Flic

Financial Literacy & Inclusion Campaign

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IMPACT REPORT 2026



FT FLIC Chair of the Board of Trustees

Patrick Jenkins



What a year it's been for FT FLIC and the financial literacy cause. Just under a year ago, the UK government embraced the idea that giving people a foundational understanding of finance was an educational essential: policies to embed financial education securely in both primary and secondary curricula are now in the process of implementation. FT FLIC was delighted to have been instrumental in achieving policy change in this area. And we're hopeful that the roll-out of our own award-winning education content, already in 1,100 secondary schools nationwide, will accelerate further as a result.

As we mark our fifth anniversary, this alone would be great cause for celebration. But there is far more to cheer. Beyond the UK, policy makers are increasingly acknowledging, and indeed championing the cause of financial education. I was delighted to join Christine Lagarde, president of the European Central Bank, earlier this year in launching the ECB's eurozone-wide campaign to promote financial literacy – not just because knowledge can empower individuals in their everyday lives, but because at a macro-level it has the potential to boost whole economies: smarter citizens who have the financial understanding to avoid debt traps, start successful businesses and invest in productive assets can help generate a virtuous circle of economic growth. Our partnerships with organisations around the world – from Belgium to India – continue apace.

At the same time as building out our young people's programme, we've made great progress with our adult work, too. Bespoke training of the UK armed forces is well advanced, and our partnership with the NHS is now accelerating nationwide. Our output of social media videos and a fulsome offering of training modules on our Learning Hub have given beneficiaries a wraparound programme of money management education.

All the while, Financial Times journalists have told readers about the crucial issues at the heart of the financial education agenda, and what FT FLIC is doing to advance it.



FT FLIC has extended its reach this year, complementing live events with new adult learning resources and videos



FT FLIC has only been able to accomplish all of this thanks to strong momentum in its fundraising, with individual donations increasingly supplemented with grants and corporate contributions. Curbing financial harm and helping as many people as possible realise their financial potential depends on a huge educational push – with your support, FT FLIC can power that change.

Letter from FT FLIC Executive Director

Aimée Allam



As FT FLIC enters its sixth year, our ambition continues to mount. In 2021, when trustee Claer Barrett and I delivered our first workshop to a school in Manchester, I could not have imagined the reach we have now achieved. The number of student learners has rapidly grown, amplified by thousands of frontline educators regularly using our award-winning resources in over 1,100 schools and many more community settings. Despite the challenging economic backdrop, ever more young people are now able to imagine and plan for the best possible financial outcomes.

Despite great strides in online presence, our in-house team has stayed close to our learners, delivering sessions in-person at scale. This is an activity we at FT FLIC have always prioritised, ensuring the content we build stays current, useful and, crucially, fun for the learners and educators we serve. And the data we have collected, shared in the following pages, shows it is working.

We know our young beneficiaries benefit from a relatively blank slate, free from the complications of adult financial lives: dependents, rising costs, debt, past financial mistakes or exploitation – and the attendant stigma. This is why two years' careful coproduction preceded this year's launch of our Adult Learning Hub.

Listening to and centering our adult learners from the outset has taught FT FLIC the need for nuance, understanding, and clear information with signposting on which people can act at their own pace. FT FLIC's adult learning video library is the first of its kind, completely independent and freely available to all. Complete with 67 bitesize videos, arranged across 8 themes, we have used this video library to introduce 125,000 adult learners to information that can materially change their trajectories.

Our partnerships with the NHS, Armed Forces and a range of specialist charities and unions have ensured that the information we share is meaningfully bespoke and drives action. This year, as the FT FLIC team has again traversed the country, teaching and learning from our beneficiaries in classrooms, community centres, barracks and hospitals – I have been overwhelmed by the appetite and response from our partners and target audiences.

The immediate future brings FT FLIC fresh challenges: for our young learners we must respond to curriculum changes and understand the real impact of the social media ban; for our adult learners we must provide more financial education videos – to help with life events, the positive and the negative. We want to move financial education away from crisis support toward prevention and ultimately, aspiration.

In our first five years we have built an irrefutable case for our campaign, evidencing that our approach works. In Flic's next five years, we must cement lasting change.

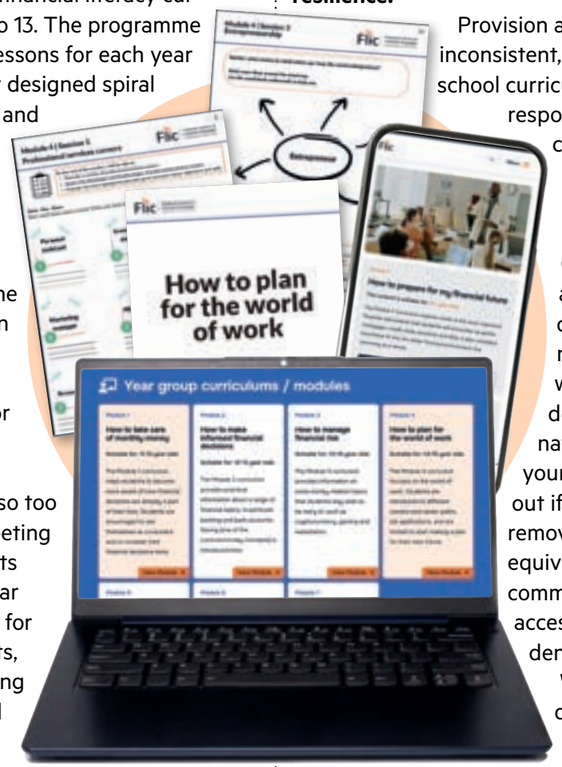
Impact focus

Young people

The FT FLIC curriculum

Over the past year, the reach of the FT FLIC curriculum has grown to more than 1,100 secondary schools across the UK. This growth has been driven by energetic outreach including direct partnerships with multi-academy trusts and attending education conferences across the country to extend our resources to more students than ever before.

FT FLIC remains unique in the sector for offering a free, full secondary school financial literacy curriculum spanning Years 7 to 13. The programme consists of six 50-minute lessons for each year group, following a carefully designed spiral curriculum that introduces and then revisits key concepts while gradually increasing in depth and complexity as students progress. It is freely available to teachers via FT FLIC's online Learning Hub and has been quality assured by both the PSHE Association and the National Association for Special Educational Needs (nasen).



As our reach has grown, so too has our commitment to meeting the varied needs of students across the country. This year we adapted the curriculum for Welsh and Scottish contexts, and – recognising that young people learn in both formal and informal environments – we have expanded our offer beyond the traditional classroom. Our growing train-the-trainer sessions now support mentors, sports coaches and caregivers delivering education in community and alternative settings.

National curriculum review

In Autumn 2025, the government published the findings of its national curriculum review, which recommended that financial literacy be strengthened for secondary school students. This shift reflects sustained demand from parents, young people and educators over many years, and marks a significant milestone for the sector. FT FLIC was proud to have been in the vanguard of lobbying policy makers to take financial education in schools more seriously and the curriculum changes came as a direct result of that campaigning work.

Financial literacy is now widely recognised not as a 'nice to have' but as a core life skill, underpinning young people's ability to make informed decisions, avoid harmful debt, and build long-term economic resilience.

Provision across the UK remains inconsistent, and FT FLIC's secondary school curriculum is an effective response to this national challenge.

The review proposes that financial literacy sit within Citizenship. As Citizenship remains an assessed and broadly optional GCSE subject, new assessment frameworks will take time to develop and implement nationally – and we believe young people will still miss out if financial education is removed from PSHE (or its equivalent). FT FLIC remains committed to giving schools access to effective, evidence-based resources.

With the breadth and depth of our curriculum, FT FLIC is well placed to adapt to new requirements within Citizenship, expanding our resources in line with government policy while staying rooted in the real-world needs of students and teachers.

To understand how Citizenship teachers feel about the change, we surveyed a group already using FT FLIC resources. Here's some of what we heard:

76% of respondents think Citizenship is a good home for financial literacy

95% are also planning to keep financial literacy in PSHE

86% of teachers say financial literacy will increase student engagement in Citizenship.



A train the trainer session which has taught youth workers and mentors how to pass on their knowledge

What the Citizenship teachers said ...

'We see that [financial literacy] fits as part of both our PSHE and Citizenship provision.'

'Citizenship should remain a discrete subject – there is a danger of shoehorning financial literacy in where it should be a standalone topic and given the time it deserves.'

'We would struggle to add extra topics to the current curriculum time. We would have to look at ways of utilising drop down days and cross curricular links to ensure it was covered.'

'If we don't manage our money well, we are limited in how we participate. It connects directly to rights and responsibilities.'

Citizenship teachers

Following the government's review, FT FLIC undertook initial consultations with Citizenship teachers across England to understand their perspectives and concerns ahead of this transition.

The response was encouraging: the majority of teachers felt financial literacy fits naturally within Citizenship, with most already incorporating elements of it informally, and a strong majority anticipating the change will raise the subject's profile in their schools. Teachers were clear about what they needed to deliver this well; chiefly via ready-made lesson plans and schemes of work, specialist CPD, and support around workload and confidence with content, particularly at Key Stage 4 topics such as debt, tax, and insurance.

FT FLIC remains committed to equipping teachers with the resources and confidence to deliver financial literacy well, wherever it lands in each school setting.

