

Give a local class a place to start

Pocket Money Adventures CIC · Sponsor Starter Guide · 9 September 2026

£1,000 funds one classroom programme and 30 copies of Ava Saves Up for children to keep. The school pays nothing. Your business receives a clear record of the work it funded, with optional recognition outside school.

PMA uses stories, conversation and everyday choices to introduce money learning for children aged 4–7. Choose an area in Staffordshire or Stoke-on-Trent, or request a particular school. PMA accepts the agreed order and payment, then arranges participation before delivery.

Three clear starting points

Your choice	All-in total	What it funds
Give 30 books	£300	30 copies, one regional delivery address and a fulfilment record
Fund one classroom	£800	Facilitated Spark, seven-week pathway, included resources and programme report; up to 30 planned places
Fund one classroom with books	£1,000	The complete classroom offer plus 30 take-home books

Want to support more? Three classes at one school are £1,400 programme-only or £2,000 with 90 books. Six classes are £2,300 or £3,500 with 180 books. Fixed programme prices cover one school and one agreed programme, up to six classes. More classes or schools need a custom quote.

PMA is not VAT registered. No VAT is charged. Standard Staffordshire and Stoke-on-Trent fulfilment is included; the agreed scope has no later compulsory extras. Every purchase is one-off.

A straightforward next step

Reply to your PMA contact with your business name, preferred package, area or school request, and decision date. PMA will put the exact scope and terms into a written order before acceptance or payment. A named school is a request, not a booking.

[View the sponsorship catalogue and request a written option.](#)

What the school programme includes

A Spark, then time to practise

The facilitated Spark has a 60–75-minute core within a school-agreed slot of up to 90 minutes. Six short teacher-led Sidekick activities follow in weeks 2–7. Immediate classroom questions and a delayed recall activity are included; learning findings are reported with their limits.

Included resources are the teacher materials and read-aloud copy, six Sidekick Cards and Home Link, activity sheets and poster, Parent Fridge Card, four optional Family Missions and two later teacher-led boosters. The £1,000 bundle adds 30 take-home copies per class. Family Page access is a future benefit only once live; it is not promised as available now.

The school provides the room and normal adult supervision during the Spark. Allow around 15 minutes of teacher time each week, about two hours overall, including no more than five minutes of weekly preparation. Agree the practical timetable with the school before delivery.

Books for a school or community

One-off packs use the same menu and include one delivery address in the region. They include no facilitated session, seven-week pathway or learning-outcome report.

Copies	Total	Copies	Total
30	£300	180	£1,200
60	£500	300	£1,900
90	£700	600	£3,500
120	£900	750	£4,300
150	£1,000	1,500	£8,000

Any other quantity, multiple addresses or more than 1,500 copies needs a complete custom quote. Community sessions are separately quoted; the £1,250 additional five-household cohort is restricted to an already mobilised funded contract, not a first commission.

Keep school provision free of sponsor content

No third-party sponsor name, logo, acknowledgement or promotional link appears on anything PMA takes, supplies or presents into school. This includes books, inserts, teacher packs, slides, certificates, displays and linked school resources. PMA branding remains. Sponsor recognition takes place outside school.

Know what happens after you choose

Your order, your record

PMA confirms the purchased scope, area or school request, all-in total and business terms before accepting the written order and before payment. Full payment must clear before PMA commits delivery costs. School or host participation is agreed before delivery; school agreement is not a condition of PMA receiving the sponsorship.

We aim to confirm allocation or a delivery plan within 90 calendar days of cleared payment. You receive an update within 30 days and every 30 days while allocation remains open. Actual delivery dates are agreed separately. If a school declines, withdraws or allocation is delayed, we propose an alternative within the agreed area or revised dates for your written agreement. After 14 unanswered days, we send a reminder and continue updates. At the 90-day review, unresolved allocation is escalated with you for a written next step. Silence never authorises a scope change.

New business orders are non-refundable for cancellation or a change of mind once PMA accepts the agreed written order. There is no automatic discretionary refund for allocation delay. These terms are agreed before acceptance and payment; the invoice adds no later restriction. PMA remains responsible for fulfilment. Remedies for PMA failure, faulty or misdescribed goods and non-excludable rights remain. Earlier accepted agreements retain their terms. Individual consumers need their applicable separate terms and rights.

