WIZEUP FINANCIAL EDUCATION

England & Wales · Charity number 1190032

Details

Status	Registered
Legal form	CIO
Registered	2020-06-22
Register	View on the Charity Commission register

Contact

Address	74 Bressey Grove London E18 2HX
Phone	07941278956
Email	office@wizeupfinancialeducation.co.uk
Website	www.wizeupfinancialeducation.co.uk

Activities

Objects: THE ADVANCEMENT OF EDUCATION OF STUDENTS FROM THE AGE OF 11 BY PROVIDING THEM FINANCIAL EDUCATION AND EMPLOYABILITY WORKSHOPS INTO SECONDARY SCHOOL.

Activities: Devising, writing and delivering financial education programs aimed at supporting schools and individuals with particular focus on post-16 students, teachers and parents.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People

Geography

- Throughout England And Wales

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Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31	£204,333	£198,554	-	-
2024-07-31	£155,382	£135,618	-	-
2023-07-31	£93,636	£73,576	-	-
2022-07-31	£54,922	£38,163	-	-
2021-07-31	£22,205	£21,577	-	-

Trustees

Name	Role	Appointed
Alan William Walters	Chair	2020-03-01
Derek Arthur Stew		2020-03-01
Elma Pearson Morris		2023-06-28
Gemma Louise Dunbar		2023-06-28
Saskia Periard-Abdoh		2023-06-28

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WIZEUP FINANCIAL EDUCATION

England & Wales - Charity number 1190032

Accounts

WizeUp Financial Education

Registered Charity Number 1190032

GIVING ESSENTIAL FINANCIAL SKILLS **FOR ADULT LIFE**

2024-2025

Annual Report

ALAN WALTERS

Chair Trustee



"It remains our ongoing mission to **give young people the essential financial skills needed for adult life.**"

It is again my privilege to present this our 5th Annual Report on behalf of my fellow Trustees; Elma Morris, Saskia Perriard, Gemma Dunbar and Derek Stew. I am also very pleased to announce that our Board of Trustees is to be extended to include Lee Giles, who until his recent move to Wessex Water, provided invaluable support to WizeUp as our former Head of Programme in the South West.

Mike Flack's first full year as our CEO has seen further growth in WizeUp Financial Education under his direction and building on the strategic work undertaken with our Associate, Mona Vadher. You will see from Mike's report that there has been a degree of diversification whilst always continuing to underpin and maintain the established core values of being adaptable, inclusive, engaging and impactful to all of the young people we work with, which are our hallmark.

As ever, it is the education of our young people surrounding the topic of financial literacy that continues to be confirmed as being of critical importance, not only in the stressful financial conditions still very apparent in today's world, but as an essential life skill. One hears more and more of the financial challenges facing those starting their adult life, be it continuing in further education or entering into the opportunities and challenges that employment can bring. Whatever the future may hold, it remains our ongoing mission to give young people the essential financial skills needed for adult life.

We have also continued to make particular effort to address the needs amongst SEND and PRU students with work led by Head of Programme Laura Flynn. This was shown via the delivery of the WizeUp with Jack Petchey SEND & PRU programme, which now enters its second academic year. As Chair Trustee, I was excited to learn about the Government's new proposals regarding financial literacy and primary education. Last academic year saw us work closely with Darlington Building Society in delivering our first Primary School Programme 'WizeUp with Darly', which coincided with the bi-centenary celebrations of Darlington. Katharine Matthews, who led this programme, has now developed a primary programme that can now be delivered nationally, and we are especially thankful to Bath Building Society and Saffron Building Society in taking this on, alongside Darlington. I would like to finish by thanking all of our wonderful partners for their fantastic support for the 2024-2025 academic year. Without them, we would not have been able to achieve the record breaking results of last academic year. Thank you!

MICHAEL FLACK

Chief Executive Officer

"We have embraced our core values of being **adaptable, inclusive, engaging and impactful.**"



This year, WizeUp has grown and evolved, building on the strong foundations set out in our first impact report. We have taken last year's introduction of our Theory of Change and embraced our core values of being adaptable, inclusive, engaging and impactful. The latter has been created via a live dashboard on our website that now provides regular updates about both our activity and the difference it is making.

The dashboard is a huge step forward in sharing WizeUp's progress openly and enabling schools to see how their engagement is shaping young people's futures. We also understand this has been used by schools to demonstrate engagement and has even been used in Ofsted reporting.

Through all our investment in evaluation and reporting, we have been able to listen more to students and show more of the changes in behaviour young people are making in relation to financial literacy – from budgeting and saving to talking more openly about money with their peers and families

This year, we have also expanded our reach, now working with 212 schools and over 42,000 students across the country. By providing accessible and inclusive financial education, I am proud that WizeUp continues to ensure that all young people have access to financial education and, most importantly, that we are making a difference. We remain committed to making financial and employability education more accessible to young people through active learning and welcome the Governments most recent announcements via their education strategy. We will still be advocating that the topic of financial literacy is compulsory for those young people in Key Stage 5, however, we will naturally be working collaboratively with our colleagues in the space to ensure the initial plans are executed in the best way possible.

Thank you to all the schools and partners who have worked with us this year. Together, we can make such a difference to young people's knowledge, financial capability and confidence in their futures.

ED FLACK

Founder & President

"We started with 1000 students in 2012 and I firmly believe **we will pass 60,000 within two years.**"



When I started WizeUp back in 2011 one of my goals was to give somebody an opportunity to work with young people on the topic of financial literacy. As I look back on our journey I am thrilled that we now have 20 amazingly talented and enthusiastic people delivering a multitude of programmes to young people in all corners of the country.

Of course we mustn't lose sight of the fact that this wouldn't be possible without our amazing partners who shoulder the burden of financing these sessions, some of whom have been with us for more than 10 years and others still joining our challenge of enabling young people to make better decisions with their money both during and after school.

Mike took over the reins of running the charity back in January 2024 and from that point he has shown remarkable vision and skill in both building new programmes and a team capable of delivering and expanding them. He has been ably assisted by both Sophia and Laura, along with Lee, who has now joined as a Trustee, in administering a huge number of deliveries which they have done both with skill and enthusiasm.The rapid expansion of WizeUp has brought its own challenges for our trustees and they have proved how dedicated they are in supporting Mike and the whole team. My heartfelt thanks go to them all.

I look forward to watching the charity continuing its rise and ticking off the milestones of students we work with every year. We started with just 1,000 back in 2012 and I firmly believe we will pass 60,000 within the next two years. Our mainstream secondary programme has been joined by our SEND/PRU programme and as I write we are just about to release 'WizeUp with Football' and our book aimed at bringing financial literacy to primary students 'Wilbur's Wintry Wisdom.' As the number of students grow, so must our funding and we hope that our existing partnerships will continue to expand and flourish and that new partnerships will also be formed. Next year promises to be the best yet and I am excited in helping it unfold.

Together we can make great things happen.

BOARD OF **TRUSTEES**

The WizeUp Board of Trustees holds the ultimate responsibility for the charity's strategic direction, corporate governance, and fiscal health, ensuring all operations remain fully compliant with charity law and governing documents.

The Board's primary strategic function is to drive the mission forward, overseeing the development and scalability of our programmes to ensure every young person we work with, is equipped with essential, measurable financial skills for adult life. Through financial oversight and risk management, the Board ensures that WizeUp's resources are deployed effectively and transparently to achieve maximum educational impact across mainstream, Special Educational Needs (SEN) and Pupil Referral Unit (PRU) throughout England.

