



COMPLIANCE POLICY

NeXus Sports Fundraising is dedicated to providing fundraising services that comply with all applicable NCAA bylaws, particularly those regarding fundraising, crowdfunding, and the involvement of student-athletes. Our platform has been developed in coordination with independent experts on NCAA rules and infractions, and we have taken deliberate steps to ensure that all campaigns conducted through NeXus Sports Fundraising remain fully compliant with NCAA regulations. Below are the key compliance measures that govern the use of our platform:

1. Use of Student-Athlete Images

NCAA regulations allow the use of images of currently enrolled student-athletes for the purpose of fundraising on behalf of a team. However, student-athlete images may not be used to promote any third-party service or for-profit venture.

- **NeXus Sports Fundraising strictly adheres to this rule** by using student-athlete images solely for team fundraising campaigns. At no point will any student-athlete image be used to promote NeXus Sports Fundraising as a third-party service or for any commercial purpose outside of fundraising for the team.
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2. Prohibition of "Earmarking"

NCAA rules prohibit the allocation or distribution of funds raised through team fundraising efforts to individual student-athletes. All funds must benefit the team as a whole, regardless of the participation or individual results of any one student-athlete.

- **NeXus Sports Fundraising ensures that funds raised** through our platform are distributed in a manner that benefits all members of the team equally. No funds will be earmarked or credited to any individual student-athlete, nor will a student-athlete's involvement or performance in the fundraising campaign affect the distribution of the proceeds.
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3. Voluntary Participation



Participation in fundraising campaigns must be completely voluntary, and no student-athlete may be compelled or penalized for choosing not to participate.

- **NeXus Sports Fundraising enforces a policy of voluntary participation** for all student-athletes. NCAA coaches using our platform are instructed that they may not mandate participation in any NeXus Sports Fundraising campaign. No student-athlete will face penalties or negative consequences, either directly or indirectly, for not participating in a campaign.
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4. "Us, We, Our" Language

To ensure compliance with NCAA regulations, campaigns conducted through NeXus Sports Fundraising must not imply that contributions will go toward or directly benefit any individual student-athlete.

- **All NeXus Sports Fundraising communications** explicitly state that campaign proceeds will benefit the team as a whole. The language used in campaigns is carefully constructed to avoid suggesting that individual student-athletes will personally benefit from the funds raised. Contributions benefit all student-athletes equally, regardless of their level of participation.
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5. Institutional Compliance

NCAA Bylaw 12.5.1.1 allows NCAA-member institutions to utilize third-party fundraising platforms in conjunction with institutional fundraising efforts, provided they meet certain criteria (e.g., institutional, charitable, educational, or nonprofit regulations).

- **NeXus Sports Fundraising ensures full compliance** with Bylaw 12.5.1.1 by aligning with institutional, charitable, educational, and nonprofit regulations. We work closely with NCAA-member institutions to ensure that all fundraising activities conducted through our platform meet the required standards and do not compromise the eligibility or integrity of student-athletes.
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Contact Information: For more information on how NeXus Sports Fundraising conforms to



NCAA rules regarding fundraising and crowdfunding, please contact us at:
Support@nexussportsfundraising.com