



## International Run 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 abides by today.

It was Terry's wish that his name be used strictly to reduce the cancer burden by raising funds to support discovery based research. He also asked for \$1 from each of us; a simple request but one that provides us with direction and a path that we follow today.

Terry was also wary of those who wished to profit from their association with his Run, either directly or indirectly, from early on in the Marathon of Hope. In the Fall of 1980 while reflecting on the purpose of his Run earlier in the year Terry made the following statement:

"I was not going to let myself be used. There was only one thing I wanted to publicize and that was fundraising for cancer research."

In a world where it is widely believed sponsorship is necessary to garner non-profit support, The Terry Fox Foundation (or "The Foundation") stands alone. Millions of event participants each year is confirmation that people and businesses will give unconditionally, as Terry did in 1980. Our guidelines reflect this vision.

Over the years, in response to certain situations, our policies have evolved. We truly appreciate the efforts made by our organizers and volunteers to respect these guidelines in the organization of their events. Please consult the International Office should you require further clarification.

### Mission

To maintain the vision and principles of Terry Fox while raising money for cancer research through the annual Terry Fox Run (or "the Run"), Terry Fox School Run, as well as via memoriam donations and planned gifts. In accordance with Terry's wishes, all monies raised in his name are to be used strictly for cancer research.

Terry was not interested in fame and glory when he embarked on his Marathon of Hope in 1980. His sole purpose was to raise money to find a cure for cancer. The most effective way that we could honour Terry's memory is to continue to organize, participate and donate to Terry Fox fundraising events or through planned gifts. Further to this, The Foundation will not draw on its resources in a lobbying or fundraising effort to perpetuate Terry's legacy.

The numerous tributes, awards and honours that have been bestowed on Terry over the past four decades are a result of the efforts of Canadians who have taken it upon themselves to pursue these ventures. Therefore, Terry Fox Foundation employees and



Terry Fox representatives are prohibited from pursuing naming and award opportunities on Terry's behalf.

## **Terry Fox Events Date**

In Canada, The Terry Fox Run is on the second Sunday after Labour Day each year. All community Runs are to be hosted on that Sunday. School 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 Foundation is committed to operating in a fiscally responsible manner and prides itself on its ability to direct 77 cents of every dollar 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. Therefore, any expenses incurred when organizing an event that bears Terry's name must be donated or covered by a third party in line with our Corporate Support Guidelines as outlined in this document.

## **Non-competitive**

The Terry Fox Run is an all-inclusive and family-oriented event. While Terry himself was an athlete, he wanted his Run to be open to walkers, bikers and families. We acknowledge all participants as victors if they have given or raised funds for cancer research in Terry's name. As such, the Run cannot be organized as a competition with the awarding of medals or prizes for placing 1st, 2nd, 3rd, etc.

## **Entry Fees**

Terry asked for one dollar from all of us in 1980. In keeping with this vision, any event that uses Terry's name or likeness, regardless of the unique nature of that event, must allow participants to make voluntary contributions. He also believed that all members of the public should be able to participate or support the Run and that no one be turned away because they lacked an entry fee. Therefore, no registration fee can be charged.

## **Liability**

Liability Insurance must be in effect and confirmation provided to the International office in advance before approval is 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

The Terry Fox Run will continue to be the primary fundraising vehicle we use to further our mandate, as the inclusive nature of the Run is in keeping with Terry's wishes. However, we recognize the interest of those wishing to further our cause by hosting special events. The Terry Fox Foundation will consider events that satisfy 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 herein
- Non-competitive

Parties interested in organizing a special event should forward a written proposal to the International Office of The Foundation, providing event specifics and addressing how it satisfies the above guidelines. Terry's name cannot be used in conjunction with the event unless it satisfies the above and the Organizer has received written approval from the International Office.

## Terry Fox Design Use

Please contact the International Office to obtain our design graphic and for further information on how it can be used. The only changes that can be made to the design are to accommodate language requirements in the particular country. The Terry Fox Run 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 by the Foundation.

## Awarding of Prizes

We believe supporting cancer research and remembering those that have succumbed to this disease should be the reasons for supporting/participating in any Terry Fox organized event. We recognize the desire on the part of our employees and volunteers to secure donated items to be awarded to participants but ask that they are given away based on chance, such as a raffle or a draw, and are open to all. Prizes cannot be awarded to participants for their fundraising accomplishments. Donated items given away randomly at these events cannot be publicized in order to attract supporters.

## Merchandise and Promotional Materials

Terry Fox Run merchandise or promotional materials produced by the Terry Fox Foundation national and international offices can be re-produced by countries outside



of Canada to satisfy language requirements. The International office must approve the merchandise and promotional materials before they are produced in order to ensure that they are consistent with the items produced in Canada. Revenues derived from the sale of all Terry Fox merchandise must be handed over in full to The Foundation.

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

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 National Office. The Foundation approved cancer research organizations and firms/groups organizing the 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 the Run that uses the Terry Fox name.

### **Conjoining with Another Cause**

Terry's sole purpose for embarking on his Marathon of Hope was to eradicate the suffering caused by cancer. For this reason, The Terry Fox Run and all other fundraising events that bear Terry's name cannot be conjoined with any other cause, nor can other causes be promoted at the Run site, no matter how worthy.

### **Research**

The Terry Fox Foundation and Terry Fox Research Institute must approve the recipient Institute/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 TFF approves the following areas of research:

- Cancer Epidemiology
- Clinical Trials
- Purchase of equipment for cancer research
- Translational Research

### **Banners and Signs**

Banners and/or signs (corporate or commercial) 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 Run.

### **Corporate Support**



In accordance with Terry's wishes, The Foundation will not accept support from those who derive any direct financial profit from their association with The Terry Fox Foundation or The Terry Fox Run.

We recognize and accept that there are a variety of ways in which a company's support of The Terry Fox Foundation or participation in the Terry Fox Run will be seen by the public. For example; media coverage of a firm's participation, listing of company names on Run site billboards and Terry Fox Foundation produced newsletters.

- The Foundation logo and annual Terry Fox Run design 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 firm, with the exception of t-shirts for corporate teams.
- The 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 Foundation, in keeping with its "grassroots" nature, encourages active participation of corporate employees in the annual Terry Fox Run. To bolster this, matching donations from Corporations are accepted.
- The Foundation will approach corporations for donated products and services that are in keeping with the image and atmosphere of the Run.

## Questions

For further clarification or questions about the above guidelines please contact [national@terryfox.org](mailto:national@terryfox.org).