

March to 5 Million Impact Contest – Official Rules

Contest Period

The March to 5 Million Impact Contest (“Contest”) is sponsored by The National Council for Behavioral Health, dba The National Council for Mental Wellbeing (“Sponsor”) and runs from **2 p.m. ET on April 22, 2026 through 11:59 p.m. ET on October 10, 2026** (“Contest Period”). All Contest entries must be submitted during the Contest Period.

Eligibility

- The Contest is open to all active Mental Health First Aid (MHFA) Instructors in the United States .
- Entrants must: (i) be 18 years of age or older at the time of entry in the Contest, (ii) be certified to teach in at least one of the following curricula: MHFA Adult, Youth, or Teen; and (iii) meet and comply with the requirements for winning below (each an “Entrant”).
- Any false information provided within the context of the Contest by any Entrant or non-compliance with these Official Rules or the like may result in the immediate elimination of the Entrant from the Contest. Entrant agrees to abide and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding on all matters pertaining to this Contest.

How to Enter

- To qualify for a prize, entrants must **teach a minimum of 100 new Mental Health First Aiders** during the Contest Period.
- Only new Mental Health First Aiders trained during the Contest Period will count toward the total.
- All trainings must be properly reported in the Instructor Portal to be eligible.
- Limit of one (1) Contest entry per person

Prize Categories & Selection

Three (3) winners total will be selected at random from eligible entrants who meet the 100 First Aider threshold in the following categories:

- One (1) **Adult Instructor**
- One (1) **Youth Instructor**
- One (1) **Teen Instructor**

Each winner will receive:

- **A \$1,500 Storefront Voucher**

- **A MHFA Merch Bundle** (valued at \$44.95)

The above identified prizes are not transferable, redeemable for cash or exchangeable for any other prizes. Sponsor reserves the right in its sole and absolute discretion to substitute a prize of equal or greater value for the prize published above.

Winning the Prize.

- The random drawings for the winner of each prize will take place on October 12, 2026. Entrants need not be present to win.

Winner Notification

- Winners will be notified directly using the contact information associated with their Instructor account.
- If a selected winner does not respond within the stated timeframe or fails to comply with these Official Rules, an alternate winner may be selected.
- If the alternate Contest winner does not respond within the stated timeframe or fails to comply with these Official Rules, then the alternative Contest winner will be disqualified and Sponsor will have the option to select a second alternative Contest winner or choose not to award that prize.

Recognition

- Each prize winner understands and agrees that as a condition to winning a prize, Sponsor may publish online the names of the winners. Winners will be featured in the **monthly MHFA newsletter** and across **official social media channels** as part of the March to 5 Million Campaign.

Additional Terms

- All trainings must comply with MHFA program standards and reporting guidelines.
- MHFA reserves the right to verify eligibility and training counts.
- This Contest and/or these Official Rules are subject to change or cancellation at any time, provided reasonable notice is given.

General Conditions.

- The Contest is subject to all applicable federal, state and local laws. By participating, Entrants agree to be bound by these Official Rules and the sole and absolute decisions of Sponsor, and waive any right to claim ambiguity in the Contest or these Official Rules. By participating, Entrants and the Contest's prize winners agree that the Sponsor, those involved in the development, production, implementation, and distribution of this promotion and their respective parent companies, affiliates,

subsidiaries, service providers, and agencies, and each of their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or promotion shall not be liable for any and all claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Contest, including entry and participation in this Contest.

- If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
- By participating, Entrants and the Contest's winners expressly release, discharge, indemnify and hold harmless Sponsor and its owners, managers, officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest.
- The Contest is governed and construed in accordance with the laws of the District of Columbia without regard to the conflicts of laws or principles thereof. By participating in this Sweepstakes, Entrants agree that the District of Columbia courts shall have exclusive jurisdiction over any dispute or litigation arising from or relating to this Contest and that exclusive venue for any legal action shall be brought in the Courts sitting in the District of Columbia.

Limitations of Liability.

- Sponsor is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, the Official Rules, the selection and announcement of the winner, or the distribution of the prize.
- Sponsor is not responsible and assumes no responsibility for undeliverable prize notification email messages due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or prize notifications not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmission, failures, or for any problems or technical malfunction(s) of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, or any combination thereof, or other telecommunications malfunctions which may limit an Entrant's ability to participate in the Contest or the winners to receive notification of the prizes.
- Sponsor may prohibit an Entrant from participating in the Contest or winning a prize if, in Sponsor's sole discretion, it determines that said Entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other Entrants or Sponsor's representatives. **Caution: Any attempt by an individual to deliberately**

undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to notify the authorities and to seek damages from any such individual to the fullest extent of the law.

- **IN NO EVENT WILL SPONSOR BE LIABLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, INDIRECT, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES) ARISING OUT OF THIS SWEEPSTAKES.**