Alan Walters Chair Trustee	Elma Morris Trustee	Gemma Dunbar Trustee
Saskia Perriard-Abdoh Trustee	Derek Stew Trustee	Lee Giles Trustee








HEADS OF PROGRAMME

The Heads of Programme team are responsible for the strategic development, continual monitoring, and quality control of WizeUp's financial education curriculum within across all delivery settings (Primary, Secondary, SEND, and PRU) within their respective grographical areas.

They ensure the sessions within their geographical areas are scheduled, prepped and delivered, thus maintaining positive relationships between partners and schools. Since May 2025, the team has significantly scaled its impact and playing a key part in the charity seeing over 40,000 students last year alone. Critically with the team having a vast array of experience in education and public speaking it has been a catalyst for growth as the charity stregthens its SEND & PRU offering (via Laura Flynn) and our Mainstream Primary programme (via Katharine Matthews) . The Head of Programmes focus remains on ensuring WizeUp's resources are scalable, effective, and meet the diverse educational needs of young people across England.

Sophia Mousoulides

WizeUp with
Jack Petchey Foundation
(Mainstream)



Laura Flynn

SEND & PRU



Mel Sneath

Yorkshire &
The Humber



Katharine Matthews

North East England



Jim Rastall

North West England



Kate Lee

South West England



OUR **LEADERSHIP TEAM**



Sophia Mousoulides

WizeUp with Sir Jack Petchey (Mainstream)

Sophia is an advocate of social mobility and has over 15 years' experience working in higher education and the charity sector, with expertise and passion for enabling young people reach their potential. She has a wealth of experience in partnership building, boosting employability, widening participation, project management, and delivering workshops to young people predominantly across London and Essex.



Laura Flynn

SEND & PRU

Laura joins us with a wealth of experience in mentoring where she received the National Mentor of the Year award from Career Ready, a social mobility charity with 5,000 mentors. She is currently Education Coach with Innerscope and Programme Director of the North Star Programme.

Her experience working with students with needs relating to challenging behaviour makes her the perfect choice to develop and deliver our SEND & PRU Programme, working closely with other HOP's to ensure the best possible delivery

Earlier in her career Laura was COO of City University School of Arts and Social Sciences.



Mel Sneath

Yorkshire & The Humber

Mel Sneath became the Head of Programme for Yorkshire & The Humber this academic year.

Mel is an enthusiastic public speaker who has helped young people across the country find their voice, gain confidence and learn to speak with passion. She loves speaking and brining a smile to peoples faces. Her favourite part in presenting is having fun whilst also making life-changing impact on young peoples lives.

OUR **LEADERSHIP TEAM**



Kate Lee

South West England

Kate has worked in education throughout her career, initially as a teacher and Head of Department and subsequently for the leading education charity AQA. With a background in digital and blended learning, she has also worked in senior roles in Edtech and educational publishing, producing engaging teaching and learning resources and digital tools to support students and teachers.

As a former English teacher, she is passionate about all forms of literacy as a way of closing the disadvantage gap, including developing students' vocabulary, reading, writing and financial literacy skills.



Katharine Matthews

North East England

Katharine Matthews is an ex-English teacher with over 15 years' experience at Secondary level, now running two successful businesses. Following a long position as Second in Department, tracking progress and data and overseeing intervention, then a Whole School Literacy Coordinator role, she left teaching to start her own business as a Copywriter and Marketing Consultant.

Two years later, she set up a local networking organisation, hosting an range of events to support other professionals and boost her local economy.



Jim Rastall

North West England

Jim is a graduate of Nottingham University, The Bristol Old Vic Theatre School and Animas Centre for Coaching.

As a facilitator Jim has worked within the arts, education and business. Whatever the context, Jim uses his upbeat brand of interactive engagement to bring the best out of every participant. He has led seminars and workshops for Three, Tesco, Thames Water, Accenture and Louis Vuitton, among others, and he's excited to bring this wealth of experience with him to WizeUp.

His own financial education started at age 6 when his grandad taught him about compound interest by drawing sums on the back of a napkin. Since then he's been an avid saver and investor, and is passionate about helping young people understand and tap into their ability to create and reach their financial goals.

OUR LEADERSHIP TEAM



Ed Flack

Founder & President

Ed has been in financial markets all of his working life - having long spells with HSBC, Handelsbanken, ING and most recently, Director of Corporate Treasury and Investment for Deutsche Postbank.

Ed has also worked for four years in Singapore as Treasurer for BHF bank and specialises in Foreign Exchange, money markets and derivatives. He has a first class honours degree from the OU in maths and natural sciences.

The idea to form WizeUp in came from first hand experience of the trials and tribulations of his own children as they moved through adolescence and into adulthood. He developed WizeUp Consultants, a not for profit company in 2011 and he decided to apply for charitable status in 2020. This was granted and WizeUp Financial Education began work in the same year. Ed was CEO from it's inception until he stepped down at the end of 2023.



Michael Flack

CEO

Having taught and led departments in both the academic and pastoral sides within the independent education sector since 2018 and with a background film and television, Mike is working toward making the topic of financial education a more active and interactive learning experience for students.

Having worked independently before teaching, producing marketing videos for different clients across Europe, Mike enjoys finding ways to promote key messages across a visual medium. Michael is passionate about improving financial literacy for young people across the United Kingdom, especially those within the Post 16 category. He believes that financial literacy is a topic that is vitally important for the current and future generations.

He is excited about leading WizeUp through the next phase of our development.

OUR **ASSOCIATES**



Ash Shastry

Ash helps big dreamers become high achievers. Using his background in Mechanical Engineering, Management and Business, he led the learning and development agenda at a people management firm and was quickly nominated as the youngest director in the company. Ash now runs his own business to help companies develop high performing teams by putting people and culture at the heart of all success.

Ash believes in short-cutting the journey to "success" by learning from those who have achieved what you want to achieve. This has allowed him to quickly gain a lot of experience, work with some of the world's biggest companies and opened his eyes to the infinite opportunities this world has to offer.

He loves to bring his energy and enthusiasm to train others in developing confidence, communication and leadership skills in hopes that he can one day be the short-cut to someone else's success.



Samina Kiyani

Samina is a TV professional with a 30+ years career in media. She has honed her skills in live TV, news, current affairs, entertainment, documentaries, and live online events. Her natural ability to connect with people has made her a popular host, emcee, and moderator for various events, including awards ceremonies, a BAFTA members' film screening and panel sessions.

Samina runs a media consultancy delivering communication and broadcast skills to professionals, businesses and educational institutions, and supports young people with their future careers.

She is a passionate advocate for driving Diversity, Equity and Inclusion across the media industry and believes that we all have the opportunity to influence and lead real change.



Luisa Guerreiro

Luisa has over 20 years experience in mentoring, assisting in the training of professionals for jobs in the corporate and medical sector, facilitating workshops, and public speaking at educational institutions.

Her experience as a public speaker in schools, highlights Luisa's ability to engage young minds on career path trajectories and post school options. She has worked as a teaching assistant, drama facilitator and workshop leader, enthusing people to find their voices and develop critical thinking to make informed choices.

