



ATHLETES IN SCHOOLS

FREE FUNDRAISING PROGRAMME

Fund your athlete visit and raise additional money for your school

NO UPFRONT SCHOOL PAYMENT

Each participating school receives its own fundraising campaign page and ready-to-use marketing materials

PROGRAMME GUIDE • PARTICIPATION FEE • 60/40 SURPLUS SPLIT • SCHOOL PROMOTION

1. HOW THE PROGRAMME WORKS

The Athletes In Schools Fundraising Programme allows a school to fund its athlete visit through a sponsored fundraising campaign instead of paying the booked visit price upfront.

Athletes In Schools Limited will arrange a separate fundraising page for each participating school. The campaign is intended to fund the athlete visit first and, once the Participation Fee has been covered, generate additional funds for both the school and Athletes In Schools.

THE FUNDING MODEL

- The school selects and books an eligible Athletes In Schools scheme.
- Athletes In Schools creates a dedicated school fundraising campaign using a suitable JustGiving fundraising/crowdfunding setup, subject to JustGiving approval and terms.
- AIS supplies the school with campaign graphics, parent copy, social-media content and other marketing material.
- Families, friends and supporters are encouraged to contribute to the campaign. Fundraising is voluntary.
- The first eligible net fundraising proceeds, up to the agreed Participation Fee, are retained by Athletes In Schools to fund delivery of the booked athlete visit.
- Once the Participation Fee has been covered, the remaining eligible net proceeds are split 60% to the school and 40% to Athletes In Schools.
- AIS reconciles the campaign after closure and pays the school its agreed share.

For clarity, this programme is not presented as charitable fundraising by Athletes In Schools Limited. If a particular school, trust, PTA or campaign introduces a charitable institution or charitable purpose, additional fundraising-law requirements may apply and that campaign should be reviewed separately.

HOW TO CONTACT US

Our website is operated by Athletes In Schools Limited ("Athletes In Schools", "AIS", "we" or "us"). VAT registration number 522575690.

Athletes In Schools works with schools across the UK to provide inspirational visits and experiences delivered by Olympians, Paralympians, Team GB athletes and other elite sportspeople.

To contact us, please email info@athletesinschools.co.uk, call 0800 689 0795, WhatsApp us on 07543 932879, or write to us at:

Athletes In Schools
Mailbox 1 | Finchley Way
Leeds
LS27 0RF
Athletes In Schools

2. PARTICIPATION FEE

The Participation Fee is the agreed price of the Athletes In Schools service booked by the school. It is funded first from the campaign proceeds.

Example scheme	Participation Fee/ current starting price
Bronze - Half Day	From £549
Bronze - Full Day	From £689
Silver - Half Day	From £889
Gold - Full Day	From £989
Olympian Presentation	From £449
Awards Evening / Ceremony	From £549
School Sports Day	From £1,589
Enterprise Challenge	From £1,689

The campaign must use the actual Participation Fee agreed for that booking. If travel, bespoke content or another agreed charge changes the price, the fundraising page and school agreement should show the actual figure rather than a standard “from” price.

If a campaign does not reach the Participation Fee, the shortfall arrangement must follow the school booking agreement. This should be agreed before the campaign launches so the school and families know what will happen.

3. SUGGESTED £5 CONTRIBUTION

To help the school reach its target, we encourage each participating pupil/family to support the campaign with a suggested contribution of £5 or more, either directly or through sponsorship from family and friends.

£5 IS ENCOURAGED - NOT COMPULSORY

- There is no compulsory donation required for a pupil to take part in the athlete visit.
- A child will not be excluded, disadvantaged or treated differently because their family does not donate or fundraise.
- Schools should describe £5 as a suggested contribution, not a mandatory fee or minimum payment.
- Families can give more or less than £5, or choose not to contribute.
- The purpose of the suggested amount is simply to encourage broad participation and help the campaign reach the Participation Fee and generate additional school funds.

Suggested parent wording: “We are encouraging families who are able to do so to contribute £5 or more towards our Athletes In Schools fundraising campaign. This is completely voluntary and every pupil will be able to participate regardless of whether they donate or raise money.”

4. WORKED EXAMPLE - £4,000 RAISED

Example: a school books the Bronze Full Day programme with a £689 Participation Fee and the campaign produces £4,000 of eligible net proceeds available for distribution.

