

**OFFICIAL RULES
MACY'S SHOP FOR A CAUSE CHARITY CHALLENGE 2017
BONUS CHALLENGES**

NO PURCHASE OF ANY KIND IS REQUIRED TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

THESE OFFICIAL RULES CONTAIN AN ARBITRATION AGREEMENT, WHICH WILL, WITH LIMITED EXCEPTION, REQUIRE YOU TO SUBMIT CLAIMS YOU HAVE AGAINST SPONSOR AND/OR CROWDRISE (EACH, AS DEFINED BELOW) TO BINDING AND FINAL ARBITRATION. UNDER THE ARBITRATION AGREEMENT, (1) YOU WILL ONLY BE PERMITTED TO PURSUE CLAIMS AGAINST SPONSOR OR CROWDRISE ON AN INDIVIDUAL BASIS, NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY CLASS OR REPRESENTATIVE ACTION OR PROCEEDING, AND (2) YOU WILL ONLY BE PERMITTED TO SEEK RELIEF (INCLUDING MONETARY, INJUNCTIVE, AND DECLARATORY RELIEF) ON AN INDIVIDUAL BASIS.

1. INTRODUCTION: The Macy's Shop for a Cause Charity Challenge Bonus Challenges (hereinafter, the "Bonus Challenges") are a series of individual, separate promotions that occur during the course of the Macy's Shop for a Cause Charity Challenge that are outlined in the schedule in Section 3 herein. The Bonus Challenges are sponsored by Macy's ("Sponsor") and administered by GoFundMe, Inc., ("Administrator") which operates a crowdfunding platform called CrowdRise ("CrowdRise"). Macy's (the "Prize Provider") is responsible for providing the prize(s) for the Promotion. All of the Bonus Challenge descriptions, Official Rules, prizes, number of winners, schedule and all other information can be viewed herein and also on the CrowdRise platform here: <http://shopforacause.crowdrisetoolkit.com/bonus-challenges.html>. By participating in the Bonus Challenges, each entrant accepts the terms and conditions stated in these Official Rules, agrees to be bound by the decisions of the Sponsor and CrowdRise and warrants that such entrant is eligible to participate in the Challenge. To win the prize(s), you must comply with all facets of the Official Rules and all decisions by Sponsor and CrowdRise and the Official Challenge Rules which can be found here: <https://cdncustom.crowdrise.com/promo/MacysCharityChallenge-OfficialRules.pdf> (herein after, "Challenge Rules"). CrowdRise's computer is the official clock for the Challenge. Only entities that are approved by Sponsor will be able to participate in fundraising in the Challenge on the Website here and enter and compete in the Challenge and Bonus Challenges here: <https://www.crowdrise.com/ShopforaCause> (the "Website").

2. ELIGIBILITY: The Challenge and its "Bonus Challenges" are open to legal entities incorporated or organized within the 50 United States or the District of Columbia in any of the following categories (each an "Eligible Organization"): (a) tax-exempt entity recognized by the Internal Revenue Service under Section 501(c)(3); (b) organization in Guam or Puerto Rico with a fiscal sponsor that is a tax-exempt entity recognized by the Internal Revenue Service under Section 501(c)3; and (c) accredited schools. SPECIFICALLY EXCLUDING THE FOLLOWING: (i) organizations that practice discrimination by race, creed, color, sex, sexual orientation, age or national origin; (ii) organizations that serve only their own memberships (such as those types of fraternal organizations, pageants, labor organizations or religious groups that do not provide services to persons who are not members (or relatives) of the particular group); and (iii) organizations affiliated with political parties, political candidates, lobbyist activities, political publications or political advertising. Without limiting the foregoing, Sponsor reserves the right, in its absolute discretion, to exclude any organization Sponsor determines is inappropriate for any reason. Two (2) or more charities that are distinct and have unique Tax IDs (EINs) or business numbers, as the case may be, may not share one Campaign page in order to increase their odds in the Challenge. If you are an individual agreeing to these Official Rules on behalf of a legal entity ("Representative"), you represent and warrant that (i) you are an authorized representative of such entity able to legally bind such entity and (ii) have read, and hereby agree to, these Official Rules on behalf of such entity. All entries made in connection with the Challenge are governed by these Official Rules and are subject to verification of eligibility before a prize is awarded. Sponsor and CrowdRise and their respective parents, affiliate companies, subsidiaries, agents, employees, independent contractors, officers, directors, advertising and promotion agencies and anyone involved in the development or execution of the Challenge, as well as the immediate family (spouse, parents, siblings, and children and their respective spouses, regardless of where they live) and household members of each such

employee, whether or not related, are not eligible to participate in the competition for the Grand Prizes and Bonus Challenges. All federal, state and local rules and regulations apply. VOID WHERE PROHIBITED BY LAW. Entries that are submitted in connection with the Challenge will only be eligible if (A) the entrant's Campaign, and related content posted by the entrant, does not contain content that is unlawful, hateful or obscene, in the Sponsor's and/or CrowdRise's discretion, and (B) the funds from the Campaign are being used, and will continue to be used, solely for the Purpose. The entrant is solely responsible for ensuring that donations raised are used in accordance with the organization's charitable mission.

