

I. Application Process and Review

A. Application

1. Applicants must be at least 18 years old, or the age of majority in their country of residence, and possess all the appropriate equipment and capabilities (e.g possessing an established Twitch channel) to stream without being provided any resources from Take This, Inc. (“Take This”).
2. Applications for Take This ambassadorship contain a video component and [can be found here](#).
 - a) Submissions which do not follow the rules of submission or complete every section will be disqualified from consideration.
 - b) Videos submitted as a part of the submission process must not be publicly listed and must remain available for Take This review for the duration of the upcoming ambassador calendar year for which the application is made.
3. Submissions will be accepted on a rolling basis; however acceptance into the program operates on a Fall and Spring admission cycle - 2021 will only be one late Spring admission.
4. Ambassadorship status ends approximately one (1) year after the beginning of the new ambassador calendar year unless the status has been approved for the following year.
 - a) Ambassador renewal is broken into Spring and Fall periods
 - (1) ambassadors who are admitted to the program between March and August are Spring Renewals
 - (2) ambassadors admitted in September - February are Fall Renewals.
5. Ambassadorship may be terminated before one year at the discretion of Take This in response to a violation of the terms of the ambassadorship.
6. Ambassadors must re-apply for ambassadorship status each year, though – at the sole discretion of Take This – current ambassadors may be granted a truncated review process.
7. Spring Renewal applicants will be sent a renewal application in January, due at the end of the month, and will be informed of renewal status by mid-February; Winter Renewal applicants will be sent a renewal application in July, due at the end of the month, and notified by mid-August of status.

B. Review Process

1. Each online application completed in its entirety and submitted by the above time and date will be reviewed by a panel of two to three reviewers and will be reviewed according to standard, internal criteria.
2. Applicants who pass the application screen will then have the content of their application verified by the Program Manager including observation of

live content, observation of archived content (if applicable), and a review of social media sites listed on the application.

3. Applicants who pass the verification and observation stage will be recommended by the Community Manager to an Ambassador Review Team.
4. The Ambassador Review Team consists of members of Take This staff,, and long-standing Take This volunteers. The team will consist of up to fifteen (15) members but only five (5) will vote per applicant to ensure flexibility in case of dual relationship or need of additional perspectives. Of the five, there will always be at least one Take This employee (not including the Community Manager).
5. Applicants will be notified of their acceptance status by the Community Manager via the email address provided in the application form.
6. The number of Ambassadors selected each year will be determined at the sole discretion of Take This.
7. Specific scores and review criteria will not be shared with Ambassadors or applicants, though applicants and Ambassadors may make a request via email for narrative feedback of areas to improve. This feedback and its extent will be granted and determined at the sole discretion of Take This.
8. Take This Ambassador selection decisions are final.
9. All applicants are welcome to reapply for Ambassador status in the following application cycle unless expressly prohibited from program participation (e.g., a former Ambassador who was dismissed from the program due to disciplinary problems).
10. The Ambassador Review Team's comments and decisions' will be stored electronically and remain available for internal Take This review for no less than seven (7) years.

II. Ambassador Behavior and Review

A. Behavior

1. For the duration of their tenure, Ambassadors are considered representatives of Take This and must conduct themselves in accordance with the mission, goals, and aspirational principles of Take This and the Ambassadorship program as outlined below and in provided materials.
2. Ambassadors actively work to create an environment of acceptance and kindness for those suffering from emotional or mental health challenges, whether or not they rise to the level of psychiatric diagnosis, in accordance with the Ambassadorship aspirational principles, which are as follows:
 - a) **Hope** – Hope is healing! Take This Streaming Ambassadors let others know that things can improve, and that there are resources

available. They help others celebrate their successes – even if the successes seem small.

- b) **Acceptance** – It's okay to not be okay, and Take This Streaming Ambassadors accept people's emotions and physical health as they are. They do not shame others for the pain they feel.
 - c) **Kindness** – Reaching out to others is hard. It risks rejection. Take This Streaming Ambassadors treat those they encounter with compassion and kindness, even if they cannot directly intervene in the other person's life.
 - d) **Self-care** – Physically and emotionally, we can only give what we have. Giving to others at the expense of one's self can be just as personally harmful as never helping others. Take This Streaming Ambassadors exemplify the balance between appropriate selflessness and selfishness. They seek out their own help when needed and give help when they can, within the bounds of what's reasonably appropriate to the situation and their own expertise
 - e) **Effort** - Streaming ambassadors show an active interest in promoting and advancing evidence-based understanding of mental health. They actively attempt to promote all the above principles in their streams and in their communities.
3. Ambassadors must not engage in any actions, use language, or post any form of media of a harassing, threatening, discriminatory or abusive nature, to be determined at the sole discretion of Take This.
 4. Ambassadors make reasonable efforts to combat actions, language, or media of an abusive or discriminatory nature posted by others in their stream or other forms of media.
 5. Violations of these rules or guiding principles, specifically or in spirit, will be reviewed in accordance with disciplinary review processes below and at the sole discretion of Take This.