We anticipate revising our existing resources to align with the needs of the Citizenship curriculum, while accommodating for the schools that continue to deliver financial literacy as a standalone subject.

Welsh and Scottish adaptations

This year, we published iterations of the curriculum for Scotland and Wales. These adaptations have adjusted and contextualised topics like house prices, student finance guidance and apprenticeship pathways.

In order to make our resources more relevant for young people across the UK, we adapted certain sessions in our curriculum for Wales and Scotland. For example, we adapted our Budgeting session for Year 11 to reflect the realities and living costs of people in Wales in Scotland. These parallel sessions are signposted alongside the existing curriculum and are available for teachers to download through the Learning Hub. We made use of local expertise, working with educators in both Scotland and Wales to make sure our resources were relevant.

Regional Curriculum Adaptation: Wales

6.6k
Active users in Wales since the curriculum was adapted

In Wales, content was adapted to reflect the Welsh apprenticeship framework, Welsh student finance arrangements, and local cost-of-living data spanning urban and rural areas, alongside updated careers content aligned with Wales's higher rate of public-sector employment.

Regional Curriculum Adaptation: Scotland

In Scotland, the adaptation extended further to reflect structural differences between the two nations' systems: apprenticeship pathways were rebuilt around the Scottish Credit and Qualifications Framework, qualifications terminology was updated to National 5s and Highers, and dedicated content was added covering Scottish income tax bands, free university tuition, and property law (including Land and Buildings Transaction Tax and Scotland's distinct tenancy and bidding systems). Case studies and representation were also reviewed to reflect Scotland's communities and regional labour market more accurately.

13k
Active users in Scotland since the curriculum was adapted

These changes ensure young people in Scotland and Wales are learning from resources grounded in the systems they will eventually encounter, strengthening the relevance and reach of FT FLIC's curriculum across all four nations.

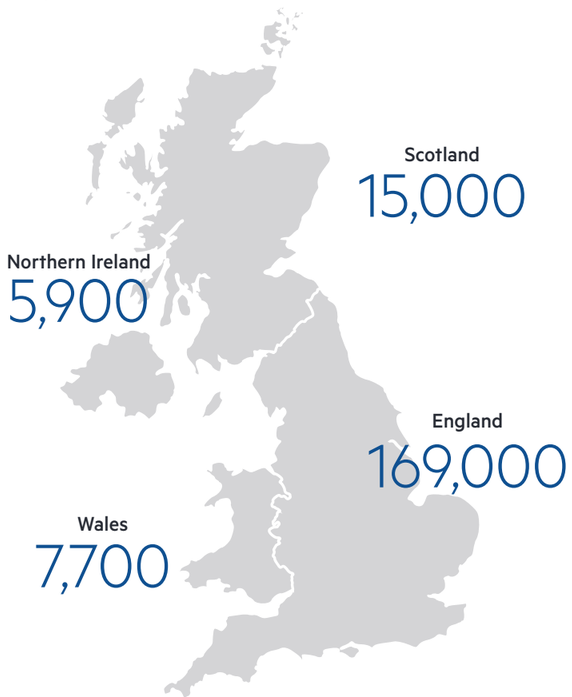
> *'The Welsh-specific examples make a real difference in the classroom. When pupils see budgets, wages, and costs framed in terms and locations they actually recognise from home, rather than distant London figures, the concepts land far more readily. It's a small change, but it's the difference between a lesson pupils sit through and one they engage with. This is especially important for student finance, where the differences between Wales and the rest of the UK are significant. Pupils need to understand the system they'll actually be navigating, particularly as the majority of other platforms are based exclusively on Student Finance England.'*
>
> **Kate Thomas, Crickhowell High School**

Our reach across the UK

Alongside adapting our resources for different parts of the UK, we have seen strong engagement with FT FLIC's online content across all four nations.

Between September 2025 and September 2026, our website recorded approximately 169,000 active users in England, 15,000 in Scotland, 7,700 in Wales and 5,900 in Northern Ireland.

These figures demonstrate the geographical spread of our online audience as we continue working to make free financial education available to more people across the UK.





Top, lessons at St Joseph's Boys School in Belfast, organised by the Manchester United Foundation

The team has been travelling across the country to meet educators, understand the challenges they face in introducing financial literacy, and support them in implementing FT FLIC resources.

We have attended a varied selection of education conferences, ensuring we were meeting teachers across the UK. Through exhibition stands and tailored workshops on conference programmes, we have seen fantastic uptake of FT FLIC resources.

- Association of School and College Leaders (ASCL) Annual conference, Liverpool
- Sixth Form Colleges Association – Winter and Summer conferences, London and Nottingham
- National Association of Headteachers (NAHT) Inspiring Leadership Conference, Birmingham
- Northern Education Show, Bolton
- Bank of England Teacher Conference, Birmingham
- Young Enterprise Teacher Conference, London
- Challenge Partners School Improvement Conference, London
- National Literacy Trust Conference, online

We have partnered with the following organisations to share FT FLIC resources with their members:

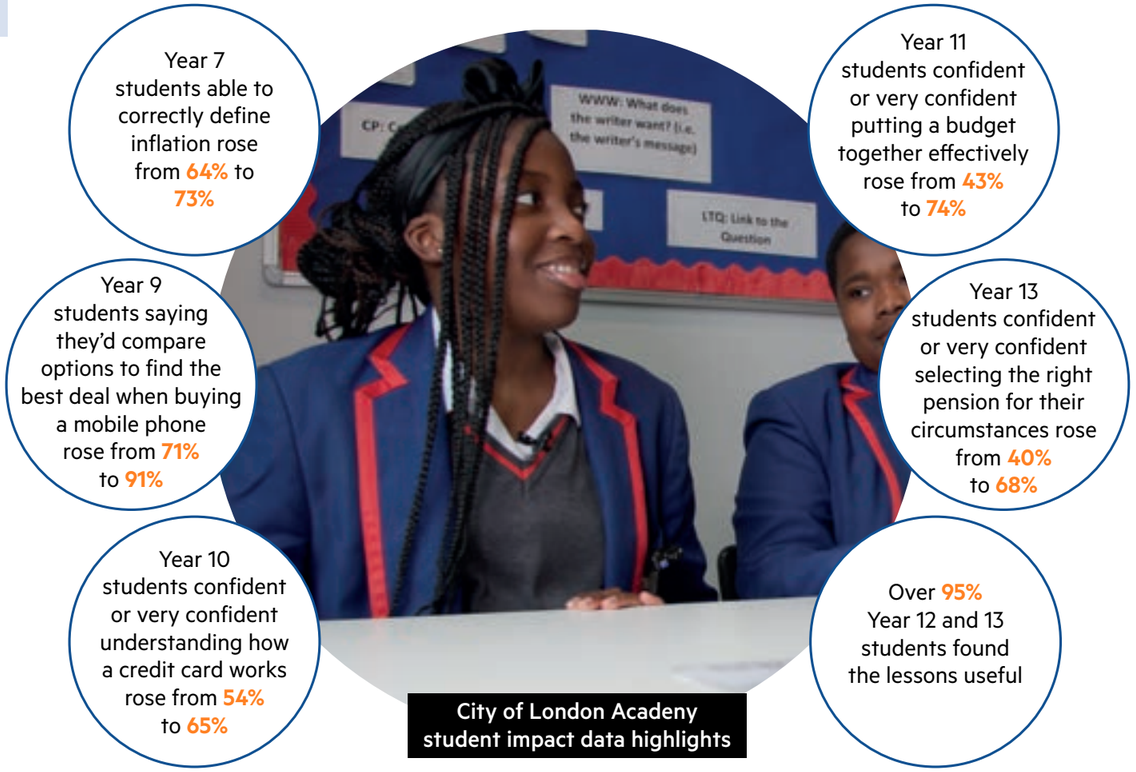
- National Careers Week
- Education Scotland
- Economics, Business and Enterprise Association – an article in their winter journal, sent to around 600 school and college economics and business departments, and featured in the 'Headspace' e-newsletter (circulation 3,500).
- Education Scotland – shared with teaching networks of over 3,000 teachers
- Economist Educational Foundation and Guardian Foundation – webinar with 100 attendees – discussing upcoming changes to Financial Literacy teaching post curriculum review and highlighting FT FLIC resources to attendees
- HFL Education – featured in Post-16 Digest with a distribution list of over 500 schools
- SEO London – featured in monthly newsletter with a distribution list of over 500 schools

> *'Since introducing the programme to our students, there has been a significant shift in how students view financial literacy. Lessons vary in their makeup, with some lessons turning into interesting debates between students, and some turning into an hour long Q and A. Students demonstrate understanding through application rather than memorisation, and misconceptions and myths surface naturally through guided problem solving.'*
>
> **Jack Main, Lead Personal Development Coach, Newcastle Sixth Form College, February 2026**

Beacon School Programme

While demand for financial education is strong, there remains a pressing need for robust evidence of what works, and how sustained financial literacy provision shapes young people's knowledge, confidence and behaviour over time. To address this, FT FLIC established its Beacon School Evaluation Programme which is now in its fourth year of operation.

The programme is designed to demonstrate how embedding financial literacy across a student's entire secondary journey can strengthen knowledge, build confidence and positively influence financial behaviours. Participating schools run short student ▶



City of London Academy student impact data highlights

surveys before and after FT FLIC lessons to measure distance travelled in knowledge, confidence and intended behaviours. This data builds a growing national evidence base for effective financial education and allows schools to track student progress and impact.