Luisa has worked for companies including The National Theatre, Netflix, Legendary Entertainment, Disney, Guerrilla Games, Ubisoft, BBC3 Comedy, The Harold Pinter Theatre, and CBBC, to name a few. Her work as a performing arts professional supports her ability to connect to a wide demographic of people in an entertaining, humorous, inclusive and welcoming way; this makes Luisa an approachable and inviting speaker.

OUR **ASSOCIATES**



Lou Ross

Lou has 20 years experience of delivering workshops on a range of subjects. She's worked across the country in primary and secondary schools, SEND education and PRUs. She uses her background in acting to help engage her students. She's passionate about helping young people achieve their potential, particularly those who are care experienced or from working class backgrounds.



Isabel Caetano da Rocha

Isi is a purpose-led strategist and transformation leader with over 20 years of experience supporting boards and senior teams. As former COO and Managing Director of a $50bn investment division, she is known for leading major organisational change and driving sustainable growth.

Isabel now runs a consultancy she founded to help organisations navigate moments of strategic change. She serves as a Trustee for Next Chapter Women's Refuge, reflecting her belief in governance as a force for good.

A passionate advocate for inclusive leadership, Isabel launched Powerof10, a women's support network, and has led initiatives to champion diverse voices in leadership. A published children's author and accomplished musician, she is also an award-winning playwright whose work has been selected for London's Criterion Theatre New Writing Program.



Emma Walford

Emma is passionate about supporting young people to feel confident in their learning and in themselves. Her background spans studying Social Sciences, teaching and tutoring Maths, and developing a strong interest in wellbeing through yoga and mindfulness training.

She enjoys breaking down tricky ideas into simple, engaging steps that help students feel capable and motivated. Joining WizeUp gives Emma the opportunity to combine her skills in education with her interest in personal growth, encouraging learners to build both knowledge and resilience.

OUR **ASSOCIATES**



Emma Gilbert

Emma is a retired Police Chief Inspector from Greater Manchester Police. Throughout her career, she's been a staunch campaigner for people's rights and independence, particularly children and young people as well as those who are deaf or disabled.

She became a specialist in safeguarding and protecting children and vulnerable adults and nationally developed the strategy for Deaf Access to Policing significantly improving access to justice for deaf individuals.

Emma is delighted to be joining the team with her passion to continue her safeguarding plight by helping to improve financial wellbeing through the delivery of our courses.



Joanne Symm

Jo has 25 years' experience working within the Primary Education Sector, as a Class Teacher, MFL specialist and Initial Teacher Trainee mentor.

She currently leads on the Leicestershire MFL SCITT course and volunteers as a Civilian Instructor within the Market Harborough Sea Cadet Unit.

Jo is passionate about working in partnership with families and giving young people the opportunity to gain important life skills beyond the realms of the standard school curriculum.



Mona Vadher

Mona is a social mobility advocate deeply committed to diversity, inclusion, and social impact. She has a track record of driving change with innovative programmes and effective leadership. She is a goal-driven entrepreneur, comfortable with generating and implementing long-term strategies to spur growth and maximise reach. Creative and passionate about building purpose-driven and impact-led programmes designed to bolster the confidence and employability prospects of young people from diverse backgrounds.

Mona is an educational and skills policy expert and has experience with working with Boards of Trustees. She has delivered senior-level partnerships across higher education, Government, and financial services. She has created initiatives which have raised aspirations, driven employability prospects and increased confidence for young people, from low, socio-economic backgrounds. Mona believes that your background shouldn't determine your life outcomes and so, there should be diversity, inclusion, and equity at progression. She has set up highly complex programmes that are purpose-driven and impact-led for many organisations such as the City of London Corporation and the Department for Education.

OUR **PERFORMANCE**

WizeUp helps students of all abilities to make impactful decisions about their finances. We aim to deliver engaging sessions and adapt to the needs of every school we visit.

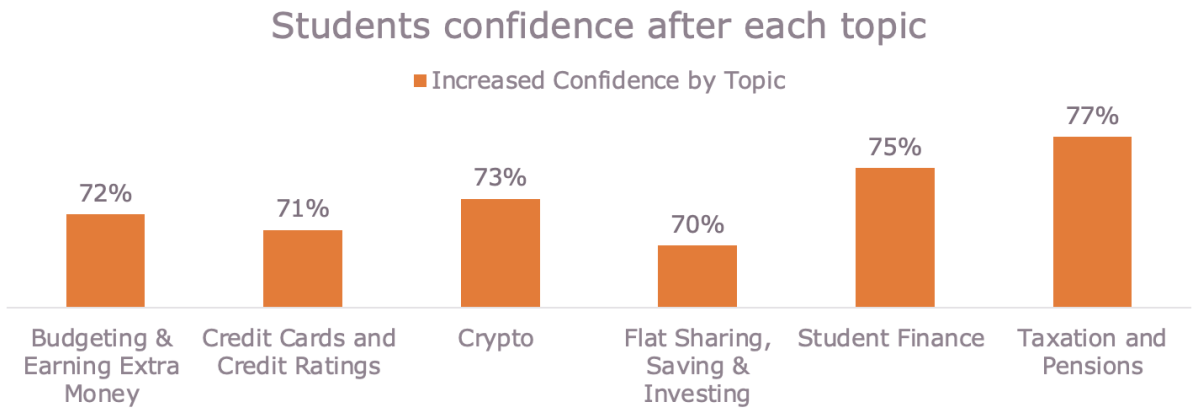
Number of Young People seen > **42,752**

Number of Schools partnered > **212**

% of schools above national averge FSM > **46%**

Did you know?

Teachers also reported a wider ripple effect. **91% say WizeUp increases students' confidence in the future**, over half see an increase in students' aspirations around financial capability and half feel more aware of young people's financial concerns.



OUR PERFORMANCE

Student Seen

2020/2021	2021/2022	2022/2023	2023/2024
6,986	11,871	24,157	35,566

42,752
2024/2025

Student Hours Delivered

2020/2021	2021/2022	2022/2023	2023/2024
6,986	11,871	42,566	69,668

81,095
2024/2025

SUMMARY

Impact This Year

"3 in 5 students do not recall any financial education before and **financial literacy is not compulsory for Key Stage 5.**"



WizeUp delivers to a wide range of schools. 36% of the schools WizeUp partners with are located in the most deprived areas of the country, with an IDACI ranking in the bottom 20%, and nearly half (46% of schools) have an above-average proportion of pupils eligible for Free School Meals.

WizeUp seems to continue to address a gap in provision despite financial literacy being on the secondary school curriculum and compulsory for KS3 and KS4 for over 10 years. In fact, 3 in 5 (57% of) students do not recall any financial education before and financial literacy is not compulsory for KS5, despite students being at the final stage before transition into independence. Furthermore, currently, only 1 in 10 teachers said they feel confident teaching financial literacy.

The sessions are increasing young people's skills and confidence in financial literacy in an engaging way. 60% of students report an increase in their financial confidence after attending WizeUp, and 67% continue to feel confident in managing money three months later. While this is a decrease from last year's 92%, the change partly reflects more students reporting that they already felt confident beforehand, alongside more young people speaking openly about their worries around money. Over half report feeling less anxious about their financial future if they chose to attend university. And we can already see changes in intent on financial behaviour. 68% pledged to change their financial behaviour, with the majority of pledges focused on managing money more effectively. And that intention is beginning to show changes in behaviour, with 3 months later, 87% of students say that they understand more about managing their money.

