

## **Children First Canada (CFC) “The Future is NOW” Terms and Conditions**

1. Children First NOW (“CFC”) will award up to ten “The Future is NOW” awards (the “**Awards**”). The Awards will honour up to ten individual children or youth under the age of 18 who are promoting and defending the rights of children and have demonstrably changed the lives of young Canadians for the better.
2. Awards may be granted to children or youth who have founded or been the driving force behind initiatives to defend the rights of children in the following areas:
  - **Promoting Mental Health**
    - Developing programs to support mental health and/or community building
    - Removing biases against people with mental health issues
    - Advocating to create access to professional supports and services
    - Teaching coping strategies, mindfulness techniques, and emotional regulation for mental well-being to others within the schools
    - Promoting/encouraging the use of non-stigmatizing language and fostering supportive communities.
    - Educating young people about mental health to create a generation that promotes mental wellness
  - **Combatting Bullying**
    - Developing anti-bullying programs
    - Encouraging older students to mentor and guide younger students to foster a positive and supportive school environment
    - Highlighting positive interactions among students as an alternative to bullying.
    - Utilizing social media, TV campaigns, and documentaries to spread anti-bullying messages to a wider audience
    - Organizing/participating in large-scale campaigns like “Anti-Bullying Week” or “Pink Shirt Day” to educate communities and reduce bullying behavior.
  - **Combatting Systemic Racism & Discrimination**
    - Combatting racism and/or discrimination
    - Striving to create systemic changes
  - **Promoting Truth and Reconciliation**
    - Helping to address the inequities facing First Nations, Métis and Inuit children and striving to create systemic changes
    - Creating reconciliation between Indigenous and non-Indigenous children and youth
    - Supporting Indigenous youth leadership programs, like providing mentorship and leadership development opportunities to Indigenous youth to empower them.
    - Advocating for Indigenous education, like culturally relevant and accessible education that respects and incorporates Indigenous knowledge, languages, and histories.
    - Developing collaborative community projects with Indigenous children, like bringing Indigenous and non-Indigenous youth together to work on projects that foster understanding and cooperation
  - **Promoting Health and Wellness**
    - Creating a community sports program to provide free access to physical activities and promote healthy lifestyles for children in underserved neighborhoods.

- Developing a social media campaign focused on body positivity and healthy habits, inspiring young people to embrace a balanced lifestyle.
- Advocating for accessible playgrounds
  
- Increasing access to sports or opportunities for outdoor play and physical education
- Helping ensure that schools and PE classes have access to equipment that all students can utilize (i.e equipment for children with disabilities)
- Promoting wellness, nutrition, mental health, and wellbeing within schools
  
- **Combatting Violence and/or Abuse**
  - Raising awareness about child abuse or how to seek help
  - Creating peer support programs and opportunities
  - Running workshops, campaigns and information sessions to help people recognize signs of violence and abuse, understand their rights, and know available support services
  - Helping children and youth feel less alone and more able to ask for help
  - Promoting that children and youth have the right to be safe in their environment
  
- **Ending Poverty, Food Insecurity or Hunger**
  - Spearheading food drives
  - Advocating for school breakfast or lunch programs
  - Promoting access to shelters or affordable housing
  - Raising public and government awareness about how poverty affects children and youth
  - Creating programs/information that teach children and their families about healthy eating
  - Volunteering with local shelters and housing resources to promote and advocate for affordable housing for families living in poverty
  
- **Combatting Climate Change**
  - Promoting conservation or agriculture
  - Encouraging responsible consumption
  - Combatting pollution
  - Promoting the use of recycling, the importance behind it
  - Advocating the importance of eco-friendly and sustainable products
  - Organizing community cleanups
  
- **Promoting Equitable Education**
  - Promoting literacy and numeracy
  - Efforts to seek language, culture, diversity inclusion in schools
  - Responses to pandemic education disruptions
  - Youth voice in school decision making
  