This year, we have collected nearly 9,000 student surveys. Some impact highlights are below:

- **Year 7 students:** 25% increase in students feeling confident putting together a budget
- **Year 8 students:** 14% increase in confidence understanding how a credit card works
- **Year 9 students:** 33% increase in students correctly defining inflation.

> *'I pay tribute to the Financial Literacy and Inclusion Campaign backed by the Financial Times, which is running a three-year programme at City of London Academy, Shoreditch Park, to teach them about financial literacy. They are the investors of the future, but it will take some time for them to reach the point when they can invest.'*
>
> **Dame Meg Hillier, Chair of the Treasury Select Committee**



City of London Academy, Shoreditch Park, London

FT FLIC's first beacon school, City of London Academy, Shoreditch Park, has now completed its fourth full year of delivering and evaluating the FT FLIC curriculum across all year groups, from Year 7 through to Year 13. The most recent round of surveys delivered highly encouraging results, with consistent improvements seen across the school.

We are proud that local MP Meg Hillier referenced FT FLIC's work at Shoreditch Park in the House of Commons in November 2025. Her comments reflect growing recognition that financial education must be both high quality and responsive to the way young people engage with information today.

Newcastle Sixth Form College, Newcastle

Newcastle Sixth Form College, also one of FT FLIC's original beacon schools, has produced fantastic results for the third year running.

- Year 12 students confident explaining the benefits and risks of borrowing rose from 38.5% to 61%.
- Year 13 students correctly identifying the steps involved in taking out a mortgage rose from 80% to 88%.
- Over 85% of both Year 12 and Year 13 students said that they found the lessons useful.

Harris Federation

Over the past year, FT FLIC has partnered with Harris Federation, one of the largest multi-academy trusts in the UK. Working with their Head of Secondary, who shared FT FLIC resources across the schools, over 15 Harris schools are now using FT FLIC resources and ten signed up to FT FLIC's beacon schools programme. Throughout the year, FT FLIC visited several schools to deliver an introductory training session for teachers involved.

Here are some highlighted impact data points:

Harris Tottenham

- Year 7 students saying they'd stop to think about what was influencing a purchase before buying rose from 56% to 80%.
- Year 9 students confident or very confident recognising online scams rose from 66% to 84%.

Harris Riverside

- Year 7 students able to correctly define inflation rose from 67% to 81%.
- Over 80% of all students from Year 7 to Year 11 found the lessons both fun and useful.

Harris Bromley Girls

- Year 7 students able to correctly define inflation rose from 71% to 81%.
- Year 7 students confident or very confident creating a personal budget rose from 52% to 67%.

Harris Crystal Palace

- Year 7 students saying they'd stop to think about what was influencing a purchase before buying rose from 79% to 86%.
- Year 9 students saying they'd compare options to find the best deal when buying a mobile phone rose from 88% to 93%.

Futures Trust

Futures Trust has also become a beacon trust, with both Redmoor Academy and President Kennedy School becoming beacon schools in 2025.

President Kennedy School

- Year 10 students confident or very confident understanding how a credit card works rose from 54% to 65%.
- Year 11 students confident or very confident putting a budget together effectively rose from 45% to 67%.

Redmoor School

- Year 7 students confident or very confident creating a personal budget rose from 43% to 68%.
- Year 9 students correctly identifying a money mule as someone who illegally transfers money on behalf of others rose from 33% to 53%.

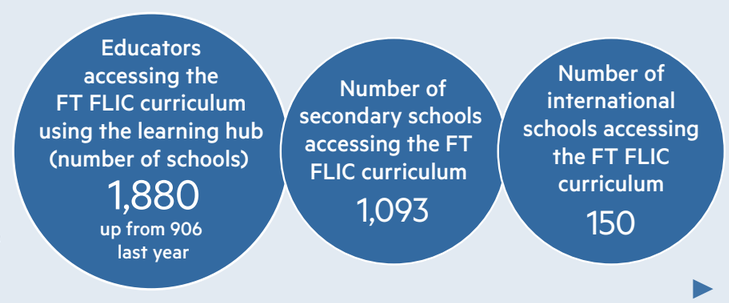
These results provide powerful evidence that well-structured, age-appropriate financial education not only improves technical knowledge, but also increases young people's confidence and engagement with money matters. To recognise the additional time and commitment required from schools, FT FLIC also provides financial incentives to schools that take part in the evaluation programme.

> *'In terms of educational effectiveness, we are already seeing tangible results. Students are opening up conversations about money and financial responsibility, demonstrating increased confidence in discussing financial matters, and showing greater independence in their thinking and decision-making. The programme is helping to build not only knowledge, but also essential life skills that will serve them well into adulthood.'*
>
> **Katie Smith, Assistant Principal, Harris Academy Riverside**

> *'We're proud that Harris is the first major Multi-Academy Trust to partner with FT FLIC on this vital programme. For the 43,000 students we serve – many from the most socio-economically disadvantaged backgrounds – financial literacy isn't just helpful, it's essential. This partnership will turbo-charge our mission to equip our young people with the skills and confidence to take control of their futures.'*
>
> **Sir Dan Moynihan, CEO of the Harris Federation**

School retention

Frictionless access to our material has been a core principle of all our work at FT FLIC – with this in mind, schools can download all curriculum resources at once, and our data collection form is optional. This means our data is likely an underestimate of repeat visits.





Youth workers and mentors can be a good way to reach young people who have disengaged from school

Level of implementation	Definition	Number of schools	Students reached
Platinum 'Beacon' schools	Full curriculum implementation, full or partial school evaluation	41 Up from 28 last year	43,214 Up from 29,512 last year
Gold	Full school implementation, partial or no evaluation	29 Up from 16 last year	30,566 Up from 16,864 last year
Silver	Partial school implementation, no evaluation	101 Up from 43 last year	35,484* Up from 15,000 last year
Bronze	Periodic usage of FT FLIC materials e.g. assemblies, one-off sessions, career days, workshops or in-person delivery by FT FLIC team	148 Up from 92 last year	4,018** Up from 2,868 last year

Student numbers taken from the Department for Education data.
Based on 2023 data showing average number of students in secondary school is 1,054.
*estimated figure based on one third of total school pupils.
**Minimum figure – taken from number of students FT FLIC has reached with outreach workshops.

Train the trainer expansion

FT FLIC's curriculum is widely used in many secondary schools around the UK. However, lots of young people are disengaged in school or have poor attendance. We were keen to make our curriculum more accessible to non-classroom practitioners: youth workers, care workers and mentors. We adapted our existing classroom curriculum to be more easily used by these workers. We compressed individual lessons from 50 to 25 minutes, and created resource bundles for each year group: a single student workbook per year with an accompanying facilitator guide. This gives practitioners without classroom experience the support they need to teach financial literacy.

Throughout the year, we invited over 20 youth organisations to the FT FLIC offices, where we heard about their varied delivery settings, listened to the challenges they anticipate when teaching finances to their young people, and offered personalised training on how to use our resources effectively.

We welcomed attendees from organisations including Family Action, Grenfell Education Hub, Citizens Advice and three London councils: Hackney, Waltham Forest and Hammersmith & Fulham.

▶ **81%** of attendees said they felt more confident delivering financial literacy than when they started.

▶ The mentors we trained deliver to over **600** young people. Attendees said: 'Boosted my confidence in teaching young people and myself about finances.' 'I think it was great. Clear, informative, simple, and flexible.'

We continue to build our facilitator network allowing us to scale impact by engaging ex-teachers and professionals passionate about financial literacy.

Sports partnerships

FT FLIC recognises the value of sport for many young people, and its power as an engagement tool. Many charities and sports clubs are able to reach and motivate learners who may not thrive in traditional classroom settings, something FT FLIC has been keen to harness.

Greenhouse Sports

FT FLIC continued its partnership with Greenhouse Sports, a sports and mentoring charity that supports young people to attend school more often.

We trained eight Greenhouse mentors, who work with young people in schools and at the charity's newly reopened centre in Marylebone.

As the mentors are mainly trained in sports education, the sessions focused on giving them the language, teaching approaches and confidence to deliver financial literacy in a sports setting, covering topics including budgeting, speaking up at work and gig work. All eight attendees rated FT FLIC's teaching methods as effective for their needs.

> *'Often people have a bit of an epiphany about how much life costs.Sometimes that's a bit of a bombshell moment. I just love all of the questions and the contributions that come from the young people. You never know what they're going to ask. The FT FLIC session comes as part of a really comprehensive programme for them – and I really enjoy delivering them.'*
>
> **Hollie Panther, IFA and FT FLIC facilitator**



Foundation of Light, Sunderland FC

This year, FT FLIC began a new partnership with Sunderland AFC's Foundation of Light, supporting it with sessions for young people and training for staff.

In November 2025, we delivered a budgeting session to eight young people on the Foundation's full-time Study Programme. Many are soon to leave care, so the session was particularly valuable in equipping them with the tools to become financially independent.

▶ **75%** felt very confident putting together a budget, up from **17%** beforehand.