3. PROMOTION PERIOD AND DONATIONS: The Bonus Challenges begin on July 11, 2017 at 12:00pm ET and end on August 9, 2017 at 1:59:59pm ET (the "Promotion Period") and consist of multiple, separate Bonus Challenges as outlined in the Schedule below. Each has its own entry period, entrants, CrowdRise's server and computer clock is the official time-keeping device. If you enter via any free method described in Section 4(b) below, such entries must be received by CrowdRise before the end of the Promotion Period. If you enter by receiving third-party donations as described in Section 4(a) below, such donations must be successfully processed to completion through CrowdRise and its third party payment processor(s) **before** the end of the Promotion Period. CrowdRise has the right to verify any such donation, and any such donation that is subject to chargeback or dispute is not eligible. **Donations can take time to process.** Neither Sponsor nor CrowdRise is responsible for any delays in processing any donations. The list of donations on any particular fundraising page, if any is displaying or any similar tally of donation(s), 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 Promotion are not official until CrowdRise or a duly authorized representative expressly announces the final results and verifies the winner(s).

Bonus Challenge Schedule

BONUS CHALLENGE NUMBER	ENTRY PERIOD: STARTS	ENTRY PERIOD: ENDS	HOW TO ENTER	CHALLENGE GRANT	NUMBER OF WINNERS
Launch Day Bonus Challenge Part One	July 11, 2017 12:00pm ET	July 11, 2017 11:59:59pm ET	The first 100 charities to raise at least \$100 online today will each get a \$100 match. <i>(see Section 4 below for details on "How to Enter")</i>	\$100 each	Up to one hundred (100) winners
Launch Day Bonus Challenge Part Two	July 11, 2017 12:00pm ET	July 11, 2017 11:59:59pm ET	Any organization who gets at least 10 unique donations of \$5 or more today will be entered to win \$2,500. <i>(see Section 4 below for details on "How to Enter")</i>	\$2,500 each	Two (2) winners
Bonus Challenge One	July 11, 2017 12:00pm ET	July 18, 2017 1:59:59pm ET	The 10 charities to raise the most online this week will each win \$2,000. <i>(see Section 4 below for details on "How to Enter")</i>	\$2,000 each	Ten (10) winners
Bonus Challenge Two Part One	July 18, 2017 2:00pm ET	July 25, 2017 1:59:59pm ET	Every organization that raises at least \$500 online this week will get entered to win \$500. <i>(see Section 4 below for details on "How to Enter")</i>	\$500 each	Ten (10) winners

Bonus Challenge Two Part Two	July 18, 2017 2:00pm ET	July 25, 2017 1:59:59pm ET	Every organization that raises at least \$1,000 online this week will get entered to win \$1,000. <i>(see Section 4 below for details on "How to Enter")</i>	\$1,000 each	Five (5) winner
Bonus Challenge Two Part Three	July 18, 2017 2:00pm ET	July 25, 2017 1:59:59pm ET	Every organization that raises at least \$2,500 online this week will get entered to win \$2,500. <i>(see Section 4 below for details on "How to Enter")</i>	\$2,500 each	Two (2) winner
Bonus Challenge Two Part Four	July 18, 2017 2:00pm ET	July 25, 2017 1:59:59pm ET	Every organization that raises at least \$5,000 online this week will get entered to win \$5,000. <i>(see Section 4 below for details on "How to Enter")</i>	\$5,000	One (1) winner
Bonus Challenge Three Part One	July 25, 2017 2:00pm ET	August 1, 2017 1:59:59pm ET	The top five charities to raise the most online this week will each win \$4,000. <i>(see Section 4 below for details on "How to Enter")</i>	\$4,000 each	Five (5) winners
Bonus Challenge Three Part Two	July 25, 2017 2:00pm ET	August 1, 2017 1:59:59pm ET	Any organization who gets at least 20 unique donations of \$5 or more this week will be entered to win \$2,500. <i>(see Section 4 below for details on "How to Enter")</i>	\$2,500	One (1) winner
Bonus Challenge Three Part Three	July 25, 2017 2:00pm ET	August 1, 2017 1:59:59pm ET	The organization with the most unique online donations of \$5 or more will win \$5,000. <i>(see Section 4 below for details on "How to Enter")</i>	\$5,000	One (1) winner
Bonus Challenge Four Part One	August 1, 2017 2:00pm ET	August 9, 2017 1:59:59pm ET	The first 150 online donations of \$50 or more will get a \$50 match to the organization to which the donation was made (no more than 150 charities will receive a \$50 match). <i>(see Section 4 below for details on "How to Enter")</i>	150 \$50 matches are available to be won	TBD number of winners.

Bonus Challenge Four Part Two	August 1, 2017 2:00pm ET	August 9, 2017 1:59:59pm ET	Every organization that raises at least \$1,000 online will be entered to win \$1,000. <i>(see Section 4 below for details on "How to Enter")</i>	\$1,000 each	Five (5) winners
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4. HOW TO ENTER AND WIN THE BONUS CHALLENGES:

LAUNCH DAY BONUS CHALLENGE, PART ONE:

Starting July 11, 2017 at 12:00pm ET and ending July 11, 2017 at 11:59:59pm ET, the first 100 eligible organizations to raise at least \$100 online will each get a \$100 match (each donation must meet all listed restrictions below to be eligible). Potential Winners are not declared final and shall not receive a Prize until verified by Sponsor. Winning a Challenge Grant is dependent upon each Organization’s fundraising skills.

Tie Breaker: In the event of a tie in the amounts raised by two or more Eligible Charities, the organization with the most \$5 donations will win.

Limits:

One entry and prize per organization. If there are not a sufficient number of Eligible Organizations who qualify for the Challenge Grant, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

LAUNCH DAY BONUS CHALLENGE, PART TWO:

During the Entry Period, July 11, 2017 at 12:00pm ET to July 11, 2017 at 11:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win two thousand five hundred dollars (\$2,500). Maximum number of winners: two (2) winners. If there are not a sufficient number of Eligible Organizations who qualify for the Challenge Grant, not all Challenge Grants will be awarded by Prize Provider.

