEAR UP #1 CHALLENGE**  
**OFFICIAL RULES**  
**THE ALLSTATE FOUNDATION PURPLE PURSE CHALLENGE 2016**  
Sponsored by The Allstate Foundation

**NO QUOTE, PURCHASE, PAYMENT OR DONATION OF ANY KIND IS REQUIRED TO APPLY FOR, ENTER OR WIN THE “ALLSTATE FOUNDATION PURPLE PURSE CHALLENGE” 2016 ON CROWDRISE.COM. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

Please read these Official Rules. By participating in this Promotion, Applicant and all Participants unconditionally agree to these Official Rules and all decisions by The Allstate Foundation (the “Sponsor” and “Prize Provider”) and CrowdRise, Inc. (the “Administrator”), which are final and binding in all matters related to this Gear Up Challenge. To win the prize(s), you must comply with all facets of the Official Rules and all decisions by Sponsor and Administrator. Unless otherwise defined herein, capitalized terms shall have the same meaning as in the Official Rules for The Allstate Foundation Purple Purse Challenge 2016 (the “Challenge”).

- 1. ELIGIBILITY:** The Division One Gear Up Challenge is open only to charitable organizations already approved by The Allstate Foundation to participate in the Challenge in Division One and which comply with the Official Challenge Rules (available at <https://cdncustom.crowdrise.com/promo/PurplePurseChallenge2016-OfficialChallengeRules.pdf>) the CrowdRise Terms & Conditions (<https://www.crowdrise.com/about/terms>) and all applicable law (“Eligible Charities”). All applicable federal, state, and local laws, rules and regulations apply. Void where prohibited by law.
  
- 2. GEAR UP #1 CHALLENGE PERIOD:** The Gear Up Challenge begins on August 31, 2016 at 12:00:00pm Eastern Time (ET) and ends on September 28, 2016 at 11:59:59am ET (“Gear Up #1 Challenge Period”). CrowdRise’s server and computer clock is the official time-keeping device and its decisions are final and binding. Neither Sponsor nor Administrator make any representations or warranties that the leaderboard or donation scroll box on CrowdRise.com or elsewhere will be updated on a real-time basis, will always be accurate or will represent the official standings, results, or odds of the Gear Up Challenge at any time before, during or after the Gear Up #1 Challenge Period. The leaderboard, donation scroll lists and any similar lists tallying donations are unofficial tallies of the amounts of donations in a campaign and may not accurately reflect the donations made based on a variety of factors. Results of the Gear Up Challenge are not official until Sponsor expressly announces the final results and verifies the winners.
  
- 3. HOW TO ENTER:** Each charity may enter one (1) time by either method during the Gear Up #1 Challenge Period:
  - (a) Any time during the Gear Up #1 Challenge Period, be a charity in the Allstate Foundation Purple Purse Challenge and go to CrowdRise (the “Website”) here: <https://www.crowdrise.com/purplepursechallenge> and follow the on-screen instructions to Edit Your Charity’s Fundraiser by clicking the “Edit Fundraiser” Tab and do the following:
    - (1) updates your charity team’s fundraising page with a photo, story text AND then
    - (2) sends an email to: [PurplePurse@CrowdRise.com](mailto:PurplePurse@CrowdRise.com) with the secret code PURSE will get entered for a chance to win.
    - (3) Your email must include the information outlined below.

OR

- (b) Email [PurplePurse@CrowdRise.com](mailto:PurplePurse@CrowdRise.com) with the secret code PURSE to get entered for a chance to win.

**Your Email must follow these instructions exactly or your entry will be void:**

- a. Email Us at [PurplePurse@CrowdRise.com](mailto:PurplePurse@CrowdRise.com) to enter the Gear Up Challenge.
- b. Your email Subject Line must be exactly: "Please Enter Me in the Gear Up #1 Challenge"
- c. Your Email must include the following information:
  - i. Secret Code: PURSE
  - ii. your charity name
  - iii. your name (you must be a representative/employee from the charity)
  - iv. your fundraising page URL
  - v. your affiliation with the charity
  - vi. email address
  - vii. phone number
  - viii. charity address

**Your entry by either method must be received by September 28, 2016 at 11:59:59am ET.**

**Limit:** One (1) entry per charity.

All entries are subject to verification of eligibility before a prize can be awarded. Your confirmation emails you receive are not confirmation of entry.

Those who do not follow all of the instructions, provide the required information in their entry or entry form, or abide by these Rules or other instructions of Sponsor may be disqualified at Sponsor's sole and absolute discretion. All entries that are late, illegible, incomplete, damaged, destroyed, forged or otherwise not in compliance with the Official Rules may be disqualified from the Gear Up #1 Challenge at Sponsor's sole and absolute discretion.