In schools, 2 in 3 teachers also say they feel more confident about teaching financial literacy themselves after the WizeUp sessions, and 43% of schools want to adapt their delivery of financial literacy education as a result. 97% of teachers would like WizeUp to return next year, and all would recommend it to other schools and colleagues.

OUR **FINANCES**

WizeUp helps students of all abilities to make impactful decisions about their finances. We aim to deliver engaging sessions and adapt to the needs of every school we visit.

Income for the 2024/25 Academic Year > **£204,333**

Expenditure for the 2024/25 Academic Year > **£198,554**

Amount spent on Direct Deliveries > **£80,908**



Financial Statement for Year Ending 31st July 2025

Income	£	Expenditure	£
Opening balance b/f	56,583.00	Presentations Direct Delivery	80,908.00
Building Society Donations	89,550.00	Administration	23,524.00
School Donations	15,150.00	Content Development	13,100.00
Restricted Charitable Grant	85,000.00	Analysis	15,000.00
Other Donations	13,122.00	Website, Email & Office	15,928.00
Interest	1,511.23	Marketing, Training & Prizes	21,838.00
		Insurance & Safeguarding	1,706.00
		Recruitment and Impact	10,140.00
		Travel	15,465.00
		YAP	945.00
		Sub Total	198,554.00
		CAF cash account c/f	15,981.23
		CAF gold account c/f	5,881.00
		Community online saver c/f	40,500.00
Total	260,916.23	Total	260,916.23

NOTES TO THE ACCOUNTS

1 THE ACCOUNTS HAVE BEEN INDEPENDENTLY VERIFIED BY BEVERLEY HEARN

2 THE TRUSTEES CAN CONFIRM THAT THESE ACCOUNTS CORRECTLY STATE THE TRANSACTIONS FOR THE PERIOD

DEREK STEW (TRUSTEE)

BEVERLEY HEARN

BY NUMBERS: **OUR REGIONAL PROGRAMMES**

WizeUp with Jack Petchey

STUDENTS SEEN
21,193

STUDENTS HOURS
51,863

WizeUp with Bath Building Society

STUDENTS SEEN
2,139

STUDENTS HOURS
3,004

WizeUp with Buckinghamshire Building Society

STUDENTS SEEN
3,230

STUDENTS HOURS
5,690

WizeUp with Darlington Building Society

STUDENTS SEEN
2,680

STUDENTS HOURS
5,355

WizeUp with eldon chartered financial planners

STUDENTS SEEN
1,480

STUDENTS HOURS
2,867

WizeUp with Mansfield Building Society

STUDENTS SEEN
845

STUDENTS HOURS
2,384

WizeUp with Newbury Building Society

STUDENTS SEEN
1,664

STUDENTS HOURS
2,249

WizeUp with Saffron Building Society

STUDENTS SEEN
2,628

STUDENTS HOURS
3,688

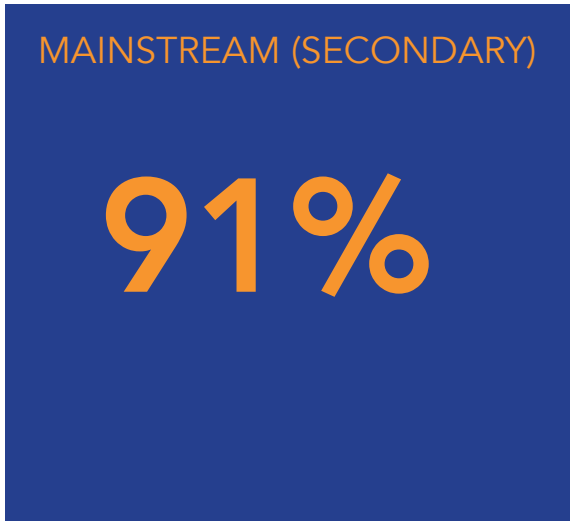
WizeUp with Vernon Building Society

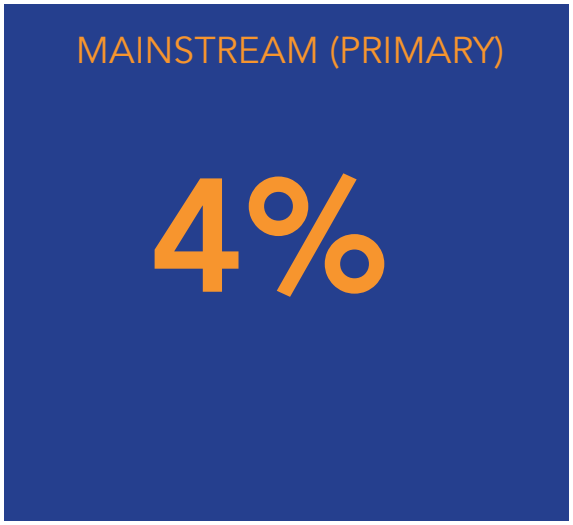
STUDENTS SEEN
1,401

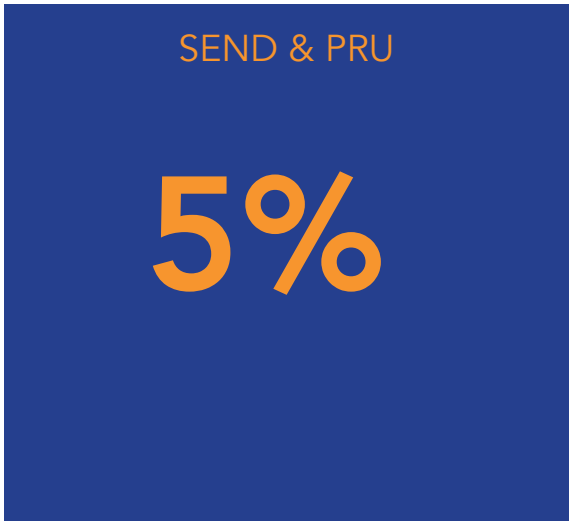
STUDENTS HOURS
1,637

PROGRAMME DELIVERY BY SCHOOLS

Below is the breakdown of where we delivered our programmes. For the 2024/2025 academic year, WizeUp Financial Education were delighted to run three separate programmes. The first was our mainstream secondary programme, which continued to focus mainly on those in Years 12 and 13, along with others based from Years 7-11. The WizeUp with Jack Petchey SEND & PRU Programme as also launched allowing for us to work with smaller groups of young people who were based in alternative provisions. This was a landmark moment for WizeUp and we were incredibly thankful to The Jack Petchey Foundation for their belief in our project. For the 2025/2026 academic year, this programme is now being rolled out nationally, and we have already delivered this to