Method One:

Fundraise to your Campaign and get at least ten (10) “unique” donors to give at least five dollars (\$5) in eligible monetary donations to your Campaign on the Website, each donation must meet all listed restrictions below in Section 5 to be eligible.). A “Unique Donor” is defined as a donor that has entered billing information (name, address and email address) distinct from any other donor who makes a donation to the same charity.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to: <https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a “Free Alternate Method of Entry” form. The name of the Promotion is “Macy’s Launch Day Bonus Challenge, Part Two”. Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry and Prize per organization. Odds of winning in this Bonus Challenge depend on the number of

Eligible Organizations who enter as described above.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE ONE:

During the Entry Period, July 11, 2017 at 12:00pm ET to July 18, 2017 at 1:59:59pm ET, each Eligible Organization should work to solicit as much in eligible monetary donations as possible on the Website to its Fundraising Page (each donation must meet all listed restrictions below to be eligible) and the ten (10) charities to fundraise the most dollars to its organization's fundraising page throughout the Entry Period will win a Challenge Grant of two thousand dollars (\$2,000). Each Eligible Organization shall keep the donations it raises, whether or not it wins a Challenge Grant. Potential Winners are not declared final and shall not receive a Prize until verified by Sponsors. Winning a Challenge Grant is dependent upon each Organization's fundraising skills.

Tie Breaker: In the event of a tie in the amounts raised by two or more Eligible Charities, the organization with the most \$5 donations will win.

Limits:

One entry and Prize per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE TWO, PART ONE:

During the Entry Period, July 18, 2017 at 2:00pm ET to July 25, 2017 at 1:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win five hundred dollars (\$500). There will be ten (10) winners.

Method One:

Fundraise at least five hundred dollars (\$500) in eligible monetary donations on the Website to your organization's Campaign. Each donation must meet all listed restrictions below in Section 5 to be eligible.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to: <https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a "Free Alternate Method of Entry" form. The name of the Promotion is "Macy's Bonus Challenge Two, Part One". Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry and Prize per organization. . Odds of winning in this Bonus Challenge depend on the number of Eligible Organizations who enter as described above.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE TWO, PART TWO:

During the Entry Period, July 18, 2017 at 2:00pm ET to July 25, 2017 at 1:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win one thousand dollars (\$1,000). There will be five (5) winners.

Method One:

Fundraise at least one thousand dollars (\$1,000) in eligible monetary donations on the Website to your organization's Campaign. Each donation must meet all listed restrictions below in Section 5 to be eligible.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to:

<https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a "Free Alternate Method of Entry" form. The name of the Promotion is "Macy's Bonus Challenge Two, Part Two". Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry and Prize per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE TWO, PART THREE:

During the Entry Period, July 18, 2017 at 2:00pm ET to July 25, 2017 at 1:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win two thousand five hundred dollars (\$2,500). There will be two (2) winners.

Method One:

Fundraise at least two thousand five hundred dollars (\$2,500) in eligible monetary donations on the Website to your organization's Campaign. Each donation must meet all listed restrictions below in Section 5 to be eligible.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to:

<https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a "Free Alternate Method of Entry" form. The name of the Promotion is "Macy's Bonus Challenge Two, Part Three". Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry and Prize per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE TWO, PART FOUR:

During the Entry Period, July 18, 2017 at 2:00pm ET to July 25, 2017 at 1:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win five thousand dollars (\$5,000). There will be one (1) winner.

Method One:

Fundraise at least five thousand dollars (\$5,000) in eligible monetary donations on the Website to your organization's Campaign. Each donation must meet all listed restrictions below in Section 5 to be eligible.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to:

<https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a "Free Alternate Method of Entry" form. The name of the Promotion is "Macy's Bonus Challenge Two, Part Four". Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE THREE, PART ONE:

During the Entry Period, July 25, 2017 at 2:00pm ET to August 1, 2017 at 1:59:59pm ET, each Eligible Organization should work to solicit as much in eligible monetary donations as possible on the Website to its Campaign (each donation must meet all listed restrictions below to be eligible) and the five (5) charities to fundraise the most dollars to its organization's Campaign throughout the Entry Period will win a Challenge Grant of four thousand dollars (\$4,000). Each Eligible Organization shall keep the donations it raises, whether or not it wins a Challenge Grant. Potential Winners are not declared final and shall not receive a Prize until verified by Sponsor. Winning a Challenge Grant is dependent upon each Organization's fundraising skills.

Tie Breaker: In the event of a tie in the amounts raised by two or more Eligible Charities, the organization with the most \$5 donations will win.

Limits:

One entry and Prize per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE THREE, PART TWO:

During the Entry Period, July 25, 2017 at 2:00pm ET to August 1, 2017 at 1:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win two thousand five hundred dollars (\$2,500). There will be one (1) winner.

Method One:

Fundraise to your Campaign and get at least twenty (20) "unique" donors to give at least five dollars

(\$5) in eligible monetary donations to your Campaign on the Website, each donation must meet all listed restrictions below in Section 5 to be eligible.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to:

<https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a “Free Alternate Method of Entry” form. The name of the Promotion is “Macy’s Bonus Challenge Three, Part Two”. Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry and Prize per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE THREE, PART THREE:

During the Entry Period, July 25, 2017 at 2:00pm ET to August 1, 2017 at 1:59:59pm ET, each Eligible Organization should work to solicit as much in eligible monetary donations as possible from “Unique Donors” on the Website to its Campaign (each donation must meet all listed restrictions below to be eligible) and the one (1) charity to fundraise the most donations of at least five dollars (\$5) or more from “Unique Donors” to its organization’s Campaign throughout the Entry Period will win a Challenge Grant of five thousand dollars (\$5,000). A unique donor is defined as a donor that has entered billing information (name, address and email address) distinct from any other donor who makes a donation to the same charity. Each Eligible Organization shall keep the donations it raises, whether or not it wins a Challenge Grant. Potential Winners are not declared final and shall not receive a Prize until verified by Sponsor. Winning a Challenge Grant is dependent upon each Organization’s fundraising skills.

