



Best of British.



SportsAid Helps Sportspeople

- Registered charity set up in 1976
- Core function is to help emerging sporting talent, nominated by their own sport's National Governing Body (NGB)
- Monitor needs, progress and other data
- Established partnerships with SE, UKS, Gov, NGBs and commercial sector
- Help c2-3,000 athletes aged c12-18 years, incl those with disabilities
- Responsible for managing TASS





Steve Williams



Zac Purchase



Paul Goodison



Ben Ainslie



Sarah Ayton



Pippa Wilson



Christine Ohuruogu



Nicole Cook



Chris Hoy



Bradley Wiggins



Victoria Pendleton



Rebecca Adlington



Iain Percy



Tim Brabants



James DeGale

Talent helped by SportsAid



Olympic & Paralympic Impact

- Of the **19** British Olympic Gold Medals won in Beijing, SportsAid had supported athletes in **18** of them, including Rebecca Adlington, Chris Hoy, Bradley Wiggins, Christine Ohuruogu and James DeGale.
- **A third** of the Paralympic Gold medals won in Beijing involved athletes who had received support from SportsAid, including Eleanor Simmonds, David Stone, Danielle Brown and David Roberts.

|  |  G |  S |  B | TOTAL |
|---|---|---|--|-----------|
| China | 51 | 21 | 28 | 100 |
| USA | 36 | 38 | 36 | 110 |
| Russia | 23 | 21 | 28 | 72 |
| Great Britain | 19 | 13 | 15 | 47 |
| SportsAid | 18 | 6 | 8 | 32 |
| Germany | 16 | 10 | 15 | 41 |

If SportsAid was a country it would have been **fifth** in the medal table in Beijing 2008.



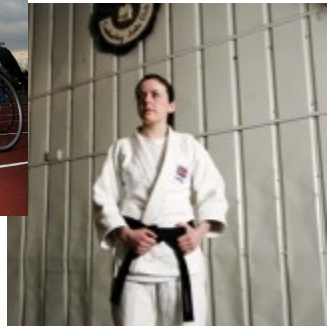
New Athlete Information

- On average, recipients **spend over £5,000 per year** on their chosen sport
- They travel an average of **650 miles every month** to train and compete
- Every athlete felt that **SportsAid funding was essential or helpful** to their progression within their sport
- All athletes were **willing to attend activities** and provide information to support SportsAid's work (and promote their own sport)
- 78% intend to **stay in education** after leaving school
- Biggest **sources of inspiration were** their **family**, followed by their **coach** and their **sporting heroes**; virtually none inspired by great facilities



Helping Athletes

- Company's own 'stock' of athletes
- Athletes chosen from 40+ sports; geographical spread is flexible and can reflect Company preferences
- Receive athlete profiles, updates and can meet athletes at events, eg to engage staff and customers
- Typical Athlete Award at c£1,000 per athlete, per year



Athlete Engagement

- Attendance at customer events
- Sporting demonstrations
- Q&A interaction



Staff Engagement



The screenshot shows the Arup SportsAid blog homepage. At the top left is the 'Arup SportsAid blog' logo. To the right are the 'ARUP' and 'SportsAid' logos. Below the logo is a 'HOME' link. The main content area features a post titled '1st Ever Post!' dated September 10th, 2009, by Lynne Hutchison. The post text describes her experience training with a club in Tokyo. To the right of the post are navigation menus for 'CATEGORIES', 'ARCHIVES', 'META', and 'LINKS'. A small image of a woman with a trophy is visible in the post content.

Arup SportsAid
blog

ARUP | SportsAid

HOME

1st Ever Post!

September 10th, 2009 | By Lynne Hutchison | Posted in [Lynne Hutchison](#) | [No Comments »](#)

Hello! This is my first post for the SportsAid ARUP blog!! Recently I haven't been too busy and I have had a long holiday in Japan which was very nice. But I couldn't take two months off training so I did a lot of training in Tokyo with a club there. I have trained there before but this was the longest I have ever been training with them. I really enjoyed it although at first it's tough to get used to a different style of training. It was a great experience, although we do the same sport, the training is very different and I learnt lots of new skills and exercises which I can then bring back to the UK as well as making new friends and practicing my Japanese! Before I went to Japan I had the British Championships and I was very pleased with my results as I became the Overall British Junior Champion and also Champion on the Rope and Hoop Exercise.

I have a Great Britain Junior squad training camp coming up later this month and next

CATEGORIES
Angus Pedersen
Daisy Colsell
Jamie Blundell
Lynne Hutchison

ARCHIVES
September 2009
June 2009

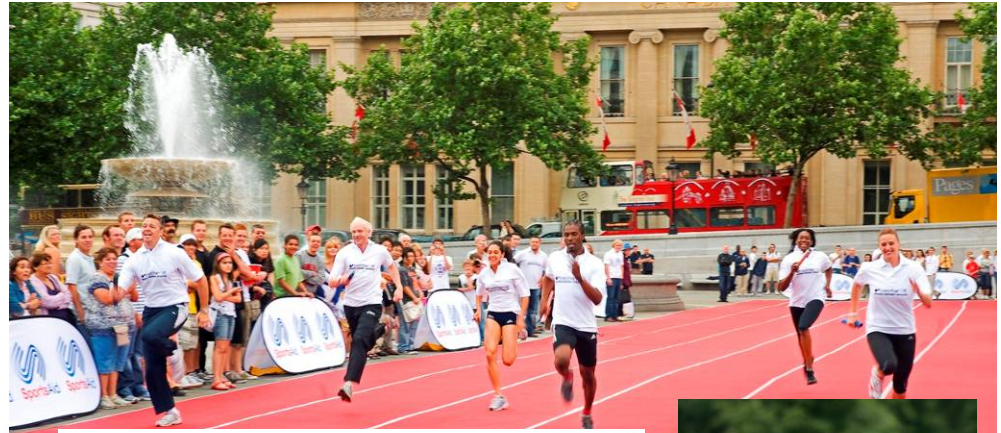
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Arup Essentials SportsAid



PR Activity

- Trafalgar Square Sprint
- Marathon Challenge
- Sports Minister message





Help us to help them.