In the event of a dispute as to the identity of any entrant, the entry will be deemed submitted by the account holder of the email from which it was sent but only if such person is otherwise eligible. The "account holder" is the person assigned an email address or username by the entity responsible for assigning it (e.g., Gmail). Winner may be required to show proof of being the registered account holder. If a dispute cannot be resolved to the Sponsor's satisfaction, the entry will be deemed ineligible. Sponsor and affiliated entities are not responsible for lost, misdirected, misplaced, stolen, tampered with, deleted, or invalid entries.

**There is a limit of one (1) total entry permitted per charity, regardless of method of entry, during the Gear Up #1 Challenge Period.**

- 4. PRIZE:** There are eight (8) potential winners; the prize is a two hundred fifty dollar (\$250 USD) Challenge Grant from Sponsor to the winning Charities and distributed after the Challenge in accordance with the Challenge Rules. The value does not count toward any other promotion in the Challenge. Sponsor reserves the right to substitute prizes of equal or greater value. No substitution or transfer of prizes permitted by winner ("Official Winner" or "Winner"). Neither CrowdRise nor Sponsor are responsible for prize utility, quality or otherwise. Taxes and fees and any other costs related to the prize, if any, are the sole responsibility of winner. Limit: one (1) prize per Winner.

- 5. SELECTION WINNERS AND ODDS OF WINNING:** The Gear Up #1 Challenge will end on September 28, 2016 at 11:59:59am ET and at or around that time, Sponsor or Administrator or their representative will conduct a random drawing (the “Drawing”) from all eligible entries to determine eight (8) Potential Winners. Entries are subject to verification by Sponsor and potential Winners are not declared final and shall not receive a prize until verified by Sponsor. Sponsor’s decisions are final and binding on all matters relating to this Gear Up #1 Challenge. Odds of winning depend upon the total number of eligible entries received. Any attempts to exceed the limit of number of entries into the Gear Up Challenge by any method, including but not limited to, using multiple email addresses or accounts or robotic entries, are prohibited and Sponsor reserves the right in its sole discretion to disqualify all suspect entries.
- 6. VERIFICATION OF WINNERS AND DELIVERY OF PRIZES:** Potential Winner(s) will be notified by email and/or telephone within seven (7) business days after verification by Sponsor or Administrator or their representative. You will be notified only at the email address Applicant used to register on for the Challenge. Administrator will make no more than three (3) attempts to contact the Potential Winner. Email us at [PurplePurse@CrowdRise.com](mailto:PurplePurse@CrowdRise.com) to change your email address and/or add email addresses to receive Challenge communication and/or unsubscribe. Potential Winners are not declared final and shall not receive a Prize until verified and declared an Official Winner (“Official Winner”) by Sponsor. Prizes and Challenge Grants are not distributed until after the end of the Challenge. Additionally, Prize Provider’s obligation to provide the Challenge Grants and Prizes is contingent upon all recipients submitting an Affidavit of eligibility and liability release and, where permitted, a publicity release, Letter of Determination and a Form W9 (or other similar forms, as may be required by law). Additional releases and information, to the extent allowed by law, may also be required before a Challenge Grant can be awarded.

Additionally, if (a) Potential Winner cannot be contacted by Sponsor after three (3) attempts, (b) Potential Winner’s Applicant has not contacted Sponsor within two (2) weeks of the date of verification, (c) Potential Winner is ineligible and/or (d) Potential Winner declines the Prize, then Potential Winner will not be declared an Official Winner and forfeits the Prize. One new Potential Winner may be selected, time permitting and at Sponsor’s sole and final discretion. Applicant/Charities agree that Sponsor’s and Administrator’s determinations regarding verification and eligibility shall be final and binding. The Challenge Grants and any other prizes will be delivered by Prize Provider to the Potential Winners that are declared the Official Winners by Sponsor within approximately seventy-five (75) days after the receipt of forms. Taxes and fees, if any, are the sole responsibility of winner.

