

# Our Theory of Change

THE MONEY CHARITY

## Our Ultimate Outcome:

Everyone achieves financial wellbeing by managing their money well

## Our Outcomes:



## Our Interventions:



## We Empower People To...

- be confident managing their finances
- increase their Financial Capability
- talk about money and ask for help
- improve their Financial Wellbeing
- reduce stress, anxiety, and hardship
- lead happier and mentally healthier lives

## The What...

- We engage all young people and adults, in education, in the workplace and in the community
- We develop programmes that respond to specific needs
- We raise awareness of the importance of Financial Wellbeing

- 48% of young people do not receive any Financial Education
- Nearly 50% of adults do not have adequate Financial Capability (Fincap Strategy 2018 Financial Capability Survey)
- People in debt typically leave problems for a year before asking for help (CAB)
- Financial differences and difficulties are the primary cause of relationship issues in 70% of couples who seek relationship counselling (Relate, 2017)

**Our programmes are inclusive and open to all and are designed to address issues that impact financial wellbeing**

- Almost 3 out of 4 people say debt worries impact their mental health; 54% said their physical health was affected and 79% said they were losing sleep most nights because of debt (CAB)
- Around 12 million people in the UK have low financial resilience and may struggle with bills or loan repayments
- 2 million of those who are not financially resilient have become so since February 2020