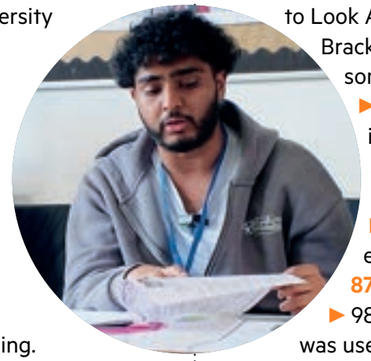
In May 2026, we returned to Sunderland to deliver training for Foundation staff. As well as reviewing the resources they will go on to teach independently, we explored how to talk about money sensitively, given the young people's circumstances. This boosted staff confidence, with practical techniques such as using case studies rather than referring to personal situations.

All staff who attended gave the training the highest rating and the Foundation plans to deliver the content to 40 young people across the academic year.

Manchester United Foundation

Our partnership with the Manchester United Foundation goes from strength to strength. For the third year, the FT FLIC team visited the city to deliver workshops with the foundation at Old Trafford and at their partner school, Loreto High School. The Foundation's School Partnership Officers, trained by FT FLIC over the past three years to deliver financial education at the Foundation's partner schools, supported FT FLIC's delivery at the sessions. ▶

Loreto asked us to help students understand alternative pathways that do not necessarily include university. We delivered our apprenticeships session to over 150 students, where students compared two routes to becoming a solicitor: university or apprenticeship. As always, our resources are not directive, instead building reliable, objective skills so young people can make informed choices.



At Old Trafford, we delivered sessions to over 75 students on budgeting for a holiday and the risks of financial exploitation, a session built around the fact that online threats are constantly changing.

FT FLIC outreach workshops

The FT FLIC team has delivered financial literacy sessions to more than 1,150 students across the country this year, from London to Hay Castle Trust in Mid Wales to Winstanley College in Wigan. Many of these sessions are delivered at Bracken House, the Financial Times office, and have become a core offering of the Financial Times Group's award-winning outreach programmes for young people.



Above, workshops with the Manchester United Foundation; an attendee at a training session

We surveyed young people from seven How to Look After Your Money workshops at Bracken House, and the results showed some encouraging progress:

- **92%** of students could correctly identify the tax-free Personal Allowance after our workshop, up from **69%**.
- Students' confidence in budgeting almost doubled from **46%** to **87%**.
- 98% of students told us the session was useful. **81%** said it was fun.

FT FLIC ran sessions on budgeting and payslips during law firm Addleshaw Goddard's youth outreach Legal Explorer Programme, a work experience opportunity for Year 12 students from challenging socio-economic backgrounds.

'The sessions were highly interactive, engaging and informative. They were well adapted for the students' age, stage and next steps, such as starting university. We're aware that financial literacy is key for these students, and are thankful to FT FLIC for making information more accessible and understandable for the cohort.'

Belgium

FT FLIC provided advice on the use of our financial literacy curriculum materials for a project run by current and former finance professionals in Belgium. The group have gone on to establish an independent charity, Financial Literacy & Inclusion for Belgium, which is now piloting materials based on translations of FT FLIC curriculum in three schools across the nation.

Expanding curriculum distribution

As the curriculum enters its fourth year, the aims of FT FLIC's youth education programme remain clear and compelling:

Expand access nationwide

Broaden and deepen uptake of the FT FLIC curriculum so that more young people across the UK benefit from structured, high-quality financial education, wherever it is offered in their school.

Prioritise deprived regions

Focus resources on schools in areas of highest deprivation first, helping to reduce inequality with highly tailored content and deeper regional links.

Embed whole-school adoption

Expand our beacon schools programme to implement the full curriculum from Year 7 to Year 13, ensuring consistent, reinforced learning and progression.

Generate measurable impact

Collect and evaluate longitudinal data, with the aim of developing this into a formal academic study.

Influence policy change

Use the impact of our work to entrench a robust, irrefutable evidence-base that shapes future education policy.

Youth Advisory board

FT FLIC's Youth Advisory Board (YAB) plays a central role in shaping our content, making sure it reflects the needs and voices of the young people we serve. For three years, each cohort has had representatives from varied locations, ages, sexualities, religions and disability status.

Consulting with other organisations highlighted a subtler gap: boards like these tend to attract young people already confident with economics and maths, risking under-representation of the audiences our content is designed to reach. This year's recruitment cast a wider net, reaching out to organisations that convene all young people including NEETs, to ensure we recruited a board with mixed knowledge and skill levels in business, maths and economics.

Our 2025/26 cohort has worked directly with the team to co-produce educational materials, providing feedback that shapes tone, relevance, and clarity before materials go live. This ensures our content speaks authentically to a young audience. Some key contributions include:

- Helping to inform the user experience of our adult Learning Hub by highlighting key barriers to access. Their feedback was considered and implemented where appropriate.
- Contributing to our resource case studies to help ground information into real life. This cohort helped us interrogate the gaps within the case studies we have and develop further relatable case studies.
- Contributing to FT FLIC's social media presence through 'takeovers', where they support recruitment of new YAB members and wider audience engagement and share learning insights and reflections from a young person's perspective, adding authenticity and relatability that adult-authored content can't replicate.
- Brainstorming ideas for International Women's Day content.

Beyond their own input, YAB members act as a bridge to a broader network of young people and adults. They gather feedback from their families and peers, surfacing perspectives from a wider pool of lived experience. This helps validate whether content and messaging land well with the intended audience before wider release.

The board engaged in a number of activities across the meetings, providing both opportunities for the young people to gain skills and develop, and for FT FLIC to embed their perspective in the charity's practice.

> *'I really enjoyed being involved in impactful work that helps students across the country improve their financial literacy and make a real difference. I particularly enjoyed that our views and ideas were genuinely taken into consideration. I felt that the team placed real value on our contributions and gave us the opportunity to have an impact on FT FLIC's work.'*
>
> **Josh**



Saad, Austin and Forever on the roof of Bracken House, home of the Financial Times and FT FLIC

> *'Being part of FT FLIC's YAB was definitely a great experience. I enjoyed learning about financial aspects, developing my skills and meeting and working with amazing people. The skills, knowledge and people I've met have not only enhanced my abilities on the board but also as an individual, helping me achieve great things elsewhere. I'm really grateful for the opportunity. Having discussions about the need for change, implementation or simply raising awareness of topics young people can address is something I appreciated from FT FLIC. It's not always easy to talk about the impact of financial knowledge gaps in schools, universities, apprenticeships or workplaces.'*
>
> **Elizabeth**

Impact focus

Underserved communities



FT FLIC has created specialist content for the Armed Forces and their families

2026 marks the final year of the three-year grant from the Association of British Insurers (ABI) awarded to FT FLIC to support financial wellbeing among healthcare workers, carers, service personnel and those in precarious employment across the UK.

FT FLIC launched a core adult learning library on a revamped website – 8 modules and 67 videos covering budgeting, debt, credit, freelance income, pensions, mortgages and investing.

These materials have driven over 125,000 visits to the learning hub and over 110,000 new users since launch. This year, we extended that model through direct partnership work, coproducing bespoke video content for the Armed Forces and the NHS.

Every script went through iterative review with our partners to ensure technical accuracy, consistent terminology, and plain-spoken, evergreen language suitable for voiceover. Our content needed to withstand expert scrutiny while remaining genuinely accessible to a lay audience. This collaborative, consultative approach helped us translate complex, sector-specific information into clear, trustworthy content, strengthening confidence in the material among the people who rely on it.

This body of work represents two years' partnership with the Armed Forces, from early focus groups shaping production decisions through to capturing impact with those involved at every level. The NHS iteration is currently in production. A dedicated learning hub area for partners launches this autumn, giving FT FLIC a self-paced video catalogue we can offer to a broad range of employers and unions as part of staff wellbeing provision.

The value of this model is already proving itself beyond the armed forces and NHS. ERIC, a careers app, has adopted our resources to support their community with money management around freelancing, now hosting our content within their own library. The Bectu union for film and TV freelancers has similarly drawn on our library for its members. Together, these partnerships show that a single, well-produced body of adult learning content can be adjusted to serve very different employer and union audiences – armed forces, health service, freelance platforms and entertainment unions alike – without needing to be rebuilt from scratch each time. It's evidence of a genuinely scalable model: invest once in high-quality, accurate content, and it can be used wherever financial literacy is needed within the workplace.

FT FLIC's learning and evaluation partner for the project is the Policy Institute at King's College London. KCL will collect evaluation data through two principal avenues: feedback surveys submitted through the Learning Hub, and in-depth interviews conducted directly by Policy Institute fellows to gather feedback from users.

Partnership with the NHS

FT FLIC has been working with the NHS since July 2024, when we established a steering group with representatives across NHS England People & Supply team, People Promise Exemplar and NHS Employers. With recruitment support from People Promise managers across NHS Trusts, between July and December 2024 we held a series of focus groups to test FT FLIC's material and understand the needs and aspirations of NHS staff across a range of regions, roles and bands.

The insights gathered through this thorough co-design and testing process informed the videos we then launched on our Adult Learning Hub in February 2026. Given the complexity and unique nature of NHS pensions, FT FLIC wanted to produce a bespoke pensions module for NHS employees. FT FLIC has been working with the Pensions Director at NHS Employers, to create a series of pensions videos for the NHS. These will launch in autumn 2026 on a branch of the Learning Hub tailored specifically for healthcare workers, with its own dedicated pathway. The videos will also be hosted on the NHS Employers site, replacing their current offering and giving NHS employees a trusted source of accessible financial information.

With the launch of the videos approaching, we have begun extensive outreach to all NHS trusts in the UK. Our aim is to bring FT FLIC's free resources directly to staff, raising awareness of the support available and giving them the confidence to continue independent use.