- 7. Intellectual Property, Publicity and Privacy:** Each winning Charity also consents to CrowdRise and Sponsor’s use of the winning Charity’s name, trademarks, trade names, service marks, and logos, as well as the winning Charity’s Applicant’s and Rep’s likenesses, photographs, voices, opinions and/or hometowns and states for advertising, promotional, and other purposes in any manner, in any and all media, now known or hereinafter devised, worldwide, in perpetuity, without further payment or consideration, notification, or permission to the full extent permitted by law. The Applicant and/or Rep may be required to sign a document to this effect. The winning Charity and its authorized representatives irrevocably grant CrowdRise and Sponsor the royalty-free right to use, reuse, copy, publish, republish, broadcast or re-broadcast, in whole or in part, edit, modify, rearrange, or otherwise exploit any materials and information based on winning Charity’s participation in the Challenge for any lawful purpose whatsoever in any medium (whether now or hereafter known) throughout the world, in perpetuity, without further permission, consideration, or payment of any kind, unless prohibited by law. Each winning Charity also agrees to participate in and cooperate with any promotional activity and/or publicity relating to the Challenge as Sponsor shall

reasonably request from time to time, including without limitation permission to post winning Charity's names, trademarks, trade names, service marks, and logos on Sponsor's websites.

By entering the Challenge, Applicant consents to the collection, use and disclosure of your personal information by Sponsor and Administrator for the purpose of administering the Challenge. You may also have the opportunity to sign up to receive promotional emails from parties associated with the Challenge; your choice to consent to such emails or to opt out of such emails in future does not impact your chances of winning. To the full extent permitted by law, the name, address (city and state), image and biographical information of Applicant and/or Representative may be used by Sponsor in a published winners list and for advertising, promotional, and other purposes in any manner, in any and all media, now known or hereinafter devised, worldwide, in perpetuity, without further payment or consideration, notification, or permission. Information collected from Applicants is subject to these Official Rules as well as Sponsor's Privacy Policy located at <http://purplepurse.com/wp-content/uploads/terms.html> and <https://www.allstate.com/about/privacy-statement.aspx> and CrowdRise's Privacy Policy, located at <https://www.crowdrise.com/about/privacy>.

- 8. General Conditions.** This Challenge (including the Application process) is void where prohibited or restricted by law and subject to all applicable federal, state, provincial and local laws and regulations.

The Allstate Foundation, CrowdRise, and their advertising and promotion agencies, and their respective agents, and any other person or entity responsible for the Challenge (collectively, the "Challenge Parties") reserve the right to disqualify any Participant if, in the sole discretion of any of them, such Participant's conduct during the Challenge Period is not in alignment with the Challenge Parties' values; such Participant has acted fraudulently in any way, prior, during or after the Application Period or Challenge Period; or if a Charity's participation in the Challenge could result in public disrepute, contempt, scandal or ridicule for any of the Challenge Parties; or could reflect unfavorably on the Challenge Parties. Any Charity that has engaged in any abusive or fraudulent behavior or disparages or defames The Allstate Foundation or CrowdRise in any manner will not be accepted into the Challenge, or if accepted, may be disqualified. The Challenge Parties shall have absolute discretion to determine if behavior is fraudulent or abusive. If any Charities' mission, purpose or intended use of funds raised or won are not legal at the provincial, state and federal levels, they may be ineligible. Additionally, in all such cases, if the Challenge Parties have already accepted a charity into the Challenge, the Challenge Parties reserve the right to disqualify the Charity from participation in the Challenge.

The Challenge Parties reserve the right, in their sole discretion, to prohibit any person or Charity from participating in the Challenge for any reason, including without limitation: (i) any attempt by any such party to undermine the legitimate operation of the Challenge by cheating, hacking, deception, or any other unfair practices; (ii) acting in violation of these Rules or CrowdRise Terms; or (iii) acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or charity. Without limiting the foregoing, the use of automated software or computer programs is prohibited and any individual who uses or attempts to use such methods to apply for, enter, or otherwise participate in any way in the Challenge will be disqualified.

The Challenge Parties reserve the right, at their sole discretion, to modify, cancel, terminate or suspend the Challenge should any virus, bug, technical failures, unauthorized human intervention, force majeure, or other causes beyond the Challenge Parties' control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge. If the Challenge is terminated before the designated end date, the Challenge Parties will (if possible) select the winner based on eligible, non-suspect results received as of the date of

the event giving rise to the termination.

**CAUTION. ANY ATTEMPT BY ANY PARTICIPANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CHALLENGE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE CHALLENGE PARTIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**

All participants acknowledge and agree that normal Internet access, phone and usage charges imposed by their online, phone or similar providers may apply and are their sole responsibility.