Tie Breaker: In the event of a tie in the amounts raised by two or more Eligible Charities, the organization with the most \$5 donations will win, regardless of whether they are from Unique Donors or not.

Limit:

One entry per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE FOUR, PART ONE:

Starting August 1, 2017 at 2:00pm ET and ending no later than August 9, 2017 at 1:59:59pm ET, the first one hundred fifty (150) eligible donations of at least fifty dollars (\$50) to eligible organizations will be matched with a Challenge Grant of fifty dollars (\$50) each to the organization to which they were made (each donation must meet all listed restrictions below to be eligible). Each Eligible Organization shall keep the donations it raises during the Entry Period, whether or not it wins a Match. Potential Winners are not declared final and shall not receive a Prize until verified by Sponsor. Winning a Challenge Grant is dependent upon each Organization’s fundraising skills.

Tie Breaker: In the event of a tie in the amounts raised by two or more Eligible Charities, the organization with the most \$5 donations will win.

Limits:

One entry per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

BONUS CHALLENGE FOUR, PART TWO: During the Entry Period, August 1, 2017 at 2:00pm ET to August 9, 2017 at 1:59:59pm ET, each Eligible Organization can enter one (1) time by either of the following methods to be entered into a random drawing for a chance to win one thousand dollars (\$1,000). There will be five (5) winners.

Method One:

During the Entry Period, fundraise at least one thousand dollars (\$1,000) in eligible monetary donations on the Website to your organization's Fundraising Page. Each donation must meet all listed restrictions below in Section 5 to be eligible.

OR

Method Two:

No Purchase Necessary to Enter or Win. You may enter for free. Go to: <https://www.crowdrise.com/Challenge-FreeAlternateMethodofEntry> and follow the on-screen instructions to submit a "Free Alternate Method of Entry" form. The name of the Promotion is "Macy's Bonus Challenge Four, Part Two". Your form must be submitted and received during the Entry Period and must be complete and accurate, or your entry is automatically void.

Limits:

One entry and Prize per organization. If there are not a sufficient number of entries, not all Challenge Grants will be awarded by Prize Provider.

Restrictions Apply (in Section 5 below).

5. GENERAL RESTRICTIONS AND DONATION RESTRICTIONS:

Potential Winners are not declared final and shall not receive a Prize until verified by Sponsors per Section 8 herein.

Regardless of the Bonus Challenge or method of entry, all entries, donations, and other actions are subject to verification of eligibility before a prize or Challenge Grant can be awarded.

The minimum donation is \$5 and the maximum donation is \$10,000 per transaction. Donations must be made on the Website via the Campaign page using a credit card through CrowdRise and its third party payment processor during the Challenge Period to count toward the Challenge. Donations made outside of the Challenge, outside the Challenge Period and/or offline, even if recorded on the Website, including, but not limited to, donations by cash, credit card, money order, donations made to an Organization's non-Challenge website or an ineligible fundraising page on CrowdRise.com, or any other donations not successfully processed online via credit card ("offline donations") are not eligible and will not be counted toward the Challenge.

Donations can take time to process. All donations must be successfully processed to completion through CrowdRise and its third party payment processor(s) **before** the end of the Challenge Period and applicable Bonus Challenge Periods (see below for "How to Enter" each Bonus Challenge) in order to count toward the total amounts raised for the applicable Campaign. CrowdRise has the right to verify any such donation, and any such donation that is subject to chargeback or dispute may not count toward the total amount raised. Neither Sponsor nor CrowdRise is responsible for any delays in processing any donations. The list of donations on any particular Campaign page, if any is displaying or any similar tally of donation(s), 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 Challenge are not official until Sponsor and/or CrowdRise, or their respective duly authorized representatives, verify the winner(s).

An entrant or its proxy may not donate any money to its own Campaign page that would be counted towards its donations for the Challenge, whether by taking money from its own account(s) to donate to itself or otherwise, no matter the intent. This includes, without limitation, receiving cash or check donations or having an employee, Board Member, or other individual act as a proxy for the entrant. Donations may not be transferred from another fundraising page on the Website to your Campaign page.

Charitable tax receipts will not be issued to all donors. Donations may not be tax-deductible and the winner(s)'s prize may be taxable. It is the individual donor's sole responsibility to determine the tax-consequences of their donations. Every donor and Eligible Organization agrees that information provided by Sponsor or CrowdRise is not advice, including but not limited to, tax advice or legal advice, and every person and entity is advised to consult a professional, including a tax professional.

Those entrants who do not provide the required information in their donation or entry form, or abide by these Official Rules or other instructions of Sponsor, CrowdRise or Prize Provider may be disqualified at Sponsor's, CrowdRise's or Prize Provider'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 Promotion at Sponsor's, CrowdRise's or Prize Provider's sole and absolute discretion.

In the event of a dispute as to the identity of any entrant, Potential Winner(s) may be required to show proof of being the registered account holder. If a dispute cannot be resolved to the Sponsor's, CrowdRise's and Prize Provider's satisfaction, the entry will be deemed ineligible.

Your participation in the Promotion is voluntary and does not require you to purchase anything from the Sponsor, CrowdRise or Prize Provider.