Useful evidence for your business

Programme orders receive a School Delivery and Learning Report; book gifts receive a fulfilment record. We aim to report within 30 calendar days of the agreed activity finishing or book handover. If evidence is outstanding, we send a status report with the next update date. Your external Community Support Statement separates paid funding, allocation and verified delivery. Programme sponsors also receive a Certificate of Community Sponsorship based on the verified delivery record; it is for use outside school and is not accreditation.

One eligible cleared pound earns one Club recognition point on the full amount received; required refunds or reversals reverse related points. Points are not money or children reached. Lifetime history stays when you pause. Every new year needs a fresh decision: there is no automatic renewal, Gift Aid or promised tax deduction.

The evidence boundary: no school has yet completed PMA's current standardised seven-week pathway. The offer funds defined provision; it does not promise lasting behaviour change, lower poverty or guaranteed publicity. Books and programme places may concern the same children and are not added as distinct people.

Choose the support you want to fund

£800 funds one complete classroom programme. £1,000 funds the programme plus 30 copies of Ava Saves Up for children to keep.

£800

one classroom programme

£1,000

programme + 30 books

£0

charged to the school

Classes	Funded capacity	Programme	With 30 books per class
1	Up to 30 places	£800	£1,000
2	Up to 60 places	£1,100	£1,500
3	Up to 90 places	£1,400	£2,000
4	Up to 120 places	£1,700	£2,500
5	Up to 150 places	£2,000	£3,000
6	Up to 180 places	£2,300	£3,500
10	Up to 300 places	Custom quote	Custom quote
25	Up to 750 places	Custom quote	Custom quote
50	Up to 1,500 places	Custom quote	Custom quote

Fixed programme prices cover one school: £800 for the first class and £300 for each additional class, up to six. With 30 books per class: £1,000 for the first class and £500 for each additional class. More than six classes or multiple schools need a complete custom quote.

Agree the package and area or request a school, then pay PMA. PMA arranges school participation and dates before delivery. Three classes at one school remain one school; funded capacity becomes reported participation only after delivery.

Locked prices: 9 September 2026. PMA is not VAT registered; no VAT is charged. Standard Staffordshire and Stoke-on-Trent fulfilment is included. Fixed programmes cover 1–6 classes at one school; fixed book packs cover one delivery address. Other quantities, more than six classes, multiple sites or more than 1,500 books receive a complete custom quote.

A book a child can keep

Choose school book gifts or a one-off community order. Books can be funded without buying the programme.

Ava Saves Up gives a school or community host a story to share. The host agrees how copies will be distributed, and we confirm the handover.



Copies	Total	Price basis
30	£300	Complete book pack
60	£500	Complete book pack
90	£700	Complete book pack
120	£900	Complete book pack
150	£1,000	Complete book pack
180	£1,200	Complete book pack
300	£1,900	Complete book pack
600	£3,500	Complete book pack
750	£4,300	Complete book pack
1,500	£8,000	Complete book pack

Community book gift: 150 copies for £1,000.

One purchase. One agreed delivery plan. No subscription or automatic renewal.

Choose one of the fixed quantities shown, from 30 to 1,500 copies. Each total includes delivery to one address in Staffordshire or Stoke-on-Trent. Other quantities, multiple delivery addresses and orders above 1,500 receive a complete custom quote. No automatic price or points total is assigned to an unquoted request.

The programme-with-books price includes 30 copies per funded class and book handling. Retail single copies remain separate. Book-only packs include no classroom visit, seven-week programme or learning-outcome report. Community orders use the same book menu and are one-off purchases.

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Support learning in the community

Fund a defined session, or give books through an agreed local host. Each purchase has its own scope and acceptance.

Offer	Scope included in the stated offer	Price
One session	One group, up to 15 people, 45–60 minutes	Custom quote
Half day	Two groups, up to 30 people, same visit	Custom quote
Full day	Three groups, up to 45 people, same visit	Custom quote
Supported journey	One additional five-household cohort in an already-mobilised funded contract: session, book/resilience pack, optional adult appointment and follow-up. First commissions need a complete custom quote.	£1,250
Built around you	Bespoke programme, two visits or more	Custom quote
Community book gift	150 copies, no session; one delivery address	£1,000 one-off

What a session includes

Story, age-appropriate activities, the pause routine, and a home pack for each family. Grown-ups take part. PMA brings the materials, sets up, delivers and packs down; the host provides a suitable room.

Plan the scope before booking

The fixed book menu and the defined additional-cohort extension are priced above. Other community activities and first supported-journey commissions receive one complete quote covering group size, staffing, materials, venue responsibilities and regional delivery. No later compulsory additions apply to agreed scope.

