

#MakeMercyReal TikTok Challenge

Saint Joseph's College of Maine Launches First TikTok Challenge Awarding up to *1 Million Dollars in Full-Ride Scholarships*

The #MakeMercyReal Challenge invites prospective first-year students to create a short TikTok video (15-30 seconds) capturing a genuine, daily moment where they embody compassion (understanding a need) and action (doing something to help).

The challenge is a direct call to action for prospective students to embody the College's core Catholic Mercy mission, which is inspired by the Sisters of Mercy and their founder, Catherine McAuley. The campaign blends the College's deeply rooted tradition of service with the dynamic, creative power of social media.

The College will select up to four awardees based on the creativity, impact, and authenticity of their videos, granting each a full-ride scholarship. This new scholarship opportunity recognizes and rewards students who are already living the values SJC strives to instill.

"We are not just looking for students who have high grades or impressive stats on the field; we are looking for students who have big hearts - students whose daily actions reflect a commitment to making the world a better place," said Joseph Cassidy, President of Saint Joseph's College of Maine. "The #MakeMercyReal Challenge allows us to attract and empower the kind of leaders our world desperately needs: those who mirror the core mission and values of our school by putting compassion into action. This challenge is our way of saying that character and kindness are just as valuable as your transcript."

How to Enter

- 1. Create Your TikTok Video:** Film a short, authentic video showcasing an everyday act of mercy or compassion in action. (Note: Ethical filming and the privacy of others are required).
- 2. Tag & Hashtag:** Post the video using the hashtag #MakeMercyReal and tag the official SJC TikTok account, @saintjoesmaine.
- 3. Eligibility:** The scholarship is open to new, first-year students who have submitted a complete application and received acceptance to SJC.

The challenge review period will run from **October 20, 2025 through January 30, 2026**. Full rules, terms, and conditions, including eligibility requirements, are available on the Saint Joseph's College of Maine at www.sjcme.edu.



Saint Joseph's College of Maine #MakeMercyReal TikTok Contest

OFFICIAL CONTEST RULES

THIS IS A GAME OF SKILL, NOT A GAME OF CHANCE. [UP TO FOUR (4) WINNERS WILL BE SELECTED BY JUDGES BASED ON JUDGING CRITERIA SET FORTH IN THESE OFFICIAL RULES. LIMIT ONE (1) ENTRY PER PERSON.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. VOID WHERE PROHIBITED. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 16 YEARS OLD AT THE TIME OF ENTRY AND MEET ALL OTHER ELIGIBILITY REQUIREMENTS (SEE SECTION 1).

IF YOU ARE A MINOR IN THE JURISDICTION IN WHICH YOU RESIDE, BEFORE PARTICIPATING IN THE CONTEST, YOU MUST OBTAIN PERMISSION FROM YOUR PARENT OR LEGAL GUARDIAN. PROOF OF PERMISSION MAY BE REQUIRED AT ANY TIME AND IN ANY FORM DEEMED NECESSARY BY SJC.

BY ENTERING THE CONTEST, YOU (AND IF YOU ARE A MINOR, YOUR PARENT OR LEGAL GUARDIAN) AGREE TO AND WILL COMPLY WITH THESE OFFICIAL RULES. YOU SHOULD THEREFORE READ THESE OFFICIAL RULES CAREFULLY, AS THEY WILL FORM A LEGALLY BINDING AGREEMENT BETWEEN YOU AND SAINT JOSEPH'S COLLEGE OF MAINE WITH RESPECT TO THE CONTEST. IF YOU DO NOT AGREE TO THESE OFFICIAL RULES, DO NOT ENTER THE CONTEST.

1. **ELIGIBILITY.** This contest is open to only legal U.S. residents residing in the 50 United States and the District of Columbia who meet the following eligibility requirements:

- At least 16 years old, and if you are under the age of majority in your state (typically, if you are under 18 years old), then you must have obtained permission from your parent or legal guardian to enter the contest before doing so.
- A senior in high school or otherwise someone who will begin their freshman year of college no later than the 2026-2027 college academic school year
- As of your most recent school enrollment period, have a cumulative GPA of 2.0 or above in a college preparatory curriculum from an accredited high school, and one letter of recommendation from a high school teacher, coach, school counselor speaking to the student's character and academic capabilities to be successful in college, and otherwise meet applicable admissions criteria.