Any Eligible Organization or Representative who does not follow all of the restrictions, requirements, provide the required information, or abide by these Official Rules and the Official Challenge Rules or other instructions of Sponsors', may be disqualified at Sponsors' sole and absolute discretion. All required information that is late, illegible, incomplete, damaged, destroyed, forged or otherwise not in compliance with these Official Rules and the Official Challenge Rules may result in an Eligible Organization being disqualified from the applicable Bonus Challenge at Sponsors' respective sole and absolute discretion.

Any individual donor or Representative, and any Eligible Organization, may be required to show proof of identity and Representatives may be required to show proof of authority to agree to bind the Eligible Organization to these Official Rules and the Challenge Rules and CrowdRise Terms. If a dispute cannot be resolved to the Sponsors' and Administrator's satisfaction, the affected entry or Eligible Organization will be deemed ineligible. Sponsors and Administrator are not responsible for lost, misdirected, misplaced, stolen, tampered with, deleted, or invalid fundraising pages, team pages, donations, refunds or chargebacks on the Challenge Team Page.

All donations made in connection with the Challenge are governed by the Challenge Rules and CrowdRise Terms. Donors may make eligible donations to an Eligible Organization via the Website at any time during the Entry Period for an applicable Bonus Challenge per Rule 3 above. The following restrictions govern donations and Eligible Organizations agree that any determination by Sponsors or Administrator as to whether a donation complies with these restrictions and requirements shall be final and binding.

- a. The minimum donation is five dollars (\$5).
- b. Limit of ten thousand dollars (\$10,000) per transaction.
- c. Donations must be made on the Website using a credit card and successfully processed to completion (and not subject to any chargebacks or disputes) through CrowdRise and its third party payment processor during the Promotion Period to count toward the Promotion. Donations made outside of the Entry Period and/or offline, even if recorded on the Website

are not eligible and will not be counted. Assurance of delivery and processing of donations is the sole responsibility of the entrant. Donations are non-refundable. Please note that although you may receive entries for the full amount of your eligible donation in accordance with the terms in these Official Rules, the ultimate recipient of your donation (the organization) may receive less than the full amount that you donate after the deduction of administrative and processing fees in accordance with the CrowdRise Terms and Conditions.

- d. An Organization or its proxy may not donate any money to its own Campaign Page that would be counted towards its donations for the Challenge, whether by taking money from its own account(s) to donate to itself or otherwise, no matter the intent. This includes, without limitation, receiving cash or check donations or having an employee, Board Member, the Applicant, or other individual act as a proxy for the Organization.

6. PRIZES FOR EACH BONUS CHALLENGE:

Launch Day Bonus Challenge, Part One: As set forth above, there will be one hundred (100) winners, each of who will receive a Challenge Grant in the amount of one hundred dollars (\$100) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: up to ten thousand dollars (\$10,000).

Launch Day Bonus Challenge, Part Two: As set forth above, there will be two (2) winners, each of who will receive a Challenge Grant in the amount of two thousand five hundred dollars (\$2,500) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: five thousand dollars (\$5,000).

Bonus Challenge One: As set forth above, there will be ten (10) winners, each of who will receive a Challenge Grant in the amount of two thousand dollars (\$2,000) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: ten thousand dollars (\$20,000).

Bonus Challenge Two, Part One: As set forth above, there will be two (2) winners, each of who will receive a Challenge Grant in the amount of two thousand five hundred dollars (\$2,500) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: five thousand dollars (\$5,000).

Bonus Challenge Two, Part Two: As set forth above, there will be five (5) winners, each of who will receive a Challenge Grant in the amount of one thousand dollars (\$1,000) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: five thousand dollars (\$5,000).

Bonus Challenge Two, Part Three: As set forth above, there will be two (2) winners, each of who will receive a Challenge Grant in the amount of two thousand five hundred dollars (\$2,500) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: five thousand dollars (\$5,000).

Bonus Challenge Two, Part Four: As set forth above, there will be one (1) winner, each of who will receive a Challenge Grant in the amount of five thousand dollars (\$5,000) made payable by check. The Approximate Retail Value (“ARV”) the Prize: five thousand dollars (\$5,000).

Bonus Challenge Three, Part One: As set forth above, there will be five (5) winners, each of who will receive a Challenge Grant in the amount of four thousand dollars (\$4,000) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: twenty thousand dollars (\$20,000).

Bonus Challenge Three, Part Two: As set forth above, there will be one (1) winners, that will receive a Challenge Grant in the amount of two thousand five dollars (\$2,500) made payable by check. The Approximate Retail Value (“ARV”) the Prize: two thousand five dollars (\$2,500).

Bonus Challenge Three, Part Three: As set forth above, there will be one (1) winner, that will receive a Challenge Grant in the amount of five thousand dollars (\$5,000) made payable by check. The Approximate Retail Value (“ARV”) the Prize: five thousand dollars (\$5,000).

Bonus Challenge Four, Part One: As set forth above, there will be an undetermined number of winners, no more than one hundred and fifty (150) winners as there are one hundred and fifty Challenge Grants available, in the amount of fifty dollars (\$50) that will be made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: seven thousand five hundred dollars (\$7,500).

Bonus Challenge Four, Part Two: As set forth above, there will be five (5) winners, each of who will receive a Challenge Grant in the amount of one thousand dollars (\$1,000) made payable by check. The Approximate Retail Value (“ARV”) of all Prizes: five thousand dollars (\$5,000).

The Challenge Grants are non-transferable by the winner(s). All prize details not specified in these Official Rules will be determined in Prize Provider’s sole and absolute discretion. Winner(s) will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, are used.