Each trust was contacted with an unlimited offer:

- In-person or online introductory workshops for staff
- Training for relevant staff members, such as NHS wellbeing champions who can help share the knowledge

NHS timeline

2024

July Internal steering group with People & Supply team, Commercial team, Estates team and People Promise Exemplar

December Employee focus groups began

2025

July Employee focus groups complete

October Bespoke pensions video production began

2026

February Main videos published on learning hub

May Outreach commenced to all NHS trusts in UK

June Working with NHS employers on bespoke pensions videos – scripting support

August Filming bespoke NHS pensions videos

October Bespoke learning hub and videos to launch

October-December Partnerships begin with 20+ NHS trusts



Nurse Saff Davies took advantage of FT FLIC advice that is tailored to NHS employees

►Information leaflets for staff rooms
►Content for sharing on social media or internal staff communications
►Support with employee wellbeing events

The response has been very enthusiastic, and we are proud to be working with over 20 trusts so far across a range of UK regions, with a combined workforce estimated at 117,600. We are delivering a combination of the services outlined above to each trust.

FT FLIC delivery confirmed in 20 NHS Trusts, employing an estimated 117,600 clinical and nonclinical, hospital and community-based staff.

For example, at Homerton Healthcare NHS Foundation Trust, FT FLIC has organised three in-person workshops for staff: a pensions session during Pensions Week in September 2026, a budgeting session in December ahead of the expensive holiday period, and a debt session in March 2027 for Debt Awareness Week. Each of these also features a stand where staff can come and speak to the team, see a demonstration of the Learning Hub, and pick up resources.

In December 2026, the team will deliver a training session to wellbeing champions across the Derby and Derbyshire Integrated Care Board, which includes four NHS trusts alongside other local services such as Derby City Council, Derbyshire County Council and care home services.

FT FLIC has been chosen as the charity of the year for the London branch of the Health Care Financial Management Association, and will be attending their annual conference to speak to members about our work.

List of confirmed trusts	Total workforce	List of confirmed trusts	Total workforce
Chesterfield Royal Hospital NHS Foundation Trust	5,000	Gateshead Health NHS Foundation Trust	5,500
North West Anglia NHS Foundation Trust	8,000	The Christie NHS Foundation Trust	4,400
Homerton Healthcare NHS Foundation Trust	4,400	University Hospitals of Northamptonshire	11,000
Mid-Cheshire Hospitals NHS Foundation Trust	6,500	Berkshire Healthcare NHS Foundation Trust	7,500
DHU Healthcare	4,000	East Lancashire Hospitals NHS Trust	13,500
Derbyshire Healthcare NHS Foundation Trust	3,500	The Royal Orthopaedic Hospital NHS Foundation Trust	1,600
Milton Keynes University Hospital NHS Foundation Trust	4,800	Birmingham Women and Children's NHS Foundation Trust	6,000
University Hospitals of Derby & Burton Trust	14,500	Birmingham and Solihull Mental Health Trust	5,000
Oxford Health NHS Foundation Trust	7,000	Buckinghamshire Healthcare NHS Trust	7,000
Birmingham Community NHS Healthcare Trust	6,000		



A session for Bectu workers at their Big Autumn Gathering

Gig, freelance and casualised workers

Since July 2026, FT FLIC has formed a partnership with Prospect Union, and hosted two webinars for members. The first was in collaboration with Bectu (a chapter of Prospect Union), reaching freelancers from the animation and theatre industries. The session covered taxes and expenses for freelancers, alongside an introduction to the FT FLIC Learning Hub. The second session was focused on budgeting for employees from small charities and heritage organisations. Building on this, FT FLIC will run a session at Bectu's annual conference in October, and in autumn will deliver sessions to further branches of the union, including the National Trust.

Bectu: 40,000 members, predominantly staff, contract, and freelance workers in the media, entertainment, and creative industries (excluding performers)
National Trust: 14,000 permanent and seasonal staff



Consultions with service personnel on their money management needs

Partnership with the armed forces

Working closely with subject matter partners from each force, we developed and scripted videos tailored to Army, Navy and RAF personnel and veterans. This involved covering the details of current and historical pension schemes: AFPS 75, AFPS 05 and AFPS 15. The content explains to service personnel their unique financial complexities in an accessible way; from the McCloud Remedy and Forces Help to Buy, to signposting of employment partners supporting the transition into civilian life.

Digital strategy: guiding beneficiaries to our content

This year we have trialled some novel forms of digital outreach to help reach new learners, as well as undertaking a revamp of our Learning Hub. Our mission was to showcase these resources in front of broad adult audiences, with a particular focus on women and marginalised communities who are often underserved by traditional financial information.

Armed forces timeline

2024

March Internal steering group with armed forces representatives
June First service personnel focus groups begin with Royal Marines in Devon

2025

June Employee focus groups conclude in Aldershot barracks
October Core video production began
December FT FLIC test workshop at the Ministry of Justice, St James Barracks

2026

January Armed forces video scripting begins
February RAF and Navy consult and edit scripts
April Armed forces bespoke video filming begins
June Armed forces Learning Hub build and security testing
October Rollout begins with RAF, Navy and Army

We achieved this by using social media and search tools as digital signposts, guiding individuals directly to the practical answers they need to build confidence and make informed financial decisions. FT FLIC used a combination of generic financial confidence content and specific, deep-dive modules that our research identified as high-stress, high-motivation areas:

Pensions: Our focus groups identified pensions as learners' primary source of motivation to learn, yet the topic was often described by participants as 'confusing' and 'stressful'.

Earnings & freelance: We listened as learners repeated their worries about 'messing up with the tax man' or managing variable income (often lacking the safety net of workplace benefits).

In one month-long campaign the scale of the engagement we have achieved is significant – a surge in our digital footprint and a growing, loyal community:
2.1 million impressions: Our resources have had enormous visibility across the digital landscape.
83,000 website sessions: We have successfully driven over **80k** active visits to our ►

Learning Hub, comprising **73.6k** new users and **10.5k** returning users. This indicates a growing, engaged community and the effectiveness of our content in drawing people back to continue their learning journey.
10,546 deep learning sessions
8,750 video views
150,000 Instagram profile views and **1,000** new followers:

Following our first four-week digital marketing campaign, FT FLIC secured 1,000 followers – those choosing to stay connected for long-term support, reflecting the earned trust. Our social presence more broadly grew exponentially – **150,000** people visited our profile.

What beneficiaries are learning

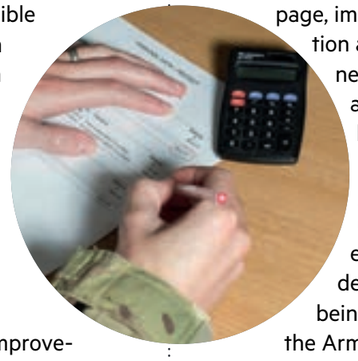
We are seeing distinct trends in what people want to know right now. These insights prove we are meeting an urgent need.

Our pensions module secured the highest views, showing a significant appetite for long-term security. This aligns with our research showing that while people find pensions 'stressful', they are highly motivated to better their understanding.

Videos on earnings, side hustles and investing platforms are being watched until the very end. This shows that FT FLIC provides clear, jargon-free content on complex topics that our beneficiaries value and consume with focus.

The feedback from learners shows that our digital content is hitting the mark:
88% found the videos easy to understand, successfully removing the jargon barriers.
80% rated the content as useful for their specific needs.
63% reported themselves likely to change their financial habits based on what they have learned.

This digital marketing campaign surpassed every engagement target we set ourselves and evidences a huge, untapped demand for accessible financial education as well as a proven method to secure our beneficiaries' attention.



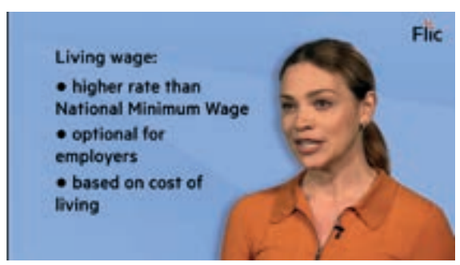
Improving the Learning Hub and website

This year, we have made significant improvements to FT FLIC's website, helping more people find and use our free financial education resources, while making it easier for supporters and partners to engage with our work. As our Learning Hub continues to grow, we have focused on making it easier for people to find the resources they need. Following audience research and user testing to better understand how people use the Learning Hub and where they encounter difficulties, we have redesigned the homepage, improved navigation and developed a new adult learning area. This has helped shape more tailored journeys for our different audiences, including dedicated areas being developed for the Armed Forces and NHS, giving learners easier access to financial education relevant to their circumstances.

Accessibility has been a priority throughout this project. We have improved page layouts and navigation to make content easier to find and use, and introduced written transcripts alongside our educational videos for those with hearing impairments or who prefer to read. With many people accessing our resources on their phones, we have also placed particular emphasis on the mobile experience.







We are now embarking on a wholesale rebuild of our website to meet the highest accessibility standards, including keyboard navigation, compatibility with screen readers, readable text when enlarged and careful consideration of colour contrast. Accessibility has been checked throughout development, with further testing planned ahead of launch.

Together, these improvements will make it easier for people to access our resources, learn about FT FLIC's work, and support our mission.