Employees of Saint Joseph's College of Maine ("SJC") and its promotional partners and their respective affiliates and subsidiaries, and the immediate families and household members of such employees are not eligible to participate in this contest. By entering this contest, you (a) represent to SJC that you satisfy these eligibility requirements; and (b) agree to comply with and be bound by these Official Rules, the decisions of SJC, which are final and binding in all matters, and any and all applicable laws, rules, or regulations (collectively, "Applicable Laws").

2. **CONTEST PERIOD; HOW TO ENTER.** The contest begins at 12:00 AM ET on October 20, 2025 and ends at 11:59 PM PT on January 30, 2026 (the "Contest Period").

3. **HOW TO ENTER.** You may enter for a chance by posting to TikTok a video or photo that complies with the below requirements and all other Official Rules during the Contest Period:

- **Tagging Requirements:** The TikTok post for the submitted video must:
 - o Conspicuously include the hashtag #MakeMercyReal in the caption

- o Tag SJC at @saintjoesmaine
- **Content & Authorship Requirements:** The submitted video must:
 - o Show you conducting an act of mercy, consistent with the contest theme (see description in Section 4).
 - o Be an *authentic, original* video of you captured by you (you must be the one taking the video and doing all edits). *By entering the contest, you represent and warrant that the submitted video is an original work created and owned solely by you, that the video does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the video.*
 - o NOT, in the sole discretion of SJC, contain obscene, provocative, defamatory, disparaging, sexually explicit, or otherwise unlawful, objectionable or inappropriate content.
 - o NOT include any watermarks.
- **Caption Requirements:** The caption of the post for the submitted video should:
 - o Briefly describe your act of mercy.
 - o Encourage others to participate! "What's your #MakeMercyReal moment today?"
 - o Tag a friend (or two!) to challenge them to share their act.
- **Privacy Requirements:**
 - o The video must NOT include any other person, or any other person's characteristics (e.g., name, image, or likeness) in your video, without their explicit permission. If you are submitting a video of you doing an act of mercy for someone in particular, focus on the action, and do not show any personally identifying characteristics of that other person. For example, can also show the "before" and "after" of a situation (e.g., a messy table, then a clean one).

Limit one (1) entry per person. For avoidance of doubt, you may not enter multiple times using multiple accounts, etc. In the event of any dispute between persons claiming to be the entrant, the owner of the TikTok account used to submit the video will be deemed the entrant, subject to the remainder of these Official Rules. SJC will disqualify any videos that do not comply with these Official Rules. All entries must be received during the Contest Period in order to be eligible.

SJC is not responsible for and will not consider any entries that (i) are incomplete, incorrect, damaged, illegible, misdirected, inaccurate or inaccurately captured, not received by SJC, lost, stolen, delayed, undelivered or late for any reason, including as a result of any technical, electronic, telephone, hardware, software, internet, server, email platform, social media or other website or application, access provider, network, computer, data transmission, or any third-party service errors, malfunctions, or difficulties (including any active or passive filtering) of any kind (collectively, "Transmission Failures"), or (ii) do not conform with the remainder of the requirements of these Official Rules, including any Video Entry that does not include the required hashtag (collectively, "Faulty Entries"). If SJC determines that there is any suspected or actual tampering, it may void the entries at issue and/or terminate the contest.

4. **CONTEST THEME.** The contest theme is #MakeMercyReal, a powerful theme that blends compassion with action. It's about understanding someone's pain and then actively doing something to help. This contest, inspired by the Sisters of Mercy and their founder Catherine McAuley, encourages us all to find daily opportunities to spread kindness and keep her legacy alive. Catherine McAuley opened the first House of Mercy in Dublin in 1827, providing compassion and hospitality to those in need—tending to the sick, educating the poor, and sheltering women in need. Today, making mercy real means addressing modern challenges like violence and divisiveness with compassion. It can be as simple as:

- Complimenting a stranger
- Visiting someone who is sick

- Doing a favor for a friend
- Donating clothes to those in need

SJC's vision is to empower others to #MakeMercyReal in their daily lives and in the wider world. Rooted in our Catholic Mercy tradition, SJC is building a community that embodies compassion and takes purposeful action to address suffering, uphold dignity, and create sustainable, just, and inclusive communities. This commitment will be integrated into student life, athletics, and academics, ensuring that SJC graduates are not just intellectually capable, but also ethically driven leaders dedicated to serving others.