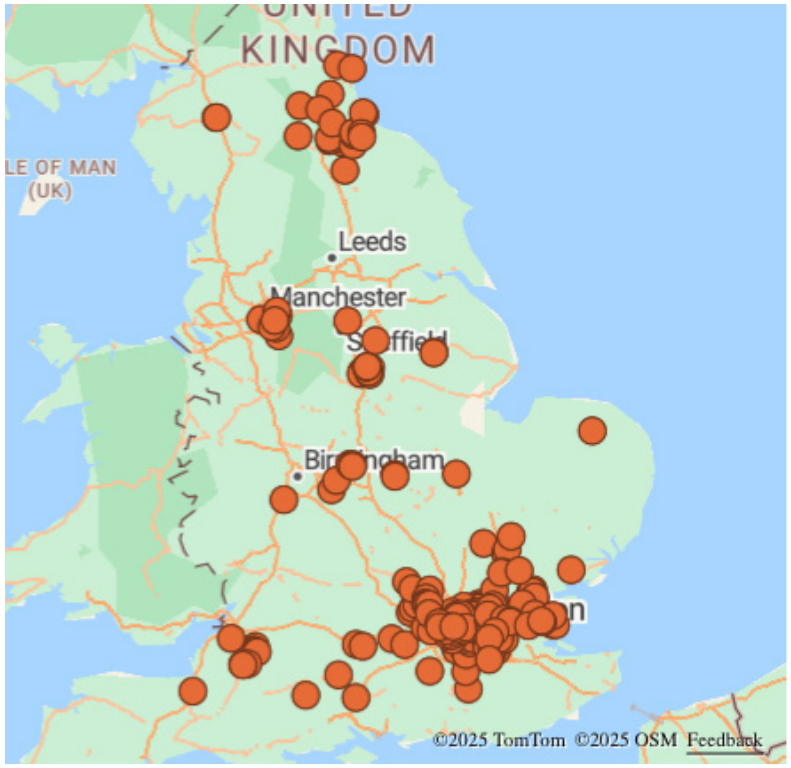
In the 2024/25 academic year, WizeUp engaged with 212 schools across England. 85% of WizeUp's delivery is in mainstream secondary schools, 6% in colleges and 5% in SEN and PRU settings. Students range from Year 9 to Year 13, with the majority engaging with WizeUp in Year 12 (69%).

This year, WizeUp also began working in primary schools, looking to address Money and Pensions Service (MaPS) research, which indicates that children's core financial attitudes and habits are established by the age of seven. In partnership with Darlington Building Society, WizeUp has started delivering sessions across a number of primary schools, adapting the programme to suit different age ranges.

GEOGRAPHY

Where We Deliver

"There is a real need to focus efforts where they are most needed in terms of socio-economic backgrounds"



WizeUp is committed to ensuring financial literacy is accessible to all young people, regardless of their background or abilities. To understand the communities served, schools were analysed based on two key indicators of socioeconomic status, the Income Deprivation Affecting Children Index (IDACI) and FSM eligibility, both publicly available.

There is a real need to focus efforts where they are most needed in terms of socio-economic backgrounds, as there is a clear attainment gap: students eligible for Free School Meals (FSM) are significantly less likely to achieve strong GCSE results (47% vs. 75%) and face lower earning potential later in life. On average, at age 30, non-FSM recipients earn 1.3 times more than their peers who were eligible for FSM . Research consistently indicates that those on the lowest incomes are consistently least financially literate and, holding other factors constant, are more likely to have persistently rather than temporarily low savings levels .

36% of the schools WizeUp partners with are located in the most deprived areas of the country, with an IDACI ranking in the bottom 20%. This means a disproportionate number of children in these communities face the challenges of poverty, which can severely limit educational opportunities. However, WizeUp is committed to providing equal access to educational support, and therefore, its reach also includes the fact that 11% of WizeUp partner schools are situated in the top 20% of most affluent areas.

The national average for FSM eligibility is 25.7% of students (up from 24.6% in 2024), representing 2.2 million pupils. 46% of the schools WizeUp works with have FSM eligibility above the national average. This wide range, from schools with just 3% to those with 86% of students eligible for FSM, underscores the socioeconomic challenges faced by WizeUp's students.

More details can be seen on the map above and on the WizeUp impact dashboard via our website - https://wizeupfinancialeducation.co.uk

OUR **PARTNERS - THANK YOU!**

WizeUp Financial Education would like to thank all of our partners for the 2024/2025 academic year, they are the key part in ensuring all of our young people get the essential financial skills needed for adult life.

KEY PARTNER - SPONSOR 100+ SCHOOLS

Jack Petchey Foundation
Inspire • Motivate • Achieve

CORE FUNDERS - SPONSORED OPERATIONAL COSTS

Schroder Charity Trust

M&G

REGIONAL PARTNERS - SPONSOR 10+ SCHOOLS

Bath Building Society
We're different because you are

Buckinghamshire Building Society

Darlington Building Society

eldon chartered financial planners

Mansfield Building Society

Newbury Building Society

Saffron Building Society

Vernon Building Society

LOCAL PARTNERS - SPONSOR 1-9 SCHOOLS

esbs
as individual as you

GreenSky Wealth
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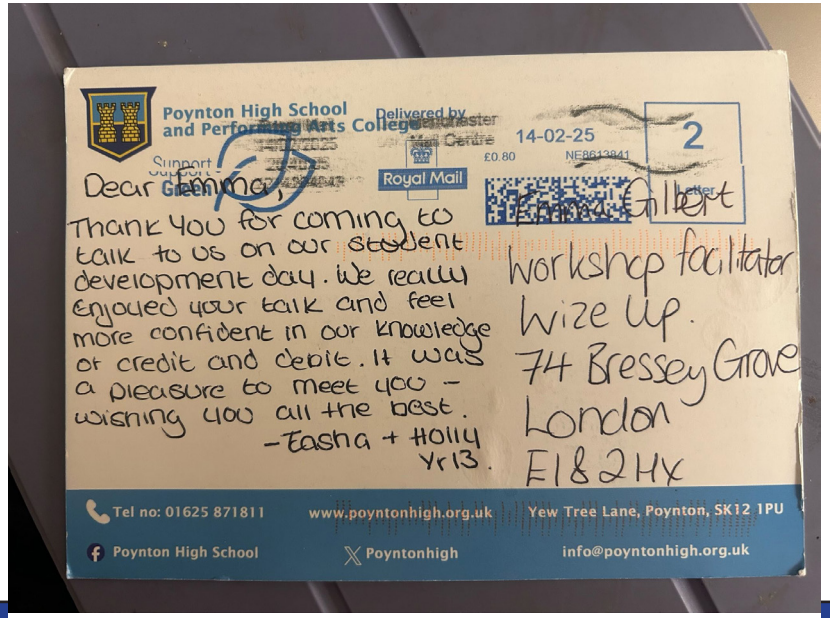
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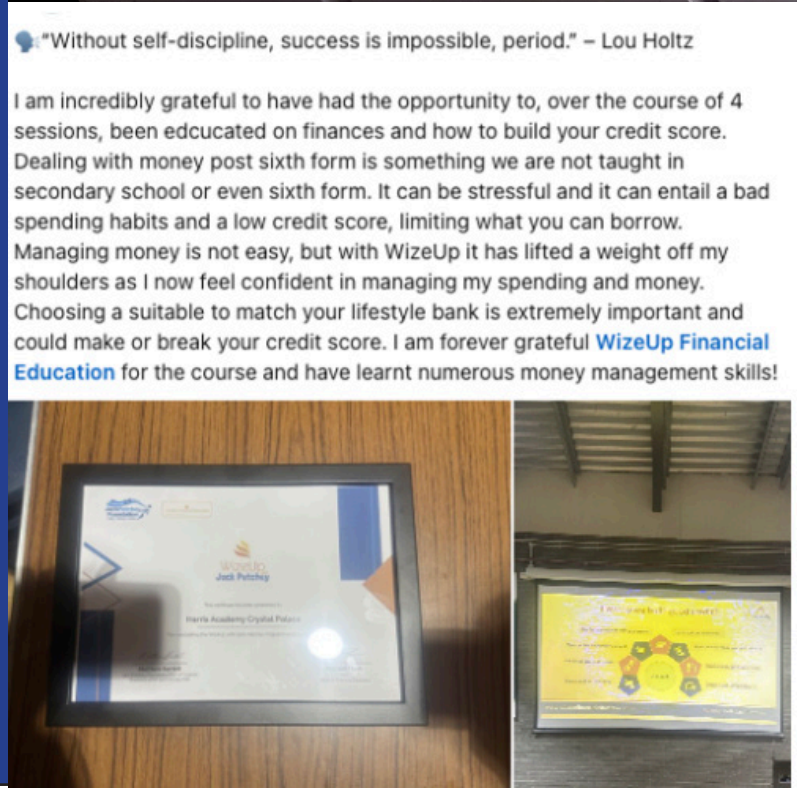
Sbf.
Skipton Business Finance

unity trust bank

OUR **STRATEGY**

WizeUp's vision is to help students of all abilities to make impactful decisions about their finances. We aim to deliver engaging sessions and adapt to the needs of every school we visit.