Step	Calculation	Amount
Total eligible net proceeds		£4,000.00
AIS Participation Fee	First £689	£689.00
Surplus after Participation Fee	£4,000 - £689	£3,311.00
School share	60% x £3,311	£1,986.60
AIS share of surplus	40% x £3,311	£1,324.40
TOTAL RETAINED BY AIS	£689 + £1,324.40	£2,013.40
TOTAL PAID TO SCHOOL	60% of surplus	£1,986.60

£4,000 NET PROCEEDS → £2,013.40 AIS | £1,986.60 SCHOOL

JUSTGIVING / PAYMENT PROCESSING FEES: Any JustGiving, card-processing or transaction fees are deducted from the gross campaign total first. The amount remaining after those deductions is treated as the net fundraising proceeds. The Participation Fee is then deducted from those net proceeds, and the remaining surplus is split 60% to the school and 40% to Athletes In Schools. This means the processing costs are reflected in the overall fundraising pot before the 60/40 split and are not charged solely against either the school's share or Athletes In Schools' share.

5. THE SCHOOL'S RESPONSIBILITIES

The fundraising programme works best when the school actively promotes it. By choosing the fundraising option, the school agrees to make reasonable efforts to communicate the campaign to its community.

- Send the fundraising campaign to parents/carers a minimum of four times before the athlete visit. This can be through email, school newsletter, parent app, SMS or another normal school communication channel.
- Promote the athlete visit and fundraising campaign on the school's social-media channels where the school has active accounts and its policies permit this.
- Use or display the digital and printable marketing materials supplied by Athletes In Schools.
- Encourage families to share the fundraising page with relatives and friends.
- Make clear in all communications that contributions are voluntary and that £5 is a suggested contribution only.
- Help build excitement around the athlete visit through assemblies, PE lessons, newsletters or other suitable school communications.
- Provide AIS with the correct school name, logo/brand permission where applicable, visit details and relevant campaign information in good time.
- Avoid changing the funding explanation, Participation Fee or 60/40 split in a way that could mislead supporters.

AIS may provide suggested reminder dates so the four parent communications are spread sensibly across the campaign rather than sent together.

6. WHAT ATHLETES IN SCHOOLS PROVIDES

AIS will make the campaign as easy as possible for the school to promote.

- A dedicated fundraising page/campaign for the participating school, subject to the chosen platform's approval and terms.
- A clear campaign target and explanation of the Participation Fee and 60/40 surplus split.
- Parent/carers email and message templates.
- Social-media graphics and suggested captions.
- Printable or digital promotional material, including QR-code-ready campaign artwork where appropriate.
- Suggested campaign reminders and promotional schedule.
- Support from the AIS team before the visit.
- Delivery of the booked athlete visit in line with the booking terms.
- A post-campaign reconciliation showing the Participation Fee, surplus, AIS share and amount due to the school.
- Payment of the school's agreed share after funds have cleared and the campaign has been reconciled.

**WE PROVIDE THE CAMPAIGN MATERIALS. THE SCHOOL HELPS
US SPREAD THE WORD.**

7. CLEAR WORDING FOR SUPPORTERS

Supporters should be able to understand how their contribution will be used before they contribute. The Participation Fee and surplus split should therefore be prominent on the campaign page and parent communications, rather than hidden in small print.

Recommended campaign wording

HOW THE FUNDRAISING WORKS

This campaign is supporting an Athletes In Schools visit to [SCHOOL NAME]. The Participation Fee for the booked [SCHEME NAME] is £[PRICE]. The first £[PRICE] of eligible net campaign proceeds will be retained by Athletes In Schools Limited to fund delivery of the athlete visit. Once the Participation Fee has been covered, any remaining eligible net proceeds will be split 60% to [SCHOOL NAME] and 40% to Athletes In Schools Limited. Contributions are voluntary. We suggest a contribution of £5 or more where families are able to support the campaign, but no pupil will be excluded if they do not donate or fundraise.

Example disclosure

If £4,000 of eligible net proceeds were raised for a Bronze Full Day with a £689 Participation Fee, AIS would retain £2,013.40 in total and the school would receive £1,986.60.

Avoid statements such as “100% goes to the school”, “the athlete visit is free”, “£5 is required to participate” or similar wording where those statements would not be accurate.

8. FUNDRAISING PLATFORM & MONEY FLOW

AIS intends to use JustGiving rather than operating its own payment platform. Each school will have a separate campaign page so supporters can see which school and athlete visit they are supporting.