This contest is all about showcasing how YOU embody compassion and action in your daily life. The goal is to inspire the SJC community by sharing simple, everyday acts of mercy that make a real difference.

More on #MakeMercyReal:

- **What is it?** It's more than just being nice. It's about:
 - Compassion: Understanding someone's pain or need.
 - Action: Actively doing something, no matter how small, to alleviate that pain or meet that need.
- **Examples:**
 - Offering a kind word or listening ear to a stressed friend.
 - Volunteering to serve others in your community.
 - Donating gently used clothes or food to a local nonprofit.
 - Teaching others new skills or mentoring youth.
 - Visiting the elderly at a nursing home to offer friendship and companionship.
 - Being an advocate for someone who needs support.

5 SELECTION OF SCHOLARSHIP AWARDS; JUDGING CRITERIA. A panel of qualified judges, selected by SJC in its sole discretion, will select the scholarship awards based on the criteria listed below and the other requirements set out in these Official Rules. Decisions of the judges are final and binding.

- Quality of the video
- How impactful the video is (this may not necessarily mean the video that gets the most views or engagement or becomes the most viral)
- Interpretation and use of the contest theme

6. SCHOLARSHIP INFORMATION. Each scholarship awardee will receive one year of free tuition, housing and food at Saint Joseph's College, renewable for up to four years total provided the awardee remains an eligible SJC student. The estimated value of each scholarship is \$30,000 each year. The estimated value of all scholarships is \$120,000 each year. No substitution, cash equivalent of scholarships, transfer, or assignment of scholarships is permitted, except SJC may substitute an award of similar value in its sole discretion. If an awardee chooses not to attend Saint Joseph's College, you waive any right to receive a scholarship. In such a case, SJC may, but is not required to, select another winner. In addition, if an awardee is not accepted into SJC, they will be deemed to have forfeited the scholarship.

7. VERIFICATION OF WINNER. Each potential awardee will be deemed an awardee and eligible to receive the prize only after such potential awardee's confirmation of eligibility and SJC's final verification and approval thereof. SJC may disqualify you from this contest and deem any such entry by you void if it suspects or finds that you have violated any Applicable Law or the Official Rules, including by (a) entering as a minor without permission from your parent or legal guardian, (b) entering or attempting to enter multiple times in violation of these Official Rules, including through use of multiple accounts, (c) tampering or attempting to tamper with the entry process or the operation of the contest, including by generating entries through an automated means to subvert the entry process; (d) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten, or harass any other person; or (e) attempting to undermine the legitimate operation of the contest by

cheating, hacking, deception, or other unfair playing practices (collectively, “Violating Entries”). ANY ATTEMPT BY YOU TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE DEEMED A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SJC WILL DISQUALIFY YOU AND MAY SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS’ FEES) FROM YOU TO THE FULLEST EXTENT PERMITTED BY LAW, AND MAY BAN OR DISQUALIFY YOU FROM THIS CONTEST AND FUTURE PROMOTIONS. Except as expressly stated in these rules, all materials submitted to SJC become the property of SJC and will not be returned.

8. **OFFICIAL NOTIFICATION.** Potential awardees will be selected and contacted by SJC during SJC admissions selection period commencing on or about October 20, 2025 and ending on or about January 30, 2026. Potential awardees will be contacted via direct message on TikTok. Potential awardee must respond to such direct message within thirty (30) days of being notified of winning indicating whether they plan to accept the scholarship or forfeit their right to receive the scholarship. The potential awardee must complete and submit to SJC an application for admission to SJC and be successfully admitted in accordance with SJC’s admissions criteria and process. Potential awardees who are admitted to SJC, but provide SJC with written confirmation of acceptance of the scholarship award no later than May 1, 2026. In all cases, in order to receive the scholarship, the potential awardee may be required to sign and return an affidavit of eligibility and release, and if the potential awardee is a minor, the potential awardee’s parent or legal guardian will also be required to sign a consent and an affidavit of eligibility and release. If the potential awardee chooses to decline the scholarship, the potential awardee may be required to sign and return a scholarship declination form and if the potential awardee is a minor, the potential awardee’s parent or legal guardian will also be required to sign a scholarship declination form. Return of the scholarship notification as “undeliverable,” or any failure to respond or to return any required document or information in the time noted, or any other failure to comply with these Official Rules, will result in disqualification of the selected winner and forfeiture of the scholarship. SJC is not required to award elsewhere any scholarship forfeited by the chosen winner. Each scholarship will be awarded after SJC’s receipt of the potential awardee’s response, any document required by SJC (including those referenced in this Section), and proper verification of the winner’s identity.