Impact focus



Some 3mn women in England and Wales alone are caring for children and older relatives unpaid

Women

Across the UK, women are more likely to take on unpaid caring responsibilities, including childcare and supporting older, disabled or unwell family members. The ONS estimates that in England and Wales, 3mn women are providing unpaid care, excluding childcare. This can reduce their earning potential, limit career progression, increase reliance on a partner's income and affect their ability to save for the future or build pension provision. Economic abuse, which involves controlling or restricting someone's access to money, financial resources or economic opportunities, can further undermine women's autonomy and make it difficult to leave an abusive relationship or rebuild financial stability afterwards. A detailed UK-wide study by the charity Surviving Economic Abuse (SEA), published in 2025, found that:

Some 4.1 million women in the UK – approximately one in seven – experienced economic abuse by a current or former partner in the previous 12 months, and that 42% of women who experienced economic abuse did not speak to anyone about it.

4.1mn
women in the UK, or approximately 1 in 7, experienced economic abuse by a current or former partner in the past 12 months

Women with children were almost three times as likely to experience economic abuse as those without. These challenges can overlap, leaving women particularly vulnerable to financial hardship, debt and long-term insecurity. By providing accessible financial education, practical guidance and targeted support, FT FLIC can help women understand their financial rights, manage money confidently, recognise economic abuse and access appropriate specialist services. Focusing on these groups also helps address wider structural inequalities, empowering women to make informed financial decisions, strengthen their independence and improve their long-term financial resilience.

Carers Week campaign

This year we extended the reach of our Carers Week campaign. Working in partnership with Carers Trust and Renaissance Foundation, we ▶

updated our Carers Guide and signposted the core adult learning videos most relevant to carers onto a dedicated landing page.

Traffic was driven through a set of standalone social media assets featuring creators, whose existing recognition from our 2024 campaign gave us instant credibility with the audience. Targeting placed each post directly into the feeds of people most likely to be, or know, carers.

Rather than reliance on social media videos to provide the learning, this year's campaign signposted users to carefully selected segments of our recently published adult learning library. This proved to be a focused and cost-effective way to extend the life and reach of existing content, rather than starting from scratch. Because the content was carefully produced with many women learners at the heart of the process, the team were able to focus their efforts directly on the expansion of the women audience.

This turned FT FLIC's first campaign into an asset with momentum, rather than a single event. By placing this content in front of people most likely to be carers, we learned how familiar faces make people stop scrolling and listen.

We split the campaign's focus unevenly: 80% of the budget was earmarked for a tightly defined audience, women aged 45 and over who displayed interests and behaviours associated with caregiving. This included following major carer charities, engaging with other health and social care content, and searching for support resources. Women over 45 are statistically the most likely group to be providing unpaid care, so this is where the budget could have the greatest impact.

The remaining 20% went to a broader audience – a wider age range and mix of genders – to extend overall reach and capture carers who might not fit the primary profile. This two-pronged approach meant we could be precise where it mattered most, while still casting a wider net.

Our campaign had three core aims:

- Provide useful, accurate carer financial information to the maximum number of relevant viewers.
- Simplify access for carers to our updated guide and educational resources.
- Grow our audience so future campaigns reach even further.

The campaign delivered **758k** content views, **19.1k** visits to the website, and **878** resource downloads.

Unpaid carers are often among the most financially vulnerable in our audience – many don't realise they're entitled to support, and juggling caring responsibilities can leave little time or headspace to seek it out. By meeting carers where they already are online, this campaign didn't just raise awareness in the moment; it signposted them directly into FT FLIC's wider library of learning videos, giving them ongoing access to practical support with budgeting and finding ways to uplift their earnings. That connection to our full resource library is what turns a single campaign moment into lasting, ongoing support for people who need it most.





Maa Shanti's case workers at a training day. Their faces are pixellated for their own safety

International Women's Day webinar

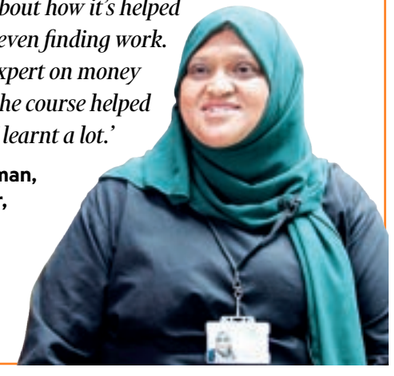
In support of women's financial wellbeing and in partnership with FT FLIC, the Financial Times hosted its fifth International Women's Day webinar. During the accessible, hourlong online session, Claer Barrett, FT FLIC trustee and the FT's consumer editor, hosted an interactive webinar with content creator Megan Archer-Fox, known as @thatgirlindebt on social media. Megan had chronicled her journey paying off £40,000 worth of credit card debts and her ambition to save the same amount. The event reflected how women in the UK are disproportionately affected by problem debt: driven by lower incomes, the cost-of-living crisis, and higher caregiving responsibilities.They discussed many aspects of financial wellbeing, including how to reset habits, approach debt responsibly and move forward with greater clarity and confidence.

Maa Shanti

This year, FT FLIC launched a partnership with Maa Shanti, a charity supporting South Asian women and mothers who have been affected by domestic abuse, including financial abuse. We worked with the director of the charity to understand how we could best support their case workers while being sensitive to their beneficiaries' needs. Maa Shanti supports women who have experienced financial abuse, including being prevented from accessing their own financial products. Their clients also often struggle to access financial products due to language barriers. FT FLIC trained Maa Shanti case workers to deliver financial literacy support to their clients, and offered the use of our Learning Hub materials to support independent learning.

A key part of our training session was 'talking about money'. We wanted participants to leave with tools and confidence to take away and use in their conversations with their beneficiaries, who might be very reluctant to discuss their finances.

> *'Our ladies have gone through a lot of trauma and a lot of change and they get really scared and they go into their shells. For us to learn, then provide it for them in a one-to-one session, in a language they understand, from someone they know and of whom they're not afraid, is really important.*
> *Most of our ladies want to become independent and have really enjoyed it, giving us really good comments about how it's helped them, some even finding work. I'm not an expert on money … so doing the course helped me as well, I learnt a lot.'*
>
> **Fatima Rahman, Case Worker, Maa Shanti**



Impact focus India



Pratham teaches catering trainees

Dhiraj Singh/FT

FT FLIC's focus has been firmly in the UK, but financial illiteracy is a global problem with many similar challenges faced across the world. The Financial Times is a global publication and the charity's promotion in its pages has invited international interest in our approach and our resources. It has always been the view of the team and trustees that, should the opportunity arise to support the improvement of financial literacy internationally, it is incumbent on us to further the mission where possible.

To this end, FT FLIC has consulted on a range of small-scale international projects.

This year, FT FLIC and education charity Pratham, which operates over 191 training centres across 18 states in India, continued work on the co-development of a financial literacy package in India that adapts FT FLIC content to meet the needs of Pratham's literacy programmes in India. This collaboration has begun with a regional pilot to test the collaboration and evaluate the impact of the intervention. The pilot ran under Pratham's existing Youth & Skilling – 'Learning for Work' programme and was offered in local languages in two of India's states, Uttar Pradesh and Maharashtra.

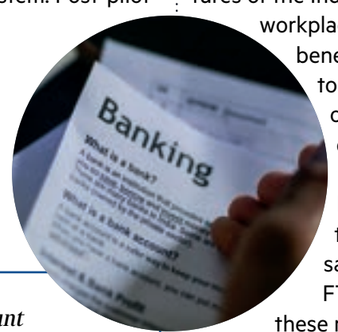
Using our adult learning workshops as a basis, Shivani Pathak, FT FLIC's India Programme manager, developed the material for Indian audiences. From this, the Pratham team produced highly localised content for delivery.

The India project has progressed significantly since the initial pilot in late 2025. That pilot, delivered through Pratham's training centres, focused on budgeting and the Indian banking system. Post-pilot survey responses from our launch at Pratham centres in Lucknow and Aurangabad showed close to 100% accuracy.

In 2026, our focus has been on building additional modules covering earnings, government benefits, business finance and loans. These modules are heavily localised. They explain the distinctive features of the Indian tax system, pension system and workplace benefits; set out the government benefit and loan schemes available both to the general public and specifically to our target beneficiaries, the children of farmers; and ground business finance education in real examples of businesses our beneficiaries may want to start, such as food trucks and hair salons.

FT FLIC aims to translate and pilot these modules by January 2027, with a nationwide rollout across Pratham centres in the second half of 2027. We are well on our way to providing our beneficiaries with a full suite of financial education that supports them as they move from the informal economy into formal employment or self-employment.

> *'They understood the difference between a current account and a savings account, and many students were particularly interested in learning how banks can support them in starting their own businesses in the future. The discussion around the benefits of PMJDY was also very useful, and overall the students were excited to learn something new during these sessions.'*
>
> **Akash Kukade, Pratham trainer**



> *'I learned how to fill out a bank account form. Earlier I didn't know about PMJDY [government banking scheme] Now I know that I can open a zero-balance account and deposit money in the bank to earn interest.'*
>
> **Mangesh Domodhar Shinde, Pratham trainee**



Impact focus FT FLIC and the Financial Times

This past year, our mission has been featured across **23** Financial Times articles and the FT's sister publication The Banker – all free to read.

