

FATHERS MATTER

The Father I Want To See/Be – Competition

TERMS AND CONDITIONS

June 2026 | Youth Month | Ages 10 to 18

THE PROMOTER

1. Heartlines NPC ("Heartlines") is the promoter of this competition.
2. This competition forms part of the Fathers Matter Youth Month campaign. For more information, visit www.fathersmatter.org.za.

THE COMPETITION

3. Heartlines is creating the opportunity for adults and caregivers in the lives of young people aged 10 to 18 — including parents, guardians, family members, teachers, mentors, and father or father figures — to encourage and assist them in submitting a creative entry responding to the question: "What does the father you want to be or see look like?" The young person submitting the entry shall be referred to as the "Competition Entrant".
4. Entries may be submitted in any of the official South African languages.
5. The competition is open to all young South Africans aged 10 to 18. No social media account is required to enter. No specific equipment is required to participate.
6. Entries may be submitted in any of the following formats:
 1. Video: Maximum 60 seconds in duration, shot on any device.
 2. Voice note: Maximum 60 seconds in duration.
 3. Drawing or artwork: Submitted as a photograph.
 4. Written piece (poem, letter, or story): Submitted as a PDF.
7. Entries are to be submitted via WhatsApp or email, as communicated in the competition promotional materials.
8. No swearing or inappropriate content will be permitted. Heartlines reserves the right to disqualify any entry it deems offensive, inappropriate, or in violation of these terms and conditions.
9. Only one entry per person or group will be accepted. Duplicate entries will not be considered.

COMPETITION PERIOD

10. The competition will run during June 2026 (Youth Month). Specific opening and closing dates will be communicated in Heartlines' promotional materials.
11. No entries submitted before or after the stated competition period will be considered.

ELIGIBILITY

12. The competition is limited to South African residents aged 10 to 18 at the time of entry.
13. Employees of Heartlines and any of their immediate family members are not eligible to enter this competition. This includes individuals who are directors, partners, employees, agents of, or consultants to the Promoter.
14. By entering the competition, the Competition Entrant (and their parent or legal guardian, where the entrant is a minor) confirms that they meet the eligibility requirements set out in these terms and conditions.

PRIZES

The prize pool for this competition is R6 000 (six thousand rand), distributed between two categories as follows:

One winner and one runner-up are selected per category, giving four winners in total. Each category is judged independently.

PLACING	CATEGORY A Video / Voice Note	CATEGORY B Written / Artwork
1st Place	R2 000	R2 000
Runner-Up	R1 000	R1 000
Category Total	R3 000	R3 000
TOTAL PRIZE POOL	R6 000	

CATEGORY A — Video / Voice Note

Video: Maximum 60 seconds. Shot on any device.

Voice note: Maximum 60 seconds.

CATEGORY B — Written / Artwork

Drawing or artwork: Submit as a jpeg or png.

Written piece — poem, letter, or story: Submit as a PDF.

15. Each Competition Entrant is eligible to win only one prize.
16. Prizes are non-transferable and cannot be exchanged for cash or any other consideration.
17. Heartlines will not be responsible for any costs incurred by the winner in relation to accepting or using the prize.

JUDGING AND WINNER SELECTION

18. Winners will be selected by a panel of judges appointed by Heartlines. The judging criteria will include creativity, authenticity, relevance to the competition theme, and overall impact.
19. The judges' decision is final and binding. No correspondence will be entered into regarding judging outcomes.
20. The parent/guardian is the primary point of contact for all prize-related communications. Winners will be notified directly via their parent/guardian provided at the time of entry. Should any winner not respond within 5 (five) business days of notification, Heartlines reserves the right to select an alternative winner.
21. All winners agree to have only their first name, age and entry published by Heartlines on its social media platforms and website, and on the Fathers Matter platforms in a safe and respectful manner, as part of the competition announcement.

PARENTAL AND GUARDIAN CONSENT

22. As all Competition Entrants are minors (aged 10 to 18), a parent or legal guardian must provide consent for the child to participate in this competition and for the entry to be submitted and potentially published.
23. By submitting an entry, the parent or legal guardian confirms that they have read and agreed to these terms and conditions on behalf of the Competition Entrant.

PERSONAL INFORMATION

24. Any personal data relating to participants will be used solely for the purposes of this competition and in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA) and Heartlines' privacy statement.
25. By entering the competition, Competition Entrants (and their parents or legal guardians) consent to the collection and processing of their personal information for competition purposes.

INTELLECTUAL PROPERTY AND CONTENT RIGHTS

26. By submitting an entry, the Competition Entrant (and their parent or legal guardian) grants Heartlines a non-exclusive, royalty-free licence to use, reproduce, publish, and share the entry in a safe and respectful manner for the purposes of the Fathers Matter campaign and related promotional activities.
27. The Competition Entrant confirms that the entry is their original work and does not infringe upon any third party's intellectual property rights.

GENERAL

28. Heartlines reserves the right to revise, alter, or end the competition at its discretion. In such an event, all participants waive any rights they may have against Heartlines, its affiliates, or associated companies.

29. If required as a result of legislation or other legal reasons, Heartlines reserves the right to end this competition immediately. All participants agree to waive any rights they may have in such circumstances.
30. Heartlines will not be held liable for any loss, injury, or damage of any nature caused as a result of a participant's entry or participation in this competition.
31. Any violation or attempt to violate any of the competition rules will result in the immediate disqualification of the participant.
32. By participating in this competition, all Competition Entrants and their parents or legal guardians agree to be bound by these terms and conditions. Heartlines' interpretation of these rules in the event of any dispute shall be final and binding.
33. With regards to any promotional material and communications, Heartlines will not be held responsible for any misrepresentation caused by any unintentional or clerical error or omission.
34. All entrants release Facebook, Instagram, and any other social media platforms used to promote this competition from all liabilities and claims arising out of or in connection with this competition. This competition is in no way sponsored, endorsed, or administered by any such social media platform.