The prize will be sent by check and will only be to the verified winner’s physical mailing address (no P.O. Boxes). Neither Sponsor nor CrowdRise are responsible for lost or stolen checks during shipping or anytime thereafter. Shipping date within seventy-five (75) days after the winner has been verified as eligible to participate and win and the exact date is to be determined by Sponsor. The prize is non-transferable by the winners. All prize details not specified in these Official Rules will be determined in Sponsor’s sole and absolute discretion. Winner(s) will be solely responsible for all federal, state and/or local taxes and for any other fees or costs associated with the prizes they receive, if any.

7. SELECTION OF WINNERS AND ODDS OF WINNING: For the following Bonus Challenges: Launch Day Part One, Bonus Challenge One, Bonus Challenge Three Part One, Bonus Challenge Three Part Three and Bonus Challenge Four Part One, the winners are determined based each Organization’s fundraising skills. For the following Bonus Challenges: Launch Day Part Two, Bonus Challenge Two Part One, Bonus Challenge Two Part Two, Bonus Challenge Two Part Three, Bonus Challenge Two Part Four, Bonus Challenge Three Part Two and Bonus Challenge Four Part Two, the winners will be selected in a random drawing (the “Drawing”) from among all eligible entries received by CrowdRise. Each winner is a Potential Winner until verified as eligible to participate and win by the Administrator and Sponsor per these Official Rules and the Official Challenge Rules (“Potential Winner(s)”). The winner determinations for each Bonus Challenge will take place on the last day of the Entry Period for that Bonus Challenge as set forth in the Schedule in Section 3.

Any attempts to exceed the limit of number of entries into any Bonus 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. An individual may not enter on behalf of another individual or transfer his/her entry to another person. An individual may be required to show proof of ownership of his/her accounts used to enter the Promotion.

Odds of winning in any chance-based Bonus Challenge depend upon the total number of eligible entries received for that Bonus Challenge. On the website, there is a tab labeled “Bonus Challenges & Prizes” and within that tab, there is a “Bonus Challenge Leaderboard” that displays odds on a daily basis. The Bonus Challenge Leaderboard is intended to provide Challenge participants with a general idea of the odds on a daily (not real-time) basis during each Bonus Challenge Entry Period. CrowdRise will make reasonable efforts to update and maintain the accuracy each day (again, not real-time) as a convenience to Challenge participants. Neither Sponsors nor CrowdRise make any representations, warranties or promises of any kind that the Bonus Challenge Leaderboard will: (i) be updated on a real-time basis; (ii) always be accurate; (iii) represent the official standings, results or leaders of the Challenge at any time before, during or after the Promotion Period. CrowdRise will also post a list of winners in this Tab. The winners listed here are the Potential Winners (or “Conditional Winners”) and must be verified by Administrator at the end of each Bonus Challenge and/or Challenge on August 9, 2017 as eligible to participate and win before they are declared “Official Winners”. Therefore, the information listed in the Bonus Challenge & Prizes Tab on the Website does not constitute the official donation results and all winner information is subject to confirmation by Sponsors and/or Administrator before Challenge Grants are donated to the winners by Prize Provider.

CrowdRise also provides a donation scroll box on each Organization Fundraising Page that provides the names of donors (if they agree to publicize their name), the amounts donated and total raised. The Challenge Leaderboard, donation scroll lists, total raised and any similar lists or tallies of donations such as receipts or reports are unofficial tallies of the amounts of donations and names for purposes of display only and may not accurately reflect the donations or donor's actual names based on a variety of factors. All Challenge participants expressly acknowledge and agree to these limitations; agree that they have no claim whatsoever against the Sponsors or CrowdRise based upon information in either the leaderboard or donation scroll boxes; and that the Bonus Challenge Challenge Leaderboard, the Challenge Leaderboard, the donation scroll, or totals raised represent official results of the Challenge. Challenge participants agree that Sponsors verify the winners and expressly announces the final results and winners only after verification of the Challenge results at the conclusion of the Challenge.

8. VERIFICATION OF WINNERS AND DELIVERY OF PRIZES: The potential winner(s) will be notified within five (5) business days of the date that they are determined through email at the email address provided to CrowdRise upon registering a fundraising page in the Challenge. Email Us at Macys@CrowdRise.com to change your email address, add email addresses to receive Challenge communication or unsubscribe. Potential winners are not declared final and shall not receive a Challenge Grant or other prize until verified at the end of the Challenge by Administrator. 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 (where permitted) and a Form W9. Additional releases and information, to the extent allowed by law, may also be required before a Challenge Grant or other prize can be awarded. Additionally, if potential winner cannot be contacted and Sponsor has not been contacted by potential winner at Macys@CrowdRise.com or mail (address in Paragraph 13) within seventy-five (75) days after the applicable Bonus Challenge has ended, is ineligible or if potential winner declines the Challenge Grant and any prize(s), the potential winner forfeits the Challenge Grant and any other prizes it has won in their entirety, all of which may be awarded to an alternate winner. Eligible Organizations agree that Prize Provider'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 winners within approximately seventy-five (75) days after the receipt of forms. Taxes and fees, if any, are the sole responsibility of winner.