- AIS should use a JustGiving product/setup that permits the intended non-charitable campaign and payment flow. JustGiving describes Crowdfunding as non-charitable fundraising and says page creators must pass identity and other checks before funds are transferred.
- The page description must accurately explain the purpose of the campaign, the Participation Fee, the 60/40 surplus split and how excess funds will be used.
- JustGiving's terms require crowdfunding donations to be used for the purposes stated on the page and require an end-of-campaign update explaining the outcome and use of excess funds.
- JustGiving Crowdfunding contributions are not eligible for Gift Aid.
- JustGiving/payment-processing fees are deducted from the gross campaign total before the Participation Fee and 60/40 surplus calculation. The campaign reconciliation must show these deductions clearly.
- AIS should keep a campaign reconciliation showing gross contributions, processing deductions, refunds/chargebacks, net cleared proceeds, Participation Fee, surplus, AIS share and school share.
- Any donor personal information available to AIS must only be used in line with the permissions given and applicable privacy law.

Platform availability and eligibility are controlled by JustGiving. AIS should confirm with JustGiving that the intended company/page-owner structure is accepted before the programme is launched at scale.

9. FAIR & RESPONSIBLE SCHOOL FUNDRAISING

Because the programme involves children and school communities, the campaign should be positive, inclusive and free from undue pressure.

- Never make a contribution a condition of a pupil taking part in the athlete visit.
- Do not shame, rank or disadvantage pupils who raise little or nothing.
- Do not describe the suggested £5 as compulsory.
- Do not encourage pupils to approach strangers or fundraise in unsafe settings.
- Any prizes, competitions or leaderboards should be proportionate, inclusive and approved by the school.
- Use age-appropriate pupil communications and follow the school's safeguarding policies.
- Do not publish children's personal information, photos or fundraising performance without the appropriate school/parent permissions.
- Provide a clear route for parents/supporters to ask questions or raise a complaint.
- Keep marketing accurate, clear and consistent with the real financial arrangement.

The Fundraising Regulator's Code of Fundraising Practice applies to charitable institutions and specified fundraising actors, including professional fundraisers, commercial participators and fundraising platforms. This AIS programme is designed as non-charitable commercial fundraising, but if a participating school/trust/PTA is a charitable institution and the campaign is represented as raising money for it, separate statutory and Code requirements can be triggered. AIS should review those campaigns individually.

10. SCHOOL FUNDRAISING AGREEMENT

Each participating school should accept written fundraising terms before its campaign goes live. At minimum, the agreement should record:

- The school and Athletes In Schools Limited details.
- The booked scheme, athlete-visit date and exact Participation Fee.
- The campaign start/end dates and fundraising page.
- The definition of eligible net fundraising proceeds.
- That AIS retains the first proceeds up to the Participation Fee.
- That surplus above the Participation Fee is split 60% school / 40% AIS.
- The rule that applies if the Participation Fee is not reached.
- The treatment of payment-processing costs, refunds, chargebacks and cancelled contributions.
- The school's minimum four parent/carers campaign communications and agreed social-media promotion.
- AIS's obligation to provide marketing material and campaign support.
- When the campaign is reconciled and when the school's share will be paid.
- Cancellation/postponement rules for the athlete visit.
- Complaints, safeguarding, data protection and use of school/AIS branding.
- A requirement that campaign communications remain accurate and do not imply that the suggested £5 is compulsory.

Where the participating organisation is a charity, charitable academy trust, charitable PTA or other charitable institution and the arrangement is promoted as fundraising for that institution, obtain specific advice on whether professional-fundraiser or commercial-participator rules apply. Those rules can require a prescribed written agreement and solicitation statement.

12. READY-TO-USE PARENT MESSAGE

We're welcoming a British Olympic athlete to [SCHOOLNAME]!

We're delighted to be working with Athletes In Schools to bring an Olympic, Paralympic or Team GB athlete into school for an inspirational visit with our pupils.

As part of the programme, our school has its own fundraising page. We're encouraging families who are able to support the visit to contribute £5 or more, or simply share our fundraising page with friends and family.

Your support helps make the athlete visit possible, while also helping the athletes involved in the programme continue their own sporting journeys. For many athletes, the support they receive from school visits helps towards the costs of training and competing as they work towards major championships, including the World Championships, Commonwealth Games and Olympic or Paralympic Games.

Contributions are completely voluntary and every pupil will be able to take part, regardless of whether their family contributes or raises any money.

As a thank you, pupils from contributing families will also receive a signed photograph from the visiting athlete.

Our fundraising page:
[LINK]

Thank you for getting behind the visit. We hope it will be a fantastic experience for our pupils while also giving them the opportunity to support the sporting journey of the athlete who comes to inspire them.