- **Civic Engagement / Advocacy**

- Advocating for the rights of children at local, provincial or federal government level
  - Engaging in political processes to bring about systemic change
  - Using social media, local events to reach a wide audience and gain community support
  - Actively participate in public hearings in the community to ensure children's needs are represented.
3. Awards will not necessarily be awarded in all of the areas identified in paragraph 2.
  4. To be considered for an Award, a nominee must (i) meet the eligibility criteria, and (ii) be validly nominated.
  5. To be eligible for an Award, a nominee must:
    - a. be under 18 years of age as May 13, 2025;
    - b. reside in Canada and have lived in Canada for at least one year as of May 13, 2025;
    - c. be active (or have been active within the 12 months prior to their nomination) in the initiative for which they are being nominated;
    - d. not be a current member of CFC's Youth Advisory Council;
    - e. not be the child, grandchild, niece, nephew or cousin any CFC director, employee, or contractor; and
    - f. be living; The Future is NOW! Awards cannot be awarded posthumously.
  6. A valid nomination must contain all information prescribed on the nomination form and:
    - a. be received by CFC via the online nomination form on or before 5 p.m. ET on January 17, 2025;
    - b. be made with the knowledge of the nominee; and
    - c. contain a signed statement by the nominee (if 14 or older) and by the nominee's parent(s) or legal guardian(s) that consents to the nomination being made and confirms acceptance of these terms and conditions.
  7. A jury will be appointed by CFC to consider all valid nominations of eligible nominees, and to determine the recipients of the Awards. In making this determination, the jury will consider the following selection criteria:
    - **Leadership:** How is the nominee making a difference in the lives of young Canadians today? How are they demonstrating courage and conviction?

- **Collaboration:** How has the nominee engaged others in taking action to improve the lives of young Canadians? Who have they partnered with and how is their impact increasing through collaboration with others?
  - **Equity, Diversity and Inclusion:** How is the nominee combatting discrimination and creating greater pathways to success for young Canadians who experience barriers to full their participation?
  - **Innovation:** How is the nominee disrupting the status quo? How are they changing attitudes, practices or policies and creating opportunities to make life better for young Canadians?
  - **Impact:** What are the measurable ways in which the nominee is improving the life of young Canadians?
  - **Scalability:** How will the Future is NOW Award enable the nominee to scale and improve their impact on the lives of young Canadians?
  - **Overcoming:** What barriers or challenges has the nominee overcome in their own life and how are they using their own experience of adversity to make life better for other young Canadians?
8. Jury deliberations will be confidential, and the jury will not give reasons for its decisions. Subject to paragraph 9, all decisions of the jury are final.
  9. CFC reserves the right, in its sole discretion, to modify, amend or cancel the Award in whole or in part, at any time and without notice. CFC also reserves the right, in its sole discretion, to decide all questions regarding: (a) eligibility for an Award; (b) the validity of nominations; (c) the manner in which recipients are selected; (d) the granting of Awards; (e) the prize(s) awarded; and (f) generally, all matters related to the Awards or these Terms and Conditions.
  10. Recipients must accept the Award as awarded. CFC bears no responsibility for any tax or other liabilities incurred by a recipient as a consequence of the Award.
  11. By submitting a nomination, the nominator, the nominee, and the nominee's parents or legal guardians:
    - a. authorize CFC and its directors and employees and the members of the jury to collect, use and maintain the personal information of the nominee, the nominator and the nominee's parents or legal guardians, as provided on and with the nomination, for the purposes of evaluating the nomination and of administering, maintaining and promoting the Awards.
    - b. authorize CFC to publish the names of any recipient of the Award including without limitation in interviews with television, radio and print media, in press releases, on CFC's website, on CFC's social media accounts (including without limitation Instagram and Facebook). The nominator, nominee, and the nominee's parents or legal guardians

consent to such publication and waive any claim to compensation or to damages in connection therewith; and

- c. release and forever discharge, CFC and its sponsors, donors, directors, officers and employees, the members of the jury, and any sponsors of the Award from any claim arising from or related in any way to the Award.