

Exhibit C

OFFICIAL RULES: The WE Teachers Award

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE CHANCES OF WINNING.

The Contest begins at 12:00 a.m. ET time on July 1, 2020 (“Contest Open”) and entries must be received online, via WETEACHERS.ORG, no later than 5:00 p.m. ET time on June 30, 2021 (“Contest Close”). The Contest is sponsored by Walgreens, located at 200 Wilmot Road, Deerfield, Illinois, 60015 (“Sponsor”) and administered and managed by WE Charity, located at 6500 Main Street, Williamsville, New York, 14221. Participation constitutes the Entrant’s full and unconditional agreement to and acceptance of these rule (“Official Rules”).

1. **ELIGIBILITY.** The WE Teachers Award (the “Contest”) is open by applying as an educator, including teachers or principals with an affiliated school board email address (“Educator”), or by being nominated by a Nominator (Educators and Nominators are each an “Entrant” and collectively “Entrants”). A Prize will only be awarded to an Educator who is a legal United States and Puerto Rico resident and at least 18 years of age at the time of the nomination, who a) enters the Contest himself/herself or is nominated, and b) accepts the Prize if so selected. A nomination may be made on behalf of an Educator by a legal United States and Puerto Rico resident over the age of 13 years old at the time of nomination (“Nominators”). No Nominator will receive a prize. Incomplete applications and nominations or those otherwise not complying with these Official Rules are subject to disqualification. Employees of WE Charity, ME to WE Social Enterprises Inc., Sponsor, Walgreen Co., or their respective affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all, federal, state, and local laws and regulations. Void where prohibited.

2. **AGREEMENT TO OFFICIAL RULES.** By participating, the Entrant agrees to be fully and unconditionally bound by these Official Rules, and the Entrant represents and warrants that the Entrant meets the eligibility requirements set forth herein. In addition, the Entrant agrees to accept the decisions of WE Charity and Sponsor as final and binding as it relates to the Contest. The Entrant agrees to hold WE Charity and Sponsor, and their respective subsidiaries/affiliates/agents/representatives harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Contest. The Entrant agrees to be responsible for all taxes and all fees associated with the use of the Prize. The Entrant agrees that no alternative prize, cash equivalent, or other substitution will be provided.

3. **HOW TO ENTER. NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE CHANCES OF WINNING.** To be eligible, an Educator may apply or be nominated. 1. To apply: Educators must complete the application found online and if not yet a “WE Teacher,” become one. 2. To nominate: Nominators must complete the nomination found at WETEACHERS.ORG.. Nominations that (i) arrive after Contest Close, (ii) are incomplete, or (iii) otherwise do not adhere to these Official Rules may be disqualified at the sole discretion of WE Charity. If the Entrant uses fraudulent, unlawful or otherwise improper methods to enter the Contest, such an Entrant will be disqualified. Odds of winning are dependent on the number of entries.

4. **PRIZES.** Each of the one thousand (1000) grand prizes consists of one (1) Walgreens gift card r for \$500.00 USD, (a “Prize”). Actual/appraised value may differ at the time of Prize award.

5. **WINNER NOTIFICATION.** Decisions of Sponsor and WE Charity will be binding in all matters related to this Contest. Winners will not be selected at random. Prize winners will be evaluated and selected by WE Charity on a rolling basis and notified by email on or before July 31, 2021. WE Charity will use the following criteria to evaluate applications and nominations: Complete, Creative and Compelling, Social Cause, Engagement in School Community and Effective Use of Prize Funds. Sponsor and WE Charity are not responsible for any failure to deliver winner notice. Winners must acknowledge and accept their prize within sixty (60) days of being notified. If a potential winner cannot be contacted via email after three attempts they forfeit their Prize and another winner will be selected. Winners will be required to provide information including, but not limited to, full name, address, phone number, birth date, and school name Winners must also verify the eligibility standards provided in these Official Rules. Prizes cannot be transferred, assigned, or redeemed for cash and must be used at a Walgreens location for economic value. Winners are responsible for all taxes and fees associated with the use of the Prize.

6. **PUBLICITY GRANT.** Acceptance of a Prize constitutes permission (except where prohibited) granted to Sponsor and WE Charity to use the Prize winner’s name, likeness, picture, voice, statements, school name and school location for publicity, advertising, trade and promotional purposes in connection with the Contest, WE Teachers and Walgreens’ support of WE Schools and WE Teachers.

7. FORCE MAJEURE. In the event that the Contest cannot take place, in whole or in part, due to any Act of God or Force Majeure, including without limitation, weather, pandemic, fire, flood, strike, labour dispute, civil commotion, riot or threat of violence or similar cause beyond the control of Sponsor and WE Charity (a "Force Majeure"), eligible parties shall not hold Sponsor or WE Charity liable for failure to supply a Prize or any part thereof.

8. GENERAL. Contest Entrants agree to hold WE Charity, Sponsor, and their respective subsidiaries/affiliates/agents/representatives harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Contest, including, without limitation, claims, suits, injuries, losses, and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty, or other theory. Each winner agrees to release WE Charity and Sponsor from any and all liability and responsibility with respect to the Prize. WE Charity and Sponsor assume no responsibility for any application or nomination attempt failure. Applications and nominations are subject to verification and will be declared invalid if they are inaccurate, mechanically reproduced, mutilated, forged, falsified, altered or tampered with or unlawful in any way. Applications and/or nominations submitted by unauthorised means or by spamming will be disqualified. In the event that it has been determined that an application or nomination has been made in a manner not sanctioned by these Official Rules, the entrant and his/her application or nomination, as the case may be, will be disqualified. The entrant agrees to abide by the Official Rules and the decisions of the Contest judges, which are final.

9. JURISDICTION. THIS CONTEST IS GOVERNED BY THE LAWS OF CHICAGO ILLINOIS. As a condition of participating in this Contest, Entrant agrees that any and all disputes which cannot be resolved between Sponsor, WE Charity, and the Entrant; and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Chicago having jurisdiction. BY ENTERING THE CONTEST, THE ENTRANT AGREES THAT ANY AND ALL CLAIMS, AWARDS OR JUDGMENTS SHALL BE LIMITED ONLY TO THIRD PARTY OUT OF POCKET COSTS INCURRED, NEVER TO EXCEED FIFTY DOLLARS (\$50). NEITHER SPONSOR NOR WE CHARITY SHALL BE LIABLE FOR ANY INDIRECT, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES RELATED IN ANY WAY TO THE CONTEST OR THESE OFFICIAL RULES, REGARDLESS OF THE LEGAL THEORY UPON WHICH ANY SUCH DAMAGES CLAIM IS BASED, EVEN UPON THE FAULT, TORT (INCLUDING WITHOUT LIMITATION NEGLIGENCE), BREACH OF CONTRACT, STATUTE, REGULATION, OR ANY OTHER THEORY OF LAW OR BREACH OF WARRANTY BY, OR STRICT LIABILITY OF, SPONSOR OR WE CHARITY. THIS EXCLUSION APPLIES EVEN IF THE APPLICABLE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE AND EVEN IF ANY AVAILABLE REMEDY FAILS OF ITS ESSENTIAL PURPOSE.

