

JUST FINANCE FOUNDATION



2021 Impact Report





Our Work

The Just Finance Foundation (JFF) is a national charity that tackles financial exclusion and the distress driven by extreme debt and money worries, including a lack of practical knowledge around budgeting, saving and spending.

We work in local communities with individuals, schools, and community groups to build financial resilience across all ages and backgrounds. Our focus is on those most at risk of financial distress, particularly young children, marginalised communities, and people in vulnerable circumstances. Our programmes support communities to address financial needs now and adopt preventative measures to help future generations flourish.

Introduction

Although the ongoing pandemic continued to make life unpredictable, 2021 was a big year for the Just Finance Foundation and the team proved as creative and adaptable as ever.

At the start of the year, our Education Team launched Milo's Money and introduced the world to its newest financial education hero. In his picture book, website, and online game, Milo brightened classrooms, laptops and living rooms around the country. Combining practical skills such as coin recognition with soft skills and early exposure to how money works, Milo's child centred approach was beloved by teachers and students alike. Following a successful pilot, the team quickly secured our first funding partnership to bring delivery into more schools, helping more and more children to navigate the world of finance. While Milo continues to support children aged 5-7, our education team are hard at work developing a new Choose Your Own Adventure resource for older children. We cannot wait to introduce you to some more of the gang!

In September – nine long months after January's short-lived return to school – our Education Team was finally able to re-start the Lifesavers programme. We expanded by 20 schools between September and December 2021, with an eye to expanding even further in 2022. With

many existing schools excited to retrain and restart financial education and savings clubs with their students in 2022, we are confident that the support and resources we provided throughout 2021 has ensured a continued interest in financial literacy.

At the same time, our Community Engagement Team worked tirelessly on the Covid Cash Course – launched at the start of the pandemic in April 2020 – and continued regular updates and delivery throughout the year. This train the trainer style course has reached hundreds of advisors and community workers throughout the country, providing vital, up-to-date information on constantly changing benefits and entitlements. In partnership with our sister charity, Near Neighbours, we were able to broaden our reach still further, delivering in 7 different languages and reaching some of the most vulnerable communities in a time of real need. Covid Cash Course has been temporarily retired for a well-deserved refresh, but a new, more relevant version can be expected in the coming year.

In 2022, we look forward to strengthening our existing programmes and continuing to develop creative and exciting ways to really make an impact.



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Milo's Money was developed by the Lifesavers team using innovation funding from the Money and Pensions Service specifically to support 5-7 year old children in learning about money.

The programme contains:

- A dinosaur themed picture book focusing on the key themes of spending, saving, wants and needs, enterprise, sharing and generosity.
- A digital game exploring maths and shopping, named a finalist for a GEE! Learning Awards 2021.
- Over 80 teacher resources to use in the classroom.

83 schools joined us in the pilot programme. This meant that more than 7,400 children benefitted from early engagement with financial education

The Milo's Money website, which has only been active since April 2021, has already had 11,500 visits, with over 1,975 users and more than 1,500 items downloaded.

Post pilot activity:

- A cuddly toy version of Milo is in development and should be ready to ship to schools in Spring 2022.
- 350 additional copies of Milo's Money have been printed.
- 24 new schools have signed up since September, adding more than 2,400 children to the total reached.
- Thanks to our new funding partner, Janus Henderson we can now look forward to partnering with 60 new schools over the next three years.



Feedback from Milo's Money has so far been incredibly positive:

"This is a great book to introduce both coinage and the value of money at a young age and has been thoughtfully written to interest an audience of wide age range, adults included."

"I shared the book and played the online game with my mix reception/ year 1 class today, They absolutely loved the game, especially dragging the shopping on the conveyor belt and hearing the beeps! They wanted to play the game again."

"We have used this as a home learning resource. Parents are engaging with their children and creating their own extensions. It has families talking about money which is an excellent outcome in itself."

LifeSavers

Helping children manage money wisely

What children say in Lifesavers schools:

"I understand I have to work to earn money. I do that now; I earn my pocket money. I'm starting to think about the qualification I need for my job."

Rhys Y6

"I like learning about money and what things cost. I know I need to work to earn money to buy things."

Zoe Y3

New schools are joining every week, particularly in our specially funded areas: the Diocese of Salisbury and the Diocese of Nottingham and Southwell. We also have new schools showing interest in existing Lifesavers areas of London, Liverpool and the North East, along with some brand new additions from the West Midlands, South and North West, many of whom participated in the Milo's Money pilot programme.