These are financial education and general money-guidance activities. They do not include regulated advice or acting on anyone's behalf.

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The promise behind each price

	Programme	Programme with books	Book gift
Facilitated Spark	Included	Included	Not included
Seven-week school pathway	Included	Included	Not included
Teacher materials/read-aloud copy	Included	Included	Not a programme resource order
Six Sidekick Cards and Home Link	Included	Included	Not included
30 take-home copies per class	Not included	Included	Quantity ordered
School Delivery and Learning Report	Included	Included	Fulfilment record only
Dated sponsor acknowledgement	Included	Included	Included
Sponsor Club record	Eligible payments earn points	Eligible payments earn points	Eligible payments earn points

Keep every included element visible

The school package also retains the supplied activity sheets and poster, Parent Fridge Card, four optional Family Missions and two later teacher-led boosters. Family Page access remains a future benefit “once live”; it is not represented as available now.

The Spark core is 60–75 minutes in a school-agreed slot of up to 90 minutes. Weeks 2–7 use one short Sidekick Card each week. Allow around 15 minutes of teacher time per week, about two hours overall, plus normal school-adult supervision during the Spark.

The same standard of care

Every programme sponsor receives payment and allocation confirmations, updates while allocation is open, proportionate termly updates during delivery, an end-of-programme summary, adult-facing acknowledgement and an approved factual extract where available. Book gifts receive a handover record, not an invented learning result.

Current evidence position: no school has yet completed the current standardised seven-week pathway. The teaching-time allowance includes no more than five minutes of preparation per week.

Your support builds a lasting local record.

One sponsor reference connects what you fund, where it goes and what is delivered, year after year.

£1 = 1

recognition point on eligible
payment

No fee

to hold your sponsor record

Your choice

to make a new order each year

What every sponsor receives

A dated Community Support Statement appropriate to the purchase, approved factual wording for responsible-business reporting, and a record separating funding, allocation, delivery and learning. Choose an area or request a school for a future order; PMA arranges participation before delivery.

How points work

Each £1 of eligible cleared sponsorship payment earns one recognition point on the full amount received. Internal printing, travel, packing, staffing and payment fees do not reduce your points. Quotes show potential points; unpaid invoices remain pending. Allocation may still be pending after points are earned.

Refunds reverse the corresponding earned points; part payments earn only on the eligible amount received. Lifetime points do not expire. They are not money, vouchers, a financial return or a count of children. Historic points are added only when payment evidence and the funded scope have been reconciled.

One-off means one-off

The £1,000 community book order is a single purchase of 150 copies. It may earn recognition points after payment, but it never creates a subscription. Future orders require a fresh decision and acceptance.

These Club terms apply to eligible sponsorship and community-book payments. Retail purchases, in-kind support and restricted grants have separate eligibility rules. This demonstration has no verified sponsor payments or real historical points.

Recognition with something useful to keep

Core evidence and the standard of care stay the same for every sponsor. Milestones add a useful way to tell the story of continued support.

Lifetime points	Milestone benefit	What it provides
2,500	Your cumulative contribution graphic	A tailored digital infographic using verified funding and delivery totals.
5,000	Your approved partner story	An adult-facing profile or story, with agreed facts, wording and permissions.
10,000	Your next-allocation review	A 15-minute planning review to consider the next school or community order.

Choose one eligible personalised action per rolling 12 months.

You must have made an eligible payment in the preceding 12 months. You can choose a lower-threshold benefit. Your lifetime points and history remain when you pause.

A clear record for your team

Use the approved statement in your community-investment report, website or staff update. It records what happened and the basis of the numbers. It is not an ESG rating, accreditation or promise of business returns.

What points never unlock

Access to children or family data, advertising in learning materials, influence over the curriculum, school exclusivity, guaranteed media coverage or free delivery that has not been funded.

A future staff option

PMA may offer a shared virtual “Starting money conversations at home” briefing if its central budget, adult-delivery scope and date are confirmed. It is not a launch entitlement or a bespoke company session.

Your preference matters. Choose agreed adult-facing recognition or keep your sponsorship private. Core reporting is the same. Tell PMA your budget-review month and preferred statement format; future support always needs a fresh order.

Choose where your support starts.

Sponsor a classroom or give books in one of nine local areas. Agree your area or request a school, pay PMA, then receive updates as PMA arranges allocation with a willing host.