9. **TAXES.** The winner will be solely responsible for any and all taxes or other assessments associated with receipt and use of the scholarship. If you have any questions about the tax treatment of the scholarship, you should speak to an accountant or tax lawyer.

10. **ODDS OF WINNING.** Although scholarships will be awarded on the basis of skill, the odds of winning will depend in part on the number of eligible entries received. Many will enter, up to four (4) scholarships will be awarded.

11. **LICENSE TO VIDEOS.** By entering the contest, you grant an irrevocable (except as stated in Section 14 below), perpetual, worldwide, non-exclusive license to SJC, to reproduce, modify, distribute, display, publish, and create derivative works of your video entry in whole or in part in all media now known or hereafter devised, throughout the universe, in any way SJC sees fit. You consent to SJC doing or omitting to do any act that would otherwise infringe your “moral rights” in the video, including by making edits to the submitted videos. Display or publication of any video entry by SJC, including on its website or any social media property, does not indicate that you will be selected as an awardee. SJC will not be required to pay any additional consideration or seek any additional approval in connection with any use of a video submission.

12. **RIGHTS TO USE YOUR NAME, IMAGE, AND LIKENESS.** You grant to SJC the irrevocable (except as stated in Section 14 below), perpetual, worldwide and unrestricted right to use your name, image, voice, likeness, and any other personal characteristics about you, including those that you may include in your video submission, as well as scholarship information and all statements made in connection with the contest, in all media now known or hereafter devised throughout the universe in perpetuity for any purpose, including marketing purposes. SJC will not be required to pay any additional consideration or seek any additional approval in connection with such use.

13. **FURTHER DOCUMENTATION.** Upon SJC's request, you will sign any necessary documentation that it may require to further document the rights that you are granting to SJC under these official rules.

14. **OPT-OUT RIGHT.** Notwithstanding anything to the contrary in these official rules, you may opt out and revoke the licenses and rights granted to SJC in Sections 11 (License to Videos) and 12 (Rights to Use Your Name, Image, and Likeness) by sending an email to marcom@sjcme.edu at any time.

15. **NO TIKTOK ENDORSEMENT; RELEASE.** This contest is in no way sponsored, endorsed or administered by, or associated with ByteDance Ltd. (d/b/a TikTok) ("TikTok") or any other social media platform (collectively, the "Social Media Platforms"). You understand that you are providing information to SJC; however, you understand that by using and interacting with the Social Media Platforms' respective websites or mobile apps, you are subject to the terms, conditions, and policies that govern the use of those websites and mobile apps. You should therefore review the applicable terms and policies, including privacy and data gathering practices, before using or interacting with them. By entering this contest, you agree to comply with all such applicable terms and policies, and you hereby release, discharge, and hold harmless the Social Media Platforms and their respective affiliates, employees, officers, directors, and representatives from any claims, losses, liability, rights, damages, and actions of any kind (collectively, "Claims") arising out of participation in this contest, any contest-related activities (including the creation or use of any video), or the acceptance and use, misuse, or possession of any scholarship awarded hereunder.

16. **PRIVACY.** By entering the contest, you recognize and agree that the entry information provided by you will be made available to SJC and/or its affiliates or subsidiaries, and use of such information will be governed by SJC's Privacy Policy found at <https://www.sjcme.edu/privacy-policy/>. You agree that personal information shared in connection with the contest may be processed, shared, and otherwise used for the purposes and within the context of the contest and any other purposes outlined in these Official Rules. Personal information may also be used by SJC to verify your identity, address, and telephone number or to otherwise verify the participant's eligibility to participate in the contest.