9. RELEASE; LIMITATIONS OF LIABILITY; GENERAL CONDITIONS: The Challenge and Bonus Challenges are void outside the United States and where prohibited or restricted by law and subject to all applicable federal, state and local laws and regulations. Sponsor, CrowdRise and Prize Provider, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, shareholders, partnership, members, principals, employees, agents, contractors or suppliers (collectively, "Released Parties") are not responsible for late, lost, stolen, damaged, garbled, incomplete, mistyped, misaddressed or misdirected entries, emails, mail or communications; for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices; or for transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise; or for any delays in payment processing related to individuals who attempt to enter the Promotion by donating in accordance with Section 4(a) above. Further, Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's email account to receive email messages or insufficient space on entrant's computer. The use of automated software or computer programs to register or to enter the Promotion is prohibited, and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Released Parties disclaim any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, the Promotion, and Sponsor reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Promotion or any promotions should any virus, bug, technical failures, unauthorized human intervention or other causes beyond Sponsor's or CrowdRise's control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion. In the event of any such cancellation, termination or

suspension, a notice will be posted and, if winner(s) can be selected among all eligible, non-suspect entries received prior to such time, winner(s) will be selected. Sponsor and CrowdRise reserve the right to disqualify any entrant (and his/her Promotion entry) from the Promotion, any other promotions conducted now or in the future by Sponsor or CrowdRise or any of their affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of the Promotion or if he/she engages in any inappropriate or unacceptable behavior in connection with the Promotion. CrowdRise reserves the right to correct clerical or typographical errors in promotional materials. By participating in the Promotion, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Sponsor, CrowdRise and Prize Provider, warrants that he/she is eligible to participate in the Promotion and releases and holds harmless the Released Parties from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, and claims based on publicity rights, copyright, trademark, defamation or invasion of privacy, arising out of participation in the Promotion or entries that are ineligible (including, if entry is made by donation, if not processed prior to the end of the Promotion Period). By accepting the prize, winner(s) agrees to release Released Parties and their directors, employees, officers and agents, including without limitation, its advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt and/or use or misuse of prize or participation in any prize-related activity. All Promotion participants acknowledge and agree that normal Internet access, phone and usage charges imposed by their online, phone or similar providers may apply in order to participate in the Promotion and accept the prize. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The Promotion and all disputes, claims or controversies arising from these Official Rules, shall be governed by California law, without regard to its conflict of law's provisions.

IF YOU ARE A CALIFORNIA RESIDENT, YOU WAIVE ANY AND ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF THE STATE OF CALIFORNIA, WHICH PROVIDES AS FOLLOWS: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR." You expressly waive and release any right or benefit which you have or may have under Section 1542 of the Civil Code of the State of California, to the full extent that you may waive all such rights and benefits pertaining to the matters released here. In connection with such waiver and relinquishment, you acknowledge that you are aware that you may hereafter discover claims presently unknown or unsuspected, or facts in addition to or different from those which you now know or believe to be true, with respect to the matters released herein; nevertheless, it is your intention through this release to fully and finally and forever settle and release all such matters and claims relative thereto, which do not exist, may exist or heretofore have existed between yourself and the Sponsor related to the Promotion. The release herein given shall be and remain in effect as a full and complete release of such claims and matters notwithstanding the discovery or existence of any such additional or different claims or facts relative thereto.

10. ARBITRATION AGREEMENT; DISPUTE RESOLUTION BY BINDING ARBITRATION:

PLEASE READ THIS SECTION CAREFULLY AS IT AFFECTS YOUR RIGHTS.

(a) **Agreement to Arbitrate:** This Section is referred to in these Official Rules as the "**Arbitration Agreement.**" You agree that any and all disputes or claims that have arisen or may arise between you and CrowdRise or Sponsor, whether arising out of or relating to these Official Rules, the Promotion, your participation in the Promotion, the prize, acceptance, possession, use or misuse of the prize, any advertising, or any aspect of the relationship between us, shall be resolved exclusively through final and binding arbitration, rather than a court, in accordance with the terms of this Arbitration Agreement, except that you may assert individual claims in small claims court, if your claims qualify. Further, this Arbitration Agreement does not preclude you from bringing issues to the attention of federal, state or local agencies, and such agencies can, if the law allows, seek relief against us on your behalf. You agree that, by participating in the Promotion, you, CrowdRise and Sponsor are each waiving the right to a trial by jury or to participate in a

class action. Your rights will be determined by a neutral arbitrator, not a judge or jury. The Federal Arbitration Act governs the interpretation and enforcement of this Arbitration Agreement.

(b) Prohibition of Class and Representative Actions and Non-Individualized Relief: ***YOU, CROWDRISE AND SPONSOR AGREE THAT EACH OF US MAY BRING CLAIMS AGAINST THE OTHER ONLY ON AN INDIVIDUAL BASIS AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE ACTION OR PROCEEDING. UNLESS BOTH YOU AND CROWDRISE AND SPONSOR, AS APPLICABLE, AGREE OTHERWISE, THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN MORE THAN ONE PERSON'S OR PARTY'S CLAIMS AND MAY NOT OTHERWISE PRESIDE OVER ANY FORM OF A CONSOLIDATED, REPRESENTATIVE, OR CLASS PROCEEDING. ALSO, THE ARBITRATOR MAY AWARD RELIEF (INCLUDING MONETARY, INJUNCTIVE, AND DECLARATORY RELIEF) ONLY IN FAVOR OF THE INDIVIDUAL PARTY SEEKING RELIEF AND ONLY TO THE EXTENT NECESSARY TO PROVIDE RELIEF NECESSITATED BY THAT PARTY'S INDIVIDUAL CLAIM(S).***

(c) Pre-Arbitration Dispute Resolution: CrowdRise and Sponsor are always interested in resolving disputes amicably and efficiently, and most participant concerns can be resolved quickly and to the participant's satisfaction by emailing Sponsor's support team at Felix@CrowdRise.com. If such efforts prove unsuccessful, a party who intends to seek arbitration must first send to the other, by certified mail, a written Notice of Dispute ("Notice"). The Notice to the Sponsor should be sent to GoFundMe, Inc., Attn: Robin Wolfe, 855 Jefferson Avenue, Redwood City, CA 94063 ("Notice Address"). The Notice must (i) describe the nature and basis of the claim or dispute and (ii) set forth the specific relief sought. If CrowdRise and/or Sponsor, as applicable, and you do not resolve the claim within sixty (60) calendar days after the Notice is received, you, CrowdRise or Sponsor may commence an arbitration proceeding. During the arbitration, the amount of any settlement offer made by CrowdRise, Sponsor or you shall not be disclosed to the arbitrator until after the arbitrator determines the amount, if any, to which you, CrowdRise or Sponsor is entitled.