Articles on financial literacy and FT FLIC's work amassed **541,711** page views in the year to mid-September. The topics covered reflected the growing scope of FT FLIC's work, whether by topic, audience, or geographic reach: from a Europe-wide need for better understanding of money, to bespoke training for adults who've already left school, such as NHS nurses or app delivery drivers.

Most read in the whole series was a piece by FT chief data reporter John Burn-Murdoch on the housing crisis pushing young people into crypto and economic nihilism. A close second was expert finance writer Jonathan Guthrie on the 10 numbers you need to know before retiring.

Financial Times Group outreach programmes

Via existing partnerships coordinated by the Financial Times Diversity, Equity and Inclusion team (Career Ready, SOAS, People's Classroom, My Day One), FT FLIC has collaborated with the FT to support UK-based social mobility charities and educational non-profits. To cement our shared focus on bridging the opportunity gap for young people from disadvantaged or underrepresented backgrounds, FT FLIC has delivered our flagship session 'How to look after your money' to a range of visiting youth groups.

This session builds core financial literacy via four stages; exploring different income sources, evaluating employment options, understanding payslips and deductions and finally, the application of budgeting principles to remaining take-home pay.

Impact focus
External engagement and advocacy

Trustee External Engagement

FT FLIC Chair Patrick Jenkins continued to raise the profile of the charity at a range of events throughout 2025-26, promoting the work of the charity with senior financial leaders, policymakers and other stakeholders. Patrick's regular advocacy for FT FLIC at City roundtables and dinners has boosted the charity's work, securing connections, industry insight, support in-kind and vital fundraising. Patrick attended and spoke at the European Central Bank's International Women's Day conference in March 2026, which focused on financial literacy and addressed the gender gap. The conference presented FT FLIC to new audiences of policymakers, educators, and central banks, introducing new collaborative efforts.

Trustee Claer Barrett made more than 80 media appearances in 2025-26 talking about how people can make the most of their money, including showing off her 'death file' with ITV's Loose Women to demonstrate the importance of making a will and power of attorney and explaining the fallout over student loans. Other appearances included Lorraine, BBC Woman's Hour, BBC Today programme, LBC radio. Claer's social media presence garnered some 5mn views, often in collaboration with FT FLIC.



Claer Barrett preparing to appear on ITV



Executive director Aimée Allam discusses financial education at the Investor Summit

House of Lords Numeracy for Life committee consultation

In April 2026, Aimée Allam gave oral evidence to the House of Lords Numeracy for Life Committee alongside Peter Tutton, Head of Policy at Research and Public Affairs at Step Change, Stephen Handley, Helpline Manager at Debt Advice Foundation and Michaela Kirsop from the Money and Pensions Service. Aimée detailed the rise in online threats on social media and the increased pitfalls of AI use for money advice, calling for better funding of the financial education sector.

Throughout the year, the FT FLIC leadership team has spoken at numerous conferences and roundtables, including at the FCA, the Credit Services Association and the Investor Summit.

FTWeekend Festival, London

The FT FLIC team attended the annual FTWeekend festival at Kenwood House in north London, where the charity's team engaged with readers, donors and supporters. The annual FT FLIC session in the FT Money tent was a lively panel session chaired by Claer Barrett titled 'How to fix the finances of Gen Z'.

Claer was joined among others by Oliver Gardner (Founder, Rethink Repayment student finance campaign group); and content creators Abigail Foster and Tolani (@tolanitalksmoney). The panel covered student loans and policy reform, career and salary transparency and practical saving strategies. Panelists shared their approaches to the property ladder, retail investing, and savings habits tailored to high living costs and gig-economy realities.

Impact focus
Fundraising


FT volunteer Pat Courtney and FT FLIC supporters Doug and Sabrina Gross

This has been a year of sustained growth for FT FLIC, built on the confidence and continuity of our donors, partners and supporters. Their long-term commitment gives us the stability to develop our programmes, invest in new areas of work, and extend our support to more people with crucial financial education.

We are especially grateful to those who have supported FT FLIC year after year. The security offered by multi-year support lets the charity plan beyond any single project or campaign, developing our programmes with confidence and laying the foundations for sustainable growth.

We are immensely grateful to our major funders: the Association of British Insurers; the Chartered Institute for Securities and Investments (CISI) charity Future Foundation; AKO Foundation; the Britford Bridge Trust; Addleshaw Goddard; and 7Ridges. Their support has underpinned our ability to deliver high-quality, inclusive financial education to young people and communities most in need.

At Christmas in 2025, in partnership with the Financial Times, our 2025 seasonal Appeal 'Knowledge is Power' raised more than £504,000, more than double the £211,000 raised through our 2024 appeal.

The appeal achieved exceptional reach across print, digital and live channels, thanks to the energy of FT employee volunteers throughout the campaign.

We extend particular thanks to Experian, our lead appeal partner, whose match-funding initiative doubled the impact of every gift. That multiplier effect has allowed us to broaden our community outreach, deepen financial knowledge, and equip more people with the tools to make informed decisions.

The FT Journalist lunch auction, now a fixture in our fundraising calendar, raised more than £105,000 for FT FLIC's programmes this year.

> *'Financial inclusion is a core part of who we are at Experian. We believe that by joining forces with others who share this goal, we can help more people build the skills and confidence they need to manage their money and plan for the future. Together, we can make a real difference in creating a more financially resilient society."*
>
> **Lloyd Pitchford,**
> **Chief Financial Officer at Experian PLC**



FT FLIC's charity lunch auction will let the winning bidders dine with one of ten top FT commentators at exclusive restaurants in London or New York

Largest institutional funding:
£652,000
(over three years)

Seasonal appeal 2025:
£504,000

Highest single individual gift:
£600,000

Largest corporate funding:
£100,000

Highest trust/foundation:
£80,000

Join us in making financial literacy a lifelong right, not a privilege. Visit ftflic.com/donate to support our work or learn more about partnership opportunities

The auction brings together top FT commentators, restaurants, colleagues and supporters in a shared show of generosity. Our thanks go to the restaurants who donate exceptional dining experiences each year, and to the FT colleagues whose time and energy make the auction possible.

Alongside these campaigns, we have continued to build relationships with corporate partners, foundations and individual supporters, relationships that bring not only funding but, in many cases, expertise and pro bono support to the development of our resources. Particular thanks go to Macfarlanes, Dixon Wilson and Marex for their continued and generous in-kind support.

This year also saw the launch of The Patrons' Circle, a dedicated community for major donors seeking a closer, longer-term relationship with FT FLIC's work and development.



We are also deeply grateful to the Financial Times, whose in-kind support including our office space at Bracken House and access to a wide range of facilities and services as part of the FT family sits behind everything we do. This generosity from the FT means that the overwhelming majority of what we raise goes directly towards our programmatic work, and significantly diminishes the charity's operational costs.

Every stage of FT FLIC's growth has depended on the generosity of our supporters. Our resources are now widely used in secondary schools and beyond, and our digital campaigns reach millions of people each year. With that growth, a strong, dependable funding base matters more than ever. We are deeply grateful to everyone who has supported FT FLIC this year. Our donors' continued support gives us the confidence to invest, develop and reach further, delivering new programmes and building the partnerships and capacity needed for FT FLIC's sustainable growth.

As we look ahead, we hope to continue this journey together: reaching more people, developing new programmes, and ensuring that financial education remains freely available to those who need it most.

> *'The reason FT FLIC's work stays with me is straightforward: financial decisions are asked of everyone and taught to almost no one, and the gap between those two facts is where most of the harm sits. Beginning at school is the only version of the answer that reaches enough people to count.'*
>
> **Viktor Prokopenya, Founder, VP Capital**

Governance

The trustees presented their annual report and accounts of the charity for the year ended 31 March 2025. The financial statements were prepared in accordance with the accounting policies set out in note 1 of the financial statements. These align with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Structure, governance and management

The trustees who have served in the year are shown below:

Patrick John R Jenkins (Chair)
Finola Mary McDonnell
Andreas Ernst Ferdinand Utermann
Lucy Rosamund Kellaway
Rita Dhut (outgoing)
Diane Margaret Maxwell (outgoing)
Claer Marie Robertson (Barrett)
Veronica Ahiagbede Kan-Dapaah
Hannah Leigh Sarney
Stephen Jones
Patrick Cunningham (incoming)
Nick Fuller (incoming)

New trustees are appointed in accordance with the trust deed. Responsibilities for the appointment of any trustee, or the discharge of an outgoing trustee, vests with the trustees. Responsibility for the induction of any new trustee, which involves awareness of the approach of the charity and an understanding of a trustee's duties, lies with the trustees.

The trustees meet quarterly to monitor the progress of the content production and consider the outreach of the campaign.

Audit and Risk Committee

Additional financial scrutiny and risk management are provided by an audit and risk committee that convenes regularly. It is comprised of:

Stephen Jones (Chair)
Claer Marie Robertson (Barrett)
Patrick Jenkins
Patrick Cunningham
Aimée Allam

Independent examiner responsibilities

The threshold for the auditing of UK charities is an income of more than £1mn and FT FLIC's income exceeds this level. In accordance with the requirements of the Charities Act 2011 ('the Act') we therefore commissioned an audit of our accounts by the chartered accountancy firm, Dixon Wilson.



FT FLIC was named charity of the year in the CSA Awards 2026



In carrying out the examination Dixon Wilson followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act, in addition to duly applying the Financial Reporting Council's revised ethical standards.