17. **RELEASE; DISCLAIMER.** SJC, the Social Media Platforms, and their respective affiliates and subsidiaries, all prize suppliers, and the directors, officers, employees, representatives, and agents of all such entities (the "Released Parties") do not assume any liability for and may not be held liable for, and you agree to release and will hold them harmless from any and all Claims in connection with (i) the contest, including the administration of the contest, the selection or confirmation of winners, the creation or use of any video, any errors, omissions, or the acceptance, possession, use, misuse, declination, or forfeiture of any scholarship, including personal injury, death, and property damage; (ii) publicity rights, defamation, or invasion of privacy, whether suffered by you or a third party; (iii) any Faulty Entries or Violating Entries; (iv) any Transmission Failure, including any injury or damage to your or any other person's computer related to or resulting from downloading any material connected to the contest, all of which may affect a person's ability to participate in the contest; (v) any errors, omissions, or incorrect or inaccurate information in any contest-related materials, including printing or advertising errors or the failure of or problems with any equipment or programming associated with or used in the contest howsoever caused; or (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by a third party, including third-party computer "hackers" or otherwise. SJC disclaims all warranties, express or implied, including implied warranties of merchantability and fitness for a particular purpose with respect to the contest and any scholarships. This section shall apply to the extent permitted by law.

18. **TERMINATION OF CONTEST; CHANGES TO OFFICIAL RULES.** SJC may terminate, suspend, or modify these Official Rules or this contest (or any portion thereof) at any time in any manner without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the contest is not capable of running as originally planned, including for example a nationwide TikTok ban, Saint Joseph's College closes down, or should any

virus, worm, bug, technical failures, unauthorized human intervention, or other causes corrupt or affect the administration, security, fairness, or proper conduct of the contest, SJC may terminate the contest.

19. **FORCE MAJEURE.** SJC will not be liable for failure or delay in the contest because of causes beyond its reasonable control, including acts of God, terrorism, war, riots, fire, earthquake, flood, or degradation or failure of third-party networks or communications infrastructure.

20. **WINNER LIST; RULES REQUEST.** To request a copy of these Official Rules or a list of awardees, please send an email to marcom@sjcme.edu with the subject line "Official Rules Request; Saint Joseph's College #MakeMercyReal TikTok Contest" or "Winner's List Request; Saint Joseph's College #MakeMercyReal TikTok Contest," as applicable.

21. **WAIVER OF JURY TRIAL AND CLASS ACTIONS.** EACH PARTY (AND IF YOU ARE A MINOR, YOUR PARENT OR LEGAL GUARDIAN) HERETO IRREVOCABLY AND UNCONDITIONALLY WAIVES ALL RIGHTS TO TRIAL BY JURY IN OR TO HAVE A JURY PARTICIPATE IN RESOLVING ANY DISPUTE, ACTION, PROCEEDING OR COUNTERCLAIM, WHETHER SOUNDING IN CONTRACT, TORT, OR OTHERWISE, ARISING OUT OF OR RELATING TO OR IN CONNECTION WITH THESE OFFICIAL RULES, THE CONTEST, OR ANY SCHOLARSHIP OR PRIZE. ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST, OR ANY SCHOLARSHIPS OR PRIZES AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. THIS SECTION SHALL APPLY TO THE EXTENT PERMITTED BY LAW.

22. **CHOICE OF LAW; JURISDICTION; EQUITABLE RELIEF.** This contest is void wherever prohibited or restricted by Applicable Law and is subject to all Applicable Laws. This contest will be governed by and constructed in accordance with the laws of the state of Maine. You hereby consent to the exclusive jurisdiction and venue of the federal and state courts of the state of Maine for resolution of all claims, differences, and disputes the parties may have regarding this Agreement. Notwithstanding anything to the contrary herein, you acknowledge and agree that a breach by you of these Official Rules would cause SJC irreparable harm for which monetary damages would not be an adequate remedy, and in the event of such breach or threatened breach, SJC will be entitled to injunctive or equitable relief.

CONTEST SPONSOR:

Saint Joseph's College of Maine
278 Whites Bridge Road
Standish, ME 04084