

Financial Literacy & Inclusion Campaign

Ambassador Information Pack

FT FLIC is a charity supported by the Financial Times, focused on improving financial literacy in the UK and around the world. Targeting support for young people, women and underserved communities.



Our mission

Our aim is to provide people at the sharpest end of economic strain with the skills they need to navigate life's financial complexities; to protect what they have and foster the ambition to see it grow.

Young people

We want to ensure that every young person in the UK receives a solid foundation in financial education. This year, we launched our full curriculum resources for free download on our online Learning Hub. They comprise a series of expertly crafted lessons for Year 7-13 students and are provided alongside a suite of 'teacher toolkits', empowering educators to deliver content with ease and confidence.

Women

According to OECD research, women on average are less likely to access financial education than men across all social strata, compounding the wealth gap. Women are also more likely to spend time on unpaid household and care work. In collaboration with the Financial Times, we have raised awareness about the particular financial vulnerabilities faced by women and the changes needed to address them.

Underserved communities

There are about 17.5 million people in the UK facing severe financial vulnerability. The effects of the pandemic, the cost of living crisis, and a lack of affordable childcare provision and housing continue to dramatically impact the financial resilience of individuals and families across the nation. Those with protected characteristics continue to face additional barriers to financial security.

Impact highlights

Original content

Our secondary school curriculum is being used by over 900 schools across the four nations of the UK. We are carrying out in-depth evaluations of the impact of our resources on the knowledge, skills and confidence of students across year groups.

In partnership with the NHS and the Armed Forces, we are developing a new suite of adult financial education resources.

On social media, we have reached 4.6m views of our educational content.

Campaigning

We played an important role in informing the work of the UK Parliament's Education Select Committee, chaired by former schools minister Robin Walker.

We used our evaluation data and our research insights to contribute to the UK government's recent review of the national curriculum. We are pleased to see that financial education has been prioritised and we will continue to provide high-quality resources that are easy for schools to implement.

FT Coverage

This year, our mission has been prominently featured in dozens of Financial Times articles, podcasts, and films—all accessible for free.

The real-world impact of the [FT film: 'Why the UK has a problem with maths'](#) addressing Britain's maths crisis and its link to financial illiteracy, resulted in a new type of numeracy qualification.

This year we plan to develop an original film on child financial exploitation.

Becoming an FT FLIC Ambassador

Thank you for your interest in becoming
an FT FLIC Ambassador



Flic

Financial Literacy &
Inclusion Campaign
Supported by the Financial Times

Purpose of the role

FT FLIC is looking for dedicated individuals to help expand the reach and impact of our [financial literacy curriculum](#) for secondary schools across the UK.

We want to grow our reach across schools in the UK, and we are seeking [ambassadors with connections in the education sector](#) to support us in this mission.

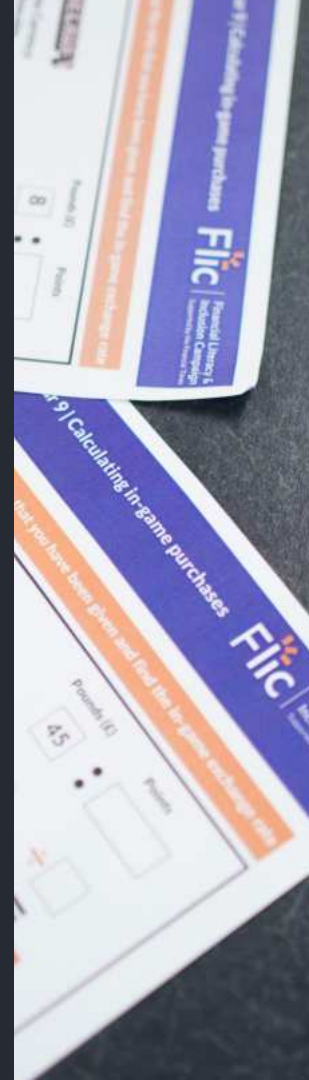
Since launching in September 2023, more than [900 schools](#) have accessed FT FLIC's resources via our online learning hub.

We currently work with [20 'beacon schools'](#) that have embedded the FLIC curriculum and complete student evaluation surveys to assess progress in knowledge, confidence and behavioural intention. We want to significantly grow this reach and impact.

Responsibilities

As an Ambassador, you will play a key role in promoting FLIC's work, fostering connections, and supporting the wider distribution of the curriculum. Responsibilities include:

- Develop a strong understanding of FLIC's mission and curriculum
- Champion the curriculum within your personal and professional networks.
- Represent FLIC at events, including those organised by FLIC and within your network.
- Maintain clear communication with Addie, FLIC's Partnerships Manager, regarding connections made and opportunities to explore.
- Facilitate introductions between FLIC and organisations or individuals who could support wider curriculum distribution.



Ideal Candidates

We are looking for ambassadors who are:

- Passionate about financial literacy and education.
- Well-connected in the education sector or with organisations supporting young people.
- Able to commit time to representing FLIC and supporting its outreach goals.

Useful connections include:

- Senior leaders in Multi-Academy Trusts
- School governors
- Secondary school senior leaders
- Youth organisations with links to UK schools

There is **no fixed time commitment**; we value whatever time you are able to contribute to facilitating meaningful connections.



Please note:

While we truly value all interest, we are unable to accommodate offers of in-person session delivery in schools, particularly for those with financial professional backgrounds. We adhere to strict guidelines on how we deliver financial education to avoid any perception of providing financial advice to beneficiaries.

Useful links

In this accompanying pack of literature, you will find the following documents for your background reading or to share with interested parties:

- Information sheet about the curriculum and evaluation process
- 2025 and 2024 Impact Report
- Curriculum Powerpoint Presentation

Useful links:

- FT FLIC's 2025 impact documentary about our work with young people across the country
- Link to our Learning Hub, where the curriculum is freely accessible on FLIC's website

Addie, FLIC's Strategic Partnerships Manager, will be your point of contact at FLIC. For any questions or to chat about the next steps, contact her at adelaide.bowden-doyle@ftflic.com.

Impact in detail

2023



[Read the report](#)

2024



[Read the report](#)

2025



[Read the report](#)

Videos



[Watch the video](#)



[Watch the video](#)

Flic