III. Ambassadorship Identification

- A. Once notified of their acceptance into the program, Ambassadors will be provided an official start date from whence they may display the approved Ambassador logos and icons on their stream and social media, but not before or after their tenure as an Ambassador. They may also publicly identify themselves as a "Take This Streaming Ambassador" during their Ambassadorship.
- B. If no longer an Ambassador, former Ambassadors may identify themselves as "Former Take This Ambassador", so long as the year(s) in which they were an ambassador are clearly identified (e.g. Former Take This Ambassador 2016), and the person does not give the impression (to be determined at the sole discretion of Take This) that they are a current Ambassador.
 1. Previous Ambassadors expelled from the program due to violations of program policies may not publicly identify as past Ambassadors.



- C. Current Ambassadors should display the Take This logo in compliance with standard trademark practices and rules. Logos may not be altered from their original form.
- D. Ambassadors must provide a link to Take This Ambassador contact information on their website, stream, or any other medium in which they make known their affiliation with the Ambassadorship program. This should read: *For information about the Take This Ambassador program, visit: [Ambassador Program](#)*
- E. Violation of this section may result in disqualification from future Ambassadorship and/or legal action.

IV. Privileges and Benefits

- A. Ambassadors will gain access to the exclusive Take This Ambassador Discord as well as privileged status on the Take This public Discord.
- B. Ambassadors' streaming or other business activities (e.g. educational or information panels at conventions) may be, at the sole discretion of Take This, promoted by Take This if specific activities are in accordance with the promotion of Take This, Take This' mission, or topics of special interest to Take This' audience.
- C. Ambassadors will be listed on Take This' website and identified as an Ambassador for the duration of their tenure as an Ambassador.
- D. Ambassadors will receive an annual item of Take This merchandise exclusive to the Ambassadorship program.
- E. Ambassadors will have access to regularly scheduled professional development opportunities provided by Take This staff.
- F. Ambassadors will be notified of other privileges which may become available in the future.

V. Fundraising

- A. Fundraising
 - 1. Ambassadors are not required to conduct fundraising efforts to support Take This, its mission, and the Ambassadorship program throughout their tenure as an Ambassador. Each year, there will be two scheduled fundraising events during which Ambassadors can participate in - May and October.
 - 2. Ambassadors are not limited to those two events and they may – at their own discretion – choose to dedicate additional time to fundraising efforts for Take This.

3. If the Ambassador chooses to stream through a fundraising platform aside from Tiltify, for in case of audit, the Ambassador must hold on to records of contributions from individuals, as well as the total amount donated to Take This for no less than seven (7) years.
4. Ambassador is also responsible for any fees, taxes, or other expenses associated with their fundraising effort and hereby indemnifies and holds harmless Take This, Inc. for any claim that might arise for any such fees.
5. Ambassadors are welcome to contact Take This with any potential partnership/sponsorship opportunities, to be reviewed by Take This.

VI. Disciplinary Review Process

- A. If a person believes that a current Ambassador has violated the guidelines, principles, or policies outlined above in any way, please submit comments to the following link and complete [the provided form](#).
- B. A valid email address, phone number, and name must be provided with each form. Identifying information such as name and email will not be shared with the Ambassador or with the public. Identifying information is exclusively used for internal review of the Ambassador by Take This.
 1. This information will be stored electronically for no less than seven (7) years and will be used exclusively for internal review. It will not be shared with any third party unless mandated by law.
- C. Once received, and the contact information is verified, comments and complaints will be reviewed by the Ambassador Program Manager, who will document their findings as a formal report to at least 3 members of Ambassador Review Board and the clinical director of Take This.
- D. If two out of the three disciplinary reviewers find that an Ambassador's behavior violates the policies or rules of the program, disciplinary action will be taken, which may range from a written, formal warning to immediate expulsion from the Ambassadorship program. Disciplinary consequences will be enacted at the sole discretion of Take This, with no appeal or review process allowed. Termination of ambassador status results in immediate revocation of all rights, rewards, and benefits contained herein.
- E. The review process may be initiated by Take This at their discretion.

VII. General Policies

- A. All decisions related to the Take This ambassador program, including duration, acceptance, behavior expectation, and all other issues including those not listed in this document, are at the sole discretion of Take This



Streaming Ambassador Program Policies

- B. Nothing contained in these guidelines will be construed to create the relationship of employer and employee, principal and agent, partnership or joint venture, or any other fiduciary relationship. Ambassadors may not act as agent for, or on behalf of, Take This, or to represent Take This, or bind Take This in any manner not specified in writing by Take This.
- C. Ambassadors represent that they are fully authorized and empowered to submit the application materials, and that the participation in the Take This ambassador program will not violate or infringe upon the rights of any third-party, or violate any part of these guidelines and any other person, firm or organization or any law or governmental regulation.
- D. Each ambassador shall indemnify and hold harmless Take This, its affiliates, and its respective officers, directors, agents and employees from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, arising out of, or that are a result of, ambassador's participation in the Take This ambassador program.
- E. **IN NO EVENT SHALL TAKE THIS BE LIABLE FOR ANY DAMAGES ARISING IN ANY WAY OUT OF THIS AGREEMENT UNDER ANY CAUSE OF ACTION, WHETHER OR NOT TAKE THIS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.** Ambassador agrees by applying that regardless of the form of any claim Ambassador may have against Take This under this Agreement, Take This's liability to Ambassador shall not exceed \$100.
- F. These guidelines are governed by and construed in accordance with the laws of the State of Washington without reference to any principles of conflicts of laws, which might cause the application of the laws of another state. Any action instituted by either party arising out of this Agreement will only be brought, tried, and resolved in the applicable federal or state courts having jurisdiction in the State of Washington.