OUR **APPROACH TO IMPACT ASSESSMENT**

WizeUp's mission is "to give young people the essential financial skills they need for adult life." This commitment is reflected not only in programme delivery, but also in how WizeUp evaluates and improves its work. The charity's impact evaluation approach, developed by Bean Research, reflects and enhances WizeUp's four core values:

Inclusiveness: WizeUp ensures financial education is accessible to all young people, using FSM and IDACI data to reach those who need support most while recognising diversity across schools and backgrounds.

Adaptability: The programme flexes to suit different settings, from mainstream to SEND and PRU schools, with tools and feedback designed to reflect varied communication needs and learning styles.

Engagement: WizeUp makes evaluation participatory and transparent, giving schools access to live data through its Power BI dashboard and embedding feedback from students, teachers and partners.

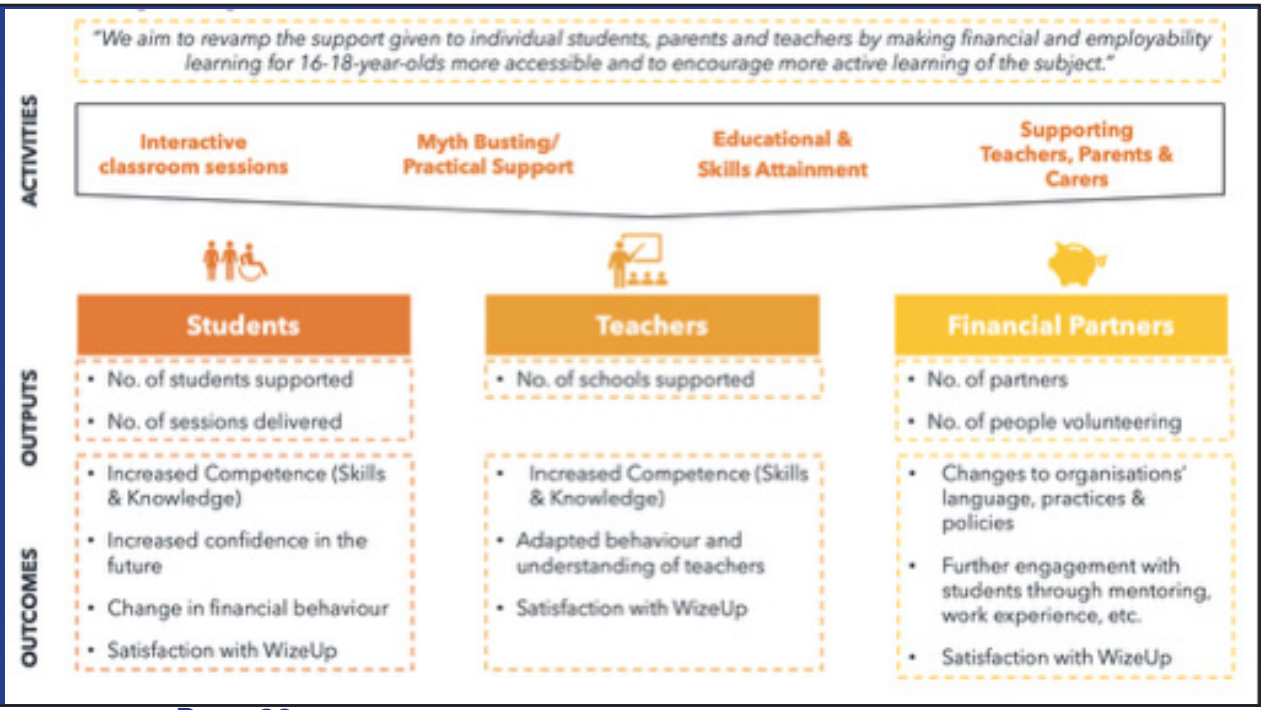
Impact: Grounded in its Theory of Change, WizeUp measures both outcomes and lived experiences, helping young people build confidence, change behaviours and make lasting improvements to their financial futures.

The Impact Framework

WizeUp's impact framework was designed to assess the key student and teacher outcomes which have been shown through academic research to change financial behaviour in the long term. Through this approach to evaluation, we can be clear that WizeUp's influence in increasing competence, confidence and immediate behaviour change in the short term will significantly contribute to long-term positive financial behaviour change, providing an important signal of likely long-term impact, strengthening intention and accountability.

In this way, WizeUp's evaluation remains proportionate to its delivery, yet embedded in long-term financial behaviour change theory.

This year's impact report is based on an independent evaluation conducted by Bean Research, with 6,154 students and 46 teachers providing detailed feedback on their experience.



THE NEED

Financial literacy has been on the secondary school curriculum in England and Wales since 2014, with the Government planning to introduce this further into the primary sector from September 2028. Yet the reality is that provision is inconsistent, and young people are still missing out. 57% of WizeUp's students do not recall ever receiving any financial education at school. By the time they leave, their attitudes and habits around money are already established, but most have had little meaningful support.

Teachers also recognise the gap in the educational system. Many do not feel equipped to deliver financial education, particularly as topics like student finance and money management shift so quickly. **Schools increasingly see the value of bringing in independent specialists, giving young people the skills and confidence they need before stepping out on their own.**

Research from Money and Pensions Service (MaPS), indicates that children's core financial attitudes and habits are often established by the age of seven, significantly influencing their future financial behaviour .

68% of UK adults believe financial education during their school years would have helped them manage money better.

79% of young adults had never created a budget, 76% had never paid a bill, and 77% had not saved for unexpected expenses

81% of primary school teachers cited a lack of time as the biggest barrier to giving their students a robust foundation in financial literacy.

Among teachers currently delivering financial education, less than half reported having access to training or time to undertake CPD in financial education.

61% of teachers are unaware that financial education is part of the secondary curriculum, and over 56% say they are not delivering the subject at all in their schools.

OUR YOUTH ADVISORY PANEL

The WizeUp Youth Advisory Panel (YAP) serves as a vital strategic component, ensuring the charity's resources and curriculum remain relevant and impactful to the young people we serve. Composed of thirteen former participants aged 16–25 from diverse educational backgrounds, members are formally remunerated for their time and expertise in recognition of the critical value they provide. The YAP offers continuous, unfiltered feedback on programme content and delivery, and is currently providing crucial insight into the design of the new WU Awards programme, which will establish a framework for tracking long-term behavioural change in participants' financial habits. Furthermore, we have invested in the Panel's professional development by instituting dedicated sessions with strategic partners, offering specialised advice and guidance on preparing for adult life. This structure ensures WizeUp consistently meets the evolving needs, trends, and financial challenges faced by young adults across England.