Objectives and activities

The purposes of the charity as set out in its governing document are specifically restricted to the advancement of education and the relief of poverty for the benefit of the public, particularly through the promotion of financial literacy among young people, women and disenfranchised communities.

The main activities in relation to those purposes for the public benefit identified in the accounts consist of the creation of educational content which offers a multimedia introduction course to sound money management.



The FT FLIC team attended the National Association of Head Teachers conference this year

The course introduces the basic building blocks of finance required to navigate a challenging economic climate and help young people realise their life ambitions.

The charity has nine paid staff. It also has the support of 35 volunteers and 10 part-time contractors to assist with design work, workshop delivery and content production.

Public benefit

The trustees, having regard to the public benefit guidance published by the Charity Commission in accordance with section 17 of the Charities Act 2011, consider that the purpose and activities of the charity satisfy the requirements of the public benefit test set out in section 4 of the same Act.

Financial review

The trustees consider the current financial position to be satisfactory. There is sufficient cash from individual philanthropy and institutional funding, which comprise the principal sources of funding, to provide support for their chosen charitable causes. The trust had net assets of £1,404,655 as of 31 March 2026 (2025 – £1,126,804), of which £1,039,335 is attributable to the unrestricted fund (2025 – £868,308) and £365,320 is attributable to the restricted fund (2025 – £258,496). This consisted of cash at bank of £1,171,565 (2025 – £1,068,859), receivables of £258,163 (2025 – £217,853) and payables of £33,340 (2025 – £167,696). In the year to 31 March 2026 the trust had net incoming resources of £171,027 attributable to the unrestricted fund (2025 – £174,653) and £106,824 attributable to the restricted fund (2025 – outgoing resources of £30,099).


Addleshaw Goddard's Legal Explorer Programme for Year 12

Risk management

FT FLIC's key financial risks relate to the possible removal of FT support, a significant reduction in major gifts and the potential fluctuation in the value of investments or investment returns. FT FLIC's key governance and operational risks relate to potential trustee conflicts of interest, a failure to safeguard beneficiary welfare, and reputational or compliance risks arising from new partnerships and sponsors.

Statement of trustees' responsibilities

In accordance with the law applicable to charities in England and Wales, FT FLIC's trustees oversee financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year. In preparing these financial statements, the trustees:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the applicable Charities SORP;
- Make judgements and accounting estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements;
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are also responsible for keeping accounting records that disclose with reasonable accuracy the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations and the provisions of the Trust Deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees, having regard to the public benefit guidance published by the Charity Commission in accordance with section 17 of the Charities Act 2011, consider that the purpose and activities of the charity satisfy the requirements of the public benefit test set out in section 4 of the same Act.

Funding policy

FT FLIC embraces positive and transparent relationships with supporters and external organisations. We recognise that while seeking funding presents a range of valuable opportunities it also presents risks, and it is therefore necessary to carefully consider all aspects of our relationships with partners.

Our overriding guiding principles are to seek support from and partner with organisations that enable us to achieve the charity's mission – while protecting our reputation and without compromising our integrity, to ensure that ultimately we are always working in the best interests of our beneficiaries. The association of FT FLIC with the Financial Times as a highly respected brand and organisation means the most valuable assets we have are our brand and reputation. Protecting these alongside demonstrating our credibility will be the core consideration in our discussions with potential major donors and partners and we are led by Charity Commission guidance on connections with a non-charity.



The FT FLIC leadership team spoke at Hogen Lovells

Administrative information

The FT Financial Literacy and Inclusion Campaign is a charity registered with the Charity Commission, registration number 1194590. It is constituted by a trust deed dated 9 April 2021.

Registered address
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DX 138 Chancery Lane

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London, WC2A 1LS
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To visit FT FLIC's learning hub or find out about the resources we offer, go to ftflic.com, or scan the QR code with your phone

Conflict of interests and governance

The FT FLIC trustee board will make funding decisions based only on what is best for the charity. Trustees will not allow personal interests, or the interests of people or organisations connected to board members, to influence these decisions. Any conflicts of interest will be recorded in the minutes of FT FLIC trustee board meetings, together with the key points and decision(s) made, in sufficient detail to allow an understanding of the issue and the basis on which the decision was made.

Acceptance criteria

When deciding whether to accept any particular donation, the executive director, Chair, and trustees will demonstrate that they have acted in the best interest of the charity and that association with any particular donor does not compromise FT FLIC's ethical position, harm its reputation or put future funding at risk. We use a comprehensive due diligence process to standardise our research for each potential partner organisation. Every funder needs to comply with all relevant legislation, including money laundering rules, compliance with organisational ESG policy, the Bribery Act and Charity Commission guidance, including terrorism and political activity.

Meet the new team



Shivani Pathak, India programme manager

Shivani recently joined our team as the Programme Manager for India on a part-time basis after spending a year as a dedicated volunteer. Alongside this role, she is the Founder of Next Gen Money Coach, a financial well-being practice that empowers women in the business world to build confidence and clarity in their financial lives.



Lucy Baldwin, Content officer

We're delighted to welcome Lucy Baldwin, who has recently joined FT FLIC as our new Content Officer. Lucy is a qualified multimedia journalist and recent Durham University graduate. She specialises in translating complex ideas into digestible formats and uses these skills to produce content across FT FLIC's social media, video, newsletters and more.



Patrick Cunningham, Trustee

Patrick is a Partner at Marsh and a member of its investments leadership team. He previously spent ten years on the Management Board of Cardano, advising large institutional clients on investment strategy and management. Before joining Cardano, Patrick spent 15 years at Goldman Sachs in New York and London, where he was a Managing Director specialising in derivatives and risk management. He has also served on investment committees for pension and educational endowment funds.



Patrick holds a BA from Colgate University and an MBA from Northwestern University's Kellogg School of Management.



Nick Fuller MBE, Trustee

Nick is an education specialist with over 30 years' experience developing education programmes in the UK and internationally, working with governments, major corporations, sports organisations and charities. He founded EdComs, an award-winning educational communications company, before becoming International president of the education technology company EVERFI. From 2007 to 2012, he was Head of Education for the London Olympic and Paralympic Games and later chaired the International Paralympic Committee's education panel. Nick is passionate about equipping young people with essential life skills, particularly financial literacy, and currently serves on the board of early years charity Kindred Squared.

Thanks to

- The Financial Times
- Our trustees
- Our donors, particularly our patrons, together with our founding and associate members
- Our corporate supporters
- Every volunteer, whether from the FT staff or beyond
- Students, staff and employers who participated in our programmes
- The Association of British Insurers
- Future Foundation
- Our partners at the National Health Service and in the Armed Forces
- Our charity and education partners and collaborating organisations
- Our legal support team at Macfarlanes LLP
- Our accounting support team at Dixon Wilson
- The FT video team for their continued expertise and support
- FT Live
- Kari-Ruth Pedersen for continued design support
- Dreamstime



This year we extend particular thanks to Rita Dhut and Diane Maxwell, who after almost six years' service concluded their voluntary trustee positions at FT FLIC. We are extremely grateful for their commitment to FT FLIC- particularly their support in the development of the charity's financial systems and risk management.

FT Financial LIteracy and Inclusion Campaign

Statement of financial activities | Year ended 31 March 2026

	Statement of financial activities	Unrestricted	Restricted	Total 2026	*Total 2025*
A.	**Income, endowments from:**				
	Donations received	790,039	298,333	1,088,372	*804,041*
	Interest received	333,666	—	33,666	*42,535*
	Total income/endowments	**823,705**	**298,333**	**122,038**	*846,576*
B.	**Expenditure on**:				
	Raising funds:				
	Costs of generating voluntary income	8,688	—	8,688	*34,235*
	Charitable activities:				
	Governance costs	119,892	—	119,892	*111,772*
	Charitable expediture	524,098	191,509	715,607	*556,014*
	Total resources expended	652,678	191,509	844,187	*702,022*
	Net incoming resources	171,027	106,824	277,851	144,554
	Net movement in funds	171,027	106,824	277,851	144,554
	Reconciliation of funds:				
	Total funds brought forward at 1 April 2025	868,308	258,496	1,126,804	***982,250***
	Total funds carried forward at 31 March 2026	**1,039,335**	**365,320**	**1,404,655**	***1,126,804***

Balance sheet

	Fixed assets	2026	***2025***
	Tangible fixed assets	5,230	*4,797*
	Intangible fixed assets	3,037	*2,991*
		8,267	*7,788*
	Current assets		
	Cash at bank – unrestricted income	806,245	*805,968*
	Cash at bank – restricted income	365,320	*262,891*
	Debtors	258,163	*217,853*
		1,429,728	*1,286,712*
	Liabilities:		
	Creditors: amounts falling due within 1 year	(33,340)	*(167,696)*
	Net current assets	1,396,388	*1,119,016*
Net total assets		**1,404,655**	*1,126,804*
	The funds of the charity		
	Unrestricted income fund	1,039,355	*868,308*
	Restricted income fund	365,320	*258,496*
	Total charity funds	**1,404,655**	*1,126,804*

All income and expenditure derive from continuing activities.
Funds held in the restricted income fund relate to donations received that are reserved for specific projects

How can you help?

Support for our cause can take many forms, from financial donations to valuable introductions to offers of content writing – and volunteers to help with delivery.

To make a donation or offer of advice please contact us via our website at ftflic.com

We encourage you simply to help spread the word!



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