Suggested four-message schedule

- Message 1 - Launch the campaign and explain the athlete visit.
- Message 2 - Reminder and campaign progress update.
- Message 3 - Build excitement as the athlete visit approaches.
- Message 4 - Final fundraising reminder before the visit.

13. PRE-LAUNCH CHECKLIST

- ☐ School booking and Participation Fee confirmed.
- ☐ Shortfall rule confirmed in the school agreement.
- ☐ School-specific fundraising page created and checked.
- ☐ Participation Fee and 60/40 split displayed prominently.
- ☐ Suggested £5 contribution clearly described as voluntary.
- ☐ JustGiving processing-cost treatment defined.
- ☐ School has received marketing pack and four-message schedule.
- ☐ Social-media promotion agreed where applicable.
- ☐ Safeguarding and pupil privacy requirements understood.
- ☐ School legal/charitable status checked for any additional requirements.
- ☐ Post-campaign reconciliation and school payment process confirmed.

INSPIRE. BELIEVE. ACHIEVE.

A simple way to fund an athlete visit while creating additional value for the school.

Compliance note: This programme document is an operational and marketing draft, not a legal opinion. It reflects the intended AIS commercial fundraising model and current published JustGiving information. Before national launch, AIS should confirm the intended company crowdfunding/page-owner setup with JustGiving and have the school fundraising agreement reviewed for the different legal types of UK schools it will work with.

11. ATHLETE PAYMENT

Athletes delivering visits through the fundraising programme are paid directly by Athletes In Schools. Athlete remuneration is paid entirely from the amounts retained by AIS and does not reduce the school's 60% share of surplus fundraising proceeds.

The athlete will usually receive between 25% and 60% of the AIS Participation Fee. The exact percentage will depend on the athlete, location, travel requirements, event format and the individual athlete agreement.

In addition, the athlete will receive 10% of Athletes In Schools' 40% share of surplus fundraising proceeds.

The additional 10% is calculated only on the AIS 40% surplus share. It is not 10% of the school's share and does not reduce the school's agreed 60% entitlement.

JustGiving/payment-processing fees are deducted from the gross campaign total first. The Participation Fee and 60/40 surplus calculation are then applied to the net fundraising proceeds, as explained earlier in this document.

Worked example - Bronze Full Day, £4,000 net proceeds

For illustration, this example assumes the athlete receives 40% of the £689 Participation Fee. The actual Participation Fee percentage may be between 30% and 50%.

Item	Calculation	Amount
Net fundraising proceeds		£4,000.00
AIS Participation Fee		£689.00
Athlete share of Participation Fee	40% x £689	£275.60
Surplus after Participation Fee	£4,000 - £689	£3,311.00
School share	60% x £3,311	£1,986.60
AIS 40% surplus share	40% x £3,311	£1,324.40
Athlete additional payment	10% x £1,324.40	£132.44
Total athlete payment	£275.60 + £132.44	£408.04
Total AIS entitlement before athlete pay	£689 + £1,324.40	£2,013.40
AIS retained after athlete pay	£2,013.40 - £408.04	£1,605.36
School receives		£1,986.60

Athlete payment range on the same example: at a 30% Participation Fee rate the athlete would receive £339.14 in total; at 40%, £408.04; and at 50%, £476.94. In each case the school still receives its full 60% share of the surplus.

Purpose of the athlete share

This payment structure ensures that the elite athlete delivering the school experience benefits directly from the success of the campaign. It recognises both the athlete's work in delivering the booked visit and their role in helping the school generate additional fundraising income.

MINIMUM FUNDRAISING TARGET & SHORTFALLS

The minimum amount we would like each school campaign to raise is the Participation Fee for the scheme booked. For example, where a Bronze Full Day is booked at £689, the campaign target should be at least £689. This ensures that the core cost of delivering the athlete visit is covered before any surplus fundraising is shared.

If the campaign has not reached the Participation Fee by the agreed review point before the visit, Athletes In Schools may decide not to proceed with the visit and arrange for the fundraising proceeds to be refunded, subject to the JustGiving/payment provider process and any applicable transaction rules. Alternatively, we may ask the school whether it

would like to make a voluntary contribution towards the shortfall so that the total reaches the standard Participation Fee. The school is not obliged to make this contribution.

Any decision to withdraw, refund, reschedule or request a voluntary school contribution should be communicated clearly before the scheduled visit. No pupil should be excluded because their family has not contributed or fundraised.