(d) Arbitration Procedures: Arbitration will be conducted by a neutral arbitrator in accordance with the American Arbitration Association's ("AAA") rules and procedures, including the AAA's Supplementary Procedures for Consumer-Related Disputes (collectively, the "AAA Rules"), as modified by this Arbitration Agreement. For information on the AAA, please visit its website, <http://www.adr.org>. Information about the AAA Rules and fees for consumer disputes can be found at the AAA's consumer arbitration page, http://www.adr.org/consumer_arbitration. If there is any inconsistency between any term of the AAA Rules and any term of this Arbitration Agreement, the applicable terms of this Arbitration Agreement will control unless the arbitrator determines that the application of the inconsistent Arbitration Agreement terms would not result in a fundamentally fair arbitration. The arbitrator must also follow the provisions of these Official Rules as a court would. All issues are for the arbitrator to decide, including, but not limited to, issues relating to the scope, enforceability, and arbitrability of this Arbitration Agreement. Although arbitration proceedings are usually simpler and more streamlined than trials and other judicial proceedings, the arbitrator can award the same damages and relief on an individual basis that a court can award to an individual under these Official Rules and applicable law. Decisions by the arbitrator are enforceable in court and may be overturned by a court only for very limited reasons.

Unless CrowdRise and/or Sponsor, as applicable, and you agree otherwise, any arbitration hearings will take place in a reasonably convenient location for both parties with due consideration of their ability to travel and other pertinent circumstances. If the parties are unable to agree on a location, the determination shall be made by AAA. If your claim is for \$10,000 or less, CrowdRise and/or Sponsor agrees that you may choose whether the arbitration will be conducted solely on the basis of documents submitted to the arbitrator, through a telephonic hearing or by an in-person hearing as established by the AAA Rules. If your claim exceeds \$10,000, the right to a hearing will be determined by the AAA Rules. Regardless of the manner in which the arbitration is conducted, the arbitrator shall issue a reasoned written decision sufficient to explain the essential findings and conclusions on which the award is based.

(e) Costs of Arbitration: Payment of all filing, administration, and arbitrator fees (collectively, the "Arbitration Fees") will be governed by the AAA Rules, unless otherwise provided in this Arbitration Agreement. Any payment of attorneys' fees will be governed by the AAA Rules.

(f) **Confidentiality:** All aspects of the arbitration proceeding, and any ruling, decision, or award by the arbitrator, will be strictly confidential for the benefit of all parties.

(g) **Severability:** If a court or the arbitrator decides that any term or provision of this Arbitration Agreement other than clause (b) above is invalid or unenforceable, the parties agree to replace such term or provision with a term or provision that is valid and enforceable and that comes closest to expressing the intention of the invalid or unenforceable term or provision, and this Arbitration Agreement shall be enforceable as so modified. If a court or the arbitrator decides that any of the provisions of clause (b) is invalid or unenforceable, then the entirety of this Arbitration Agreement shall be null and void. The remainder of these Official Rules will continue to apply.

(h) **Conflict:** In the event of any conflict between any term or condition in this Section 10 and any term or condition in the CrowdRise Terms and Conditions (<https://www.crowdrise.com/about/terms>), then the applicable term or condition in this Section 10 shall apply.

11. ENTRANT'S PERSONAL INFORMATION: By entering the Challenge, entrants/representatives consent to the collection, use and disclosure of its/their personal information for the purpose of administering the Challenge and prize fulfillment. Entrants and their representatives may also have the opportunity to sign up to receive promotional emails from parties associated with the Challenge; the choice to consent to such emails or to opt out of such emails in future does not impact organizations' chances of winning. To the full extent permitted by law, the name, address (city and state), image, trademarks, and biographical information of winner(s)/representative(s) may be used by Sponsor and CrowdRise for promotional purposes and a published winner's list. The Representative of each organization may be required to sign a document to this effect.

12. WINNERS LIST: To obtain the name, city and state of the winners, send an email to Macys@CrowdRise.com with the following subject line: "Please send the winners list for the Macy's Shop for a Cause Charity Challenge Bonus Challenges". Requests must be submitted within ninety (90) days after the end of the Challenge Period. The list will be sent to requesting parties after selection and verification of winner(s).

13. SPONSOR:

Lauren Anania
Macy's Corporate Services, Inc.
11 Penn Plaza
New York, NY 10001

with a copy to CROWDRISE:

Attn: Robin L. Wolfe
555 Jefferson Ave
PO Box 1329
Redwood City, CA 94062

14. NOTICE: The Sponsor and CrowdRise reserve the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Challenge in violation of these Official Rules and/or criminal and/or civil law.

15. Copyright © 2017 GoFundMe Inc. and CrowdRise. All rights reserved. GoFundMe, CrowdRise and any associated logos are trademarks of the Sponsor. Any other trademarks in these Official Rules are used for prize identification purposes ONLY and are the properties of their respective owners.

16. QUESTIONS REGARDING THE PROMOTION? Send an email to Macys@CrowdRise.com.