QUALATITATIVE **FEEDBACK**



"One lesson is the idea of setting clear financial goals and working towards them. I've tried doing this by budgeting more effectively and seeing what I need to avoid spending useless. The concept of paying yourself first has been impactful, so I make sure to set aside savings before covering other stuff"

Year 12 Student, Barnhill Community High School

"I wasn't aware of how exactly pensions worked and how much you needed to save in order to live a comfortable life off your pension, but after the session, my understanding was broadened"

Year 12 Student, St Mark's Catholic School

"As university approaches and I have a job for myself, learning to budget was extremely important as I have become more independent due to my increase in funds. From WizeUp, I acquired a budget planner for the coming years, which I can use."

Year 12 Student, English Martyrs Sixth Form College



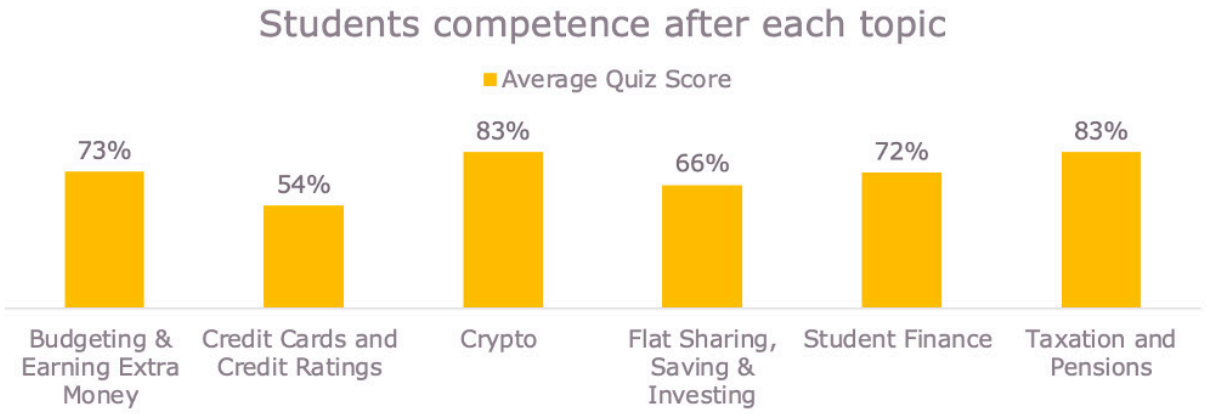
"It has made me re-evaluate who we use in the future to deliver financial literacy"
Head of Enrichment, Peter Symonds College

FINANCIAL **KNOWLEDGE & SKILLS**

In the 2024/25 academic year, WizeUp engaged 41,752 young people in financial education, seeking to help build the skills and confidence needed to manage money effectively.

The WizeUp programme in schools delivers six interactive sessions on real-life financial topics: Flat Sharing, Saving & Investing, Credit & Credit Ratings, Student Finance, Cryptocurrency, Taxation & Pensions, and Budgeting & Earning Extra Money. Each session is delivered in schools and concludes with a quiz, measuring knowledge retention and feedback from students.

One of WizeUp's strengths is the ability to break down complex financial concepts into easily understandable terms and provide practical advice for students.
80% of students report WizeUp has helped change their understanding of personal financial jargon.



On average, **students achieved a 73% quiz score across all sessions**, with the highest retention of knowledge in the Taxation & Pensions and Cryptocurrency sessions, where students achieved average scores of 83%. **While some topics, such as the Credit Cards & Credit Ratings session (54% recalling knowledge), students still reported an increase in confidence, with 71% feeling more assured in their money management after the lesson.**

When asked which topics they found most useful to observe, 20% of teachers learnt the most from Budgeting, 18% from Student Finance, and 13% from Credit Cards and Credit Scores. Teachers also recognised wider benefits. **One in four teachers reported that WizeUp sessions helped raise community or social issues for the benefit of students**, and **65% said the sessions increased students' opportunity to take ownership of decision-making.**

When asked two to three months later as part of a follow-up survey, students reported learning the most about 19% budgeting 18% saving, and 15% student finance. And **87% of students say that they understand more about managing their money.**

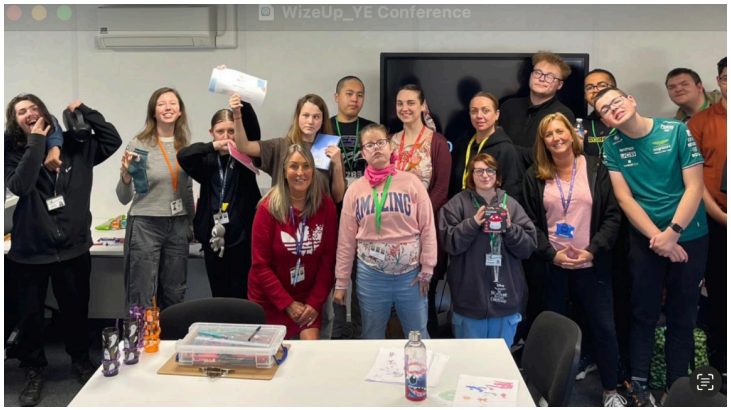
OUR **SEND & PRU PROGRAMME**

WizeUp also has a dedicated programme for SEND and PRU students. The four-session course combines practical money management skills with wider life skills, from building communication and teamwork to budgeting, entrepreneurial thinking, and understanding credit, debt, scams and gambling. The majority of the SEND students highlight saving money (72%), followed by using debit and credit cards (66%) and recognising scams and understanding gambling risks (63%).

Teachers and advisers' feedback praised the inclusive and respectful approach, noting that the sessions were thoughtfully tailored to the strengths and needs of SEND students.

"Pupils have learnt they do not need to spend all their money and that it is important to save. The teacher was amazing, WizeUp pitched the day at the right level for our pupils. They were engaged the whole time."

Teacher at Three Ways School, SEND School





"I really enjoyed the session because it helped me to know how to manage my budget. I would like to do these sessions again." "

SEND Student

CHANGING **ATTITUDES TO MONEY**

Around 6.5 million UK adults were identified as having low financial capability, meaning they lack confidence in managing money and show limited financial knowledge (FCA, 2024) . Research consistently identifies that confidence plays an important role in how a young person manages and thinks about money, as well as in their emotional connection to it. WizeUp aims to change students' and teachers' attitudes towards financial literacy to feel more capable when it comes to discussing and managing money.

Confidence levels in financial literacy grew significantly, with **six in ten students reporting an increase in how confident they feel about managing money after taking part in a session.** By topic, students feel most assured after the Taxation and Pensions session (77%), followed by Student Finance (75%) and Cryptocurrency (73%). Over half reported feeling less anxious about their financial future if they chose to attend university. Overall, **84% of students reported leaving a WizeUp session confident in their ability to manage money in the future.** Importantly, **this confidence was sustained when asked three months later, 67% of students reported feeling confident in how to manage money.**

Students also seem to enjoy the experience as well as benefit from it. 3 in 4 (76%) say they enjoy the sessions, with the highest satisfaction linked to Taxation & Pensions, Flat Sharing, and Saving & Investing. WizeUp also delivers in SEND schools, where building confidence is especially important. Financial wellbeing varies significantly across different types of disability, with people with cognitive disabilities often experiencing levels well below the UK average . After taking part in WizeUp sessions, over half of the students (52%) said they feel much more confident than before, and a further third (31%) reported feeling very confident.











RESPONSE **FROM TEACHERS**

Teachers report strong improvements in their students, with **91% saying WizeUp sessions increased students' confidence in the future**, and half say they raised students' aspirations.

Teachers also report changing their mindset about financial literacy with the support of WizeUp. When asked how confident teachers feel about teaching financial literacy, only 11% said they were extremely confident. This echoes the research, with less than half of teachers reporting having access to training or time to undertake CPD in financial education .

After working with WizeUp and observing their delivery and engagement with the students, 64% of teachers said they now feel more confident about teaching financial literacy after the sessions. Teachers reported that they value the quality and relevance of delivery too, with 78% very satisfied with the quality of content and 73% with its relevance.

The overall impact is clear 58% of teachers reported being more aware of young people's financial concerns, and 95% of teachers said WizeUp creates a positive impact on their students' development, equipping them with the confidence to make better financial choices now and in the future.

"Some learners who experience extreme anxiety were initially hesitant to take part in the financial education sessions. With a supportive and calm environment, they gradually gained confidence and fully engaged with the activities. Staff observed that these learners began participating more openly in discussions and asking thoughtful questions about everyday money situations. Despite their initial worries, student feedback was overwhelmingly positive. One learner commented that the sessions helped them "think about money in different ways I never thought of before," while another said it made them feel "more prepared to deal with real-life things like shopping and saving." The combination of practical examples, gentle pacing, and inclusive support strategies helped all learners, including those with high anxiety, feel safe and valued during the sessions"

Teacher at Newham FE College

"WizeUp helped me become more confident with managing my money. I also gained a clearer understanding of student finance and the importance of long-term planning, like pensions"

Year 12 Student, Barnhill Community High School

"WizeUp was very helpful in terms of helping me understand about saving money, how loans and credit cards work. I am confident that I will try to start saving more "

SEND Student

CHANGING **FINANCIAL BEHAVIOURS**

In 2024, WizeUp introduced pledges to capture how students planned to use their learning. Of those completing surveys, **68% (4,095) made a pledge to change their financial behaviour.** Teachers also report that **sessions encouraged students to apply learning in practice (78%).**

Most pledges (70%) focused on managing money, particularly budgeting and saving. **One in four students pledged to start or improve budgeting**, often linking it to everyday choices such as "stop buying bubble tea," "don't buy as many steak bakes from Greggs," or "cut back on Costa." Saving was also important, with some starting "emergency pots" or planning for university. **Follow-up surveys show 84% were budgeting in some form, in stark contrast to national figures, where 79% of young adults have never created a budget.**

Other pledges highlight critical consumer habits (7%), caution around credit and Buy Now Pay Later (13%), and longer-term planning, such as pensions, ISAs, and student finance (10%). Commitments like "I will start my work pension as early as I can" reflect unusually forward-looking attitudes for this age group.

Teachers report observing students budgeting daily, opening savings accounts, or showing caution with credit. Many also report increased discussion of money, with **69% saying WizeUp is prompting conversations among peers and families. 41% of schools say the programme improved their financial literacy provision, and 97% would schedule WizeUp again.** Teachers report valuing the programme's depth, especially on budgeting and investing.

"Some opened bank accounts. There were some interested students who looked into cryptocurrency purchases as a consortium.

Our Sixth Formers were engaged and genuinely interested in the topics, with students questioning: 'Why don't we do this in class?'"

Teacher at Heron Hall Academy

"I will start planning my pension early. Also, I will be aware of what tax I should be paying, and if I am paying too much or too little tax, then I will take steps to rectify the issue." "

Student, Year 10 at Kennet School

"I am willing to change my spending habits in preparation for university due to high fees and cost of living, especially in my financial situation. I have decided to create a university fund from my earnings so that I have enough to provide for myself in the case of emergency costs." "

Student, Year 12 at Sandon School

THOUGHTS ON **UPDATES TO THE CURRICULUM**

On Wednesday 5th November, the UK Government announced that financial education will become compulsory for all primary school pupils in England. This was released via the Department of Education in response to the Curriculum and Assessement Reviews Final Report and by the HM Treasury via The Financial Inclusion Strategy.

Everyone at WizeUp Financial Education welcomes the Government's announcement to make financial education compulsory for all primary school pupils in England from September 2028. We understand how important this is for the communities we serve, especially given our first-hand experience with primary school programmes, notably the one funded by Darlington Building Society.

This is a pivotal twelve to fifteen months for the Financial Education sector, and it's essential we get it right. The Government has set out its intentions; now it is important for organisations with experience in this space to come together and collaborate. We must support our schools, teachers, and, most importantly, young people in executing this well.

Our leadership, informed by extensive experience in the secondary education sector (including Post 16 Co-ordination and Sixth Form management), understands that we cannot afford to come together in 2030 and look back with regret and a feeling of disdain. Let's seize this opportunity to excel the Financial Knowledge of our young people so that we can match other countries around the world.

Let's not forget, Financial Education is still not compulsory for those young people within Key Stage 5 (ages 16-18). The purpose of WizeUp being formed was to help this age bracket, and they remain the predominant group we have worked with since 2011. Financial Literacy should be taught throughout a young person's education, with essential touch points taking place from age seven right up until they leave formal education aged twenty-one or even higher. Personally, we believe there is no age group that needs this more than those aged 16-18, as they leave school and enter a world that is constantly changing year upon year.

WizeUp Financial Education is prepared to work with our colleagues in the Fin Ed space, both at home and abroad, to share best practice and with the UK Government to ensure the successful execution of these critical intentions

Michael Flack, CEO WizeUp Financial Education



Schroder Charity Trust

The Mercers' Company

Newbury Building Society

Penrith building society

Saffron Building Society

Vernon Building Society

Sbf. Skipton Business Finance

Bath Building Society
We're different because you are

THANK YOU

FOR YOUR SUPPORT

Buckinghamshire Building Society

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M&G

Jack Petchey Foundation
Inspire • Motivate • Achieve

Mansfield Building Society

Darlington Building Society

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WizeUp Financial Education

Registered Charity Number 1190032

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www.wizeupfinancialeducation.co.uk

WIZEUP FINANCIAL EDUCATION

England & Wales - Charity number 1190032

Accounts







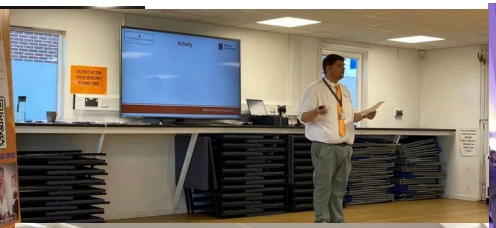


TOGETHER

WE CAN ACHIEVE GREATNESS













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CHAIR TRUSTEE STATEMENT

It is with continued pride and pleasure that I present the 4th annual Trustees Report of WizeUp Financial Education on behalf of my fellow Trustees; Elma Morris, Saskia Perriard, Gemma Dunbar and Derek Stew. The last year has been one of significant transition for us with Mike Flack moving up from his role as Head of Strategic Planning to that of CEO as Founder Ed Flack eases into a well-earned retirement.