District / city	Schools ¹	R–Y2 pupils ¹	Under-16s ²	Rate ²
Cannock Chase	27	3,085	5,320	29.0%
East Staffordshire	39	4,262	7,164	28.6%
Lichfield	42	3,435	3,526	18.9%
Newcastle-under-Lyme	40	3,569	5,104	24.8%
South Staffordshire	35	3,464	3,788	21.2%
Stafford	49	4,027	4,900	20.6%
Staffordshire Moorlands	42	2,667	2,979	20.1%
Tamworth	25	2,524	4,086	26.9%
Stoke-on-Trent	67	9,068	20,886	37.6%

¹ **School opportunity:** state-funded primary schools assigned to these districts in DfE January 2026 data, with Reception, Year 1 or Year 2 pupils. ² **Wider need:** resident under-16s in relative low-income families after housing costs, year ending March 2025. These populations are different.

One classroom: £800, or £1,000 with 30 books to keep.

Book packs: 30 £300; 60 £500; 90 £700. Community default: 150 £1,000, one-off. Fixed book menu reaches 1,500 copies; see page 2.

Standard delivery across all nine areas is included in the stated prices. PMA is not VAT registered and no VAT is charged. PMA receives your payment, then arranges allocation; schools agree before delivery. The terms on the next page explain the allocation window, new-business cancellation policy and preserved remedies.

Sources [\[1\]](#), [\[2\]](#). Data checked 9 September 2026. These counts are not PMA participation or a sponsor's achieved impact.

Fund PMA. Follow your local allocation.

New business orders only. These terms must be provided and accepted before payment. Existing accepted agreements retain their terms. The allocation and update periods below are PMA service commitments, not statutory deadlines or proof of past performance.

1. Agree the scope and pay PMA

Your agreement is with Pocket Money Adventures CIC. PMA confirms the package, quantities, area or requested school, final all-in price and these terms in writing before accepting your order and payment. New business sponsorship purchases are non-refundable for cancellation or a change of mind once PMA accepts the agreed written order. The invoice confirms that agreement; it introduces no later restriction. Full payment must clear before delivery costs are committed. Schools receive provision free and agree before delivery, not before PMA receives payment. Fixed programmes cover up to six classes at one school; book packs cover one address. Other quantities, multiple sites or over 1,500 books need a custom all-in quote; unquoted requests have no automatic price or points.

2. Choose an area or request a school

For an area sponsorship, PMA selects a suitable willing host within the agreed area. For a particular-school request, PMA approaches that school; it can decline. Any replacement for a named-school request, or change of agreed area or purchased scope, needs your written agreement. Payment does not reserve a school.

3. See the allocation progress

PMA aims to confirm a willing host and delivery plan within **90 calendar days of cleared payment**. Your welcome shows the actual deadline. We update you within 30 days, then at least every 30 days while allocation is open. Programme start/completion dates and book delivery periods are agreed separately; allocation is not completed delivery.

4. If the school declines or allocation is delayed

If a school declines, withdraws or allocation is delayed, PMA proposes an alternative within the agreed area or revised dates for your written agreement. There is no automatic discretionary refund. After 14 days without a reply to that proposal, PMA sends a reminder and continues the 30-day updates. Silence does not authorise a change of scope. At the 90-day review, PMA escalates unresolved allocation with you and agrees a written next step. PMA remains responsible for fulfilling the agreed order.

This policy does not remove remedies for PMA's failure to fulfil the agreement, faulty or misdescribed goods, or rights that cannot lawfully be excluded. Existing accepted agreements retain their terms. Required refunds and payment reversals remain recorded and reverse the corresponding earned points.

5. Receive a factual record, then choose again

PMA aims to send the delivery report within 30 calendar days after the agreed activity finishes or the book handover. If evidence is outstanding, we send a status report then with the next update date. The report covers the purchased scope and separates delivered and verified figures; area statistics are context, not achieved impact. Recognition is adult-facing, with no advertising to children, personal-data access or guaranteed school publicity. Repeat orders need fresh acceptance; no automatic renewal, Gift Aid or sponsor tax deduction is promised.

Contact the PMA contact on your order for questions or cancellation. These are business-sponsor terms; applicable legal rights remain. Individual consumer orders need the appropriate cancellation information and agreed delivery period before payment. [HMRC: non-VAT invoices](#) · [CAP: prices and claims](#). PMA is not VAT registered. No VAT is charged.