Sponsor's failure to enforce any term of these Gear Up Challenge Rules shall not constitute a waiver of such provision. The invalidity or unenforceability of any provision of these Gear Up Challenge Rules shall not affect the validity or enforceability of any other provision. If any provision of the Challenge Rules or the Gear Up Challenge Rules is determined to be invalid or otherwise unenforceable, then the rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

- 9. General Release and Limitation of Liability.** All Applicants and Charities expressly agree to release and hold harmless the Challenge Parties and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees, members, shareholders and agents (collectively, the "Released Parties") from any and all liability for any claim, cause of action, loss, harm, damages, costs or expenses, including without limitation property damages, personal injury or death arising out of participation in the application process, the Challenge or (if applicable) receipt, acceptance, possession, use or misuse of any prize awarded as part of this Challenge, and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. All Applicants and Charities acknowledge and agree that the Released Parties are not responsible or liable in any way for: (i) late, lost, delayed, damaged, incomplete, illegible, unintelligible, misdirected or otherwise undeliverable applications, entries, donations or other communications; (ii) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation any damage to any computer system resulting from participation in, or accessing or downloading information in connection with, the application or the Challenge; (iii) any condition caused by events beyond the control of the Challenge Parties that may cause the application process or the Challenge or any results in the Challenge to be changed, disrupted or corrupted; (iv) any printing, processing, payment, banking, credit card, computer, human, typographical or other errors or ambiguities in (or involving) any materials, assessments, or otherwise associated with the application process, or the Challenge; (v) any and all losses, damages, rights, claims and action of any kind in connection with or resulting from participation in the application process or the Challenge; (vi) acceptance, possession, or use of the Grand Prize or any other prize; (vii) claims based on publicity rights, defamation, or invasion of privacy relating to participation in the application process or the Challenge; (viii) for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in any party's email account to receive email messages or insufficient space on any party's computer, and (iv) any alleged violation by the Applicant, Charity or Participant of any law, regulation, or right held by a third party. Released Parties reserve the right to correct clerical or typographical errors in promotional materials.

NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY AND TO THE FULL EXTENT PERMITTED BY LAW, IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND,

HOWEVER ARISING, EVEN IF THE RELEASED PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE PARTIES AGREE TO THE ALLOCATION OF RISK SET FORTH HEREIN.

- 10. Governing Law and Disputes:** All federal, state and local laws, rules and regulations apply. Void where prohibited by law. Except where prohibited, Participants agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Challenge or any Challenge Grant or other prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the appropriate Illinois State Court located in Cook County, Illinois; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Challenge, and in no event will entrant be entitled to receive attorneys' fees or other legal costs; and (3) under no circumstances will Participants be permitted to obtain awards for, and Participants hereby waive all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

TO THE FULL EXTENT PERMITTED BY LAW, YOU AND ALLSTATE FOUNDATION AND CROWDRISE AGREE THAT ANY PROCEEDINGS TO RESOLVE OR LITIGATE ANY DISPUTE WILL BE CONDUCTED SOLELY ON AN INDIVIDUAL BASIS, AND THAT NEITHER YOU NOR ALLSTATE FOUNDATION OR CROWDRISE WILL SEEK TO HAVE ANY DISPUTE HEARD AS A CLASS ACTION, A REPRESENTATIVE ACTION, A COLLECTIVE ACTION, A PRIVATE ATTORNEY-GENERAL ACTION, OR IN ANY PROCEEDING IN WHICH YOU OR ALLSTATE FOUNDATION OR CROWDRISE ACTS OR PROPOSES TO ACT IN A REPRESENTATIVE CAPACITY. YOU AND ALLSTATE FOUNDATION OR CROWDRISE FURTHER AGREE THAT NO PROCEEDING WILL BE JOINED, CONSOLIDATED, OR COMBINED WITH ANOTHER PROCEEDING WITHOUT THE PRIOR WRITTEN CONSENT OF YOU, ALLSTATE FOUNDATION AND CROWDRISE, AND ANY OTHER PARTIES TO ANY SUCH PROCEEDING.

- 11. Winners List:** To obtain list of winners, send an email to [PurplePurse@CrowdRise.com](mailto:PurplePurse@CrowdRise.com) with the following subject line: "Please send the winners list for The Allstate Foundation Purple Purse Challenge 2016 – Gear Up Challenges". Requests must be submitted after the Challenge has ended. A request for the winners list must be received by January 25, 2017. The list will be sent to requesting parties after selection and verification of winners. The list of winners may also be posted on the Website after selection of the Potential Winners.

- 12. QUESTIONS REGARDING THE CHALLENGE?** Email Lucy at [PurplePurse@CrowdRise.com](mailto:PurplePurse@CrowdRise.com).

All right, title and interest in THE ALLSTATE FOUNDATION trademark shall remain with The Allstate Foundation at all times. No party shall have any right to use THE ALLSTATE FOUNDATION trademark or any other trademark or trade name of The Allstate Foundation by virtue of its participation in the Challenge or for any other reason.

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