We have 90 schools in total

From September to December 2021, 20 new schools have registered, with many already trained and delivering financial education to their children.

Of the **26,000 children** Lifesavers supports, **5,650 are new this year.**

Website Impact: Over **11,400 visits** to the Lifesavers website, resulting in more than **1,700 downloads** of our materials and information.

Driving Interest: The website has generated **75 expressions of interest** from individual teachers.

LifeSavers is an innovative, values-based financial education programme for primary schools, teaching children how to manage money wisely. Offering a whole school approach, LifeSavers provides:

- Values-based financial education.
- Resources and training for teachers.
- Savings Clubs to give children practical experience of handling and saving money.
- A whole community approach that includes parents, credit unions and other community members

After a challenging 18 months our existing Lifesavers schools are re engaging:

- **18 schools** fully delivering Lifesavers financial education and running savings clubs.
- **23 schools** providing either financial education for children or running savings clubs.
- **31 schools** who are looking to restart their Lifesavers work in 2022.

Why teachers are excited to start Lifesavers:

"Our area is not in the most privileged area and it is our duty to ensure that the children leave us with as much knowledge and experience as possible, to ensure they have the skills that will help them prosper both emotionally and financially as young people and adults."

Teacher Y4



Our participants commented:

"Fantastic session and very Informative – lots of advice to pass on to people who are struggling in this difficult time."

"Very clear and concise training. It was easy to follow which means sharing can be beneficial to our community, congregation and in the workplace. I would readily recommend this course."

"The delivery was good and there the resources available were over and above what I had expected... I will definitely use the resources again. They are brilliant."

COVID Cash Recovery is a free online course which up-skills churches, charities and community organisations to help their communities cope with money issues that have arisen due to COVID-19. After 18 months of continuous running, Covid Cash Recovery was temporarily retired in October of 2021 to allow a full review of all material and content.

Operating through a 'train-the-trainer' model, attendees left the course with a vast array of vital information, resources and support to take back to their community and more effectively help with money worries. The course covered general entitlements, Universal Credit, budgeting, government and charitable grants, help available for bills, money strategies for making it through difficult periods and much more.

For CCR, our overall data for 2021 is:

- 73 sessions delivered to 560 people.
- 8 people per session on average.
- 60 sessions funded by Allchurches Trust.
- 98% of participants rated the training session as either High or Very High Quality.
- 97% rated our resources as either High or Very High Quality and either Very or Extremely Useful.
- 98% Agree or Strongly Agree with the statement "Covid Cash Recovery has increased my ability to help my community".
- The average number of people each attendee felt they would be able to help with this information was 40.
- The total reach was therefore up to 22,400 people.

13 sessions were funded by MHCLG (now known as DLUHC) and delivered in partnership with Near Neighbours. They were adapted and even translated to support 232 individuals over 14 sessions in the following Communities:

Polish and Romanian speaking Communities

in Birmingham

Parents in underperforming schools
in West London

BME Support Networks
in Greater Manchester

African Immigrant Community
in Luton and Leicester



Yemeni Speaking Community
in the Black Country

Mandarin Speaking Communities
in Peterborough

Spanish Speaking Community
in East London

Arabic Speaking Community
in West Yorkshire

COVID CASH RECOVERY

Urdu Speaking Community
in Nottingham

Afro-Caribbean Churches
in East London

Refugee Support Groups
in West London and
Greater Manchester

Muslim Women
in West London

Halal Finance Help

IFG ISLAMIC FINANCE GURU [Islamic Finance Guru](#) - all things halal finance

ansar [Ansar Finance](#) - halal financial provider with additional support

AL RAYAN BANK [Al Rayan Bank](#) - Islamic banking with great online money tools

SME LOANS [SME Loans](#) - Sharia compliant loan options

Na co wydajesz pieniądze?

Świczenie 3: Dzienniczek wydatków

Zapisywanie wydatków pomoze Ci zobaczyc, na co wydajesz najwiecej pieniedzy i byc moze wyeliminowac niektore wydatki.

Dzien	Co kupiles	Za ile?	Planowany wydatek
Pon			
Wt			
Sl			
Cz			
Pi			
Sob			
Nie			

Planowanie: '3 słoiki'

- Regularne wydatki**
 - Czynsz/rata
 - Woda, Gaz, Rachunki
 - Council Tax
- Codziennie wydatki**
 - Jedzenie
 - Transport
 - Wypoczynek
 - Upominki
- Oszczędności:**
 - Na co odkladasz (wakacje, prezenty, itp.)





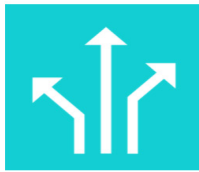
Talk Money Week

www.justfinancefoundation.org.uk/talk-money-week

In November, we joined the Money and Pension's Service campaign 'Talk Money', hosting a webinar for teachers and a video for parents on the topic: "Why should we talk about money with children?"



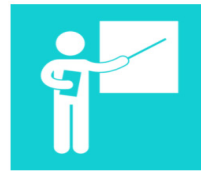
- How Do I Check If I Have A Child Trust Fund?



- What Should I Do With My Child Trust Fund?



- Should I Switch To A Junior ISA?



- How Can I Support Others With This Information?

Child Trust Funds

www.justfinancefoundation.org.uk/childtrustfund

Beginning in September 2020, we campaigned to remind parents, guardians, and soon to be minted adults that anyone born between 1st September 2002 and 2nd January 2011 was included in a government Child Trust Fund scheme.

Depending on family circumstances, each savings account can hold up to £1000. Though they are accessible from age 18, many of these accounts have not been claimed. Our goals over the past year have been to:

- Ensure every eligible person is reunited with the money in their CTF.
- Ensure that CTFs are used wisely in this difficult financial climate.

From September 2020 to December 2021 we had over **38,000 visitors** to our Child Trust Fund Pages, that's **27% of our total website traffic**.





Money Help Hub

www.justfinancefoundation.org.uk/coronavirus-help-hub

During 2020 and the beginning of 2021 JFF created, developed and evolved our money Help Hub to provide quick accessible and relatable information for people facing financial challenges.

Our Self Employment section was the most popular, receiving 30,000 visitors between March 2020 and June 2021, followed by funeral costs 6,000 visitors and sick pay 4,000 visitors.

As we move into 2022 we hope to continue to evolve the Help Hub to provide more general signposting and support for those in need.

MATHS WEEK ENGLAND



MATHS TOGETHER

Maths Week

<https://www.lifesavers.co.uk/maths-week>

Math's Week has been hugely successful for LifeSavers over the last two years. This year we have had 1,700 views of our Maths week 2021 page and 150 entries to our design a Money box competition.

This is a 230% increase in views of our Maths Week resources and a 500% increase in entries compared to last year!



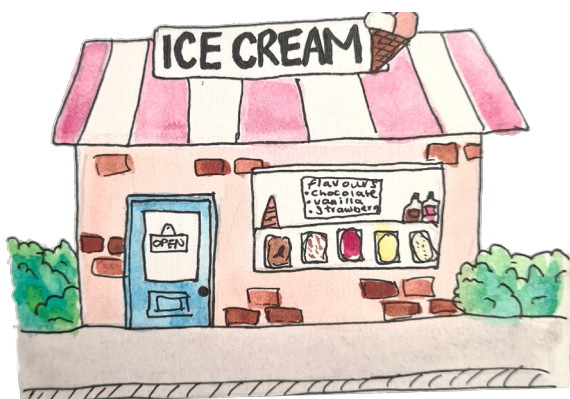


Looking Ahead – Money Adventure

After the success of Milo's Money, our next innovation will centre on 7-9 year olds. Money Adventure is a choose your own adventure game focusing on choices and consequences around money, values, and feelings. Playing alongside of five fictional friends, YOU will get to make your own decisions and see where your money choices lead you. This online and classroom-based game builds on Lifesavers lesson plans and can be flexibly incorporated by our partner schools.

Designed with the guidance of 12 teachers from 12 schools, this project is in the earliest stages of testing. We are currently seeking a funder to enable us to commission an illustrator and develop the online games. We hope to pilot with 20 schools in 2022.

We have created a 'pre-pilot' with 6 schools and have a target of 20 schools.



"Relevant to the children. Fun and engaging. Got them thinking. Children liked the story and began to make links back to life savers and the vocab of wants and needs."

Pilot Teacher Feedback



Just Finance Foundation's valued partners share our commitment to creating a fairer and more just financial system. We would like to take this opportunity to recognise their support, and to express our sincere appreciation to:



Department for Levelling Up,
Housing & Communities

Janus Henderson
INVESTORS

The John Armitage
Charitable Trust





JUST FINANCE FOUNDATION

Just Finance Foundation
The Foundry
17 Oval Way
London
SE11 5RR

www.justfinancefoundation.org.uk
enquiries@jff.org.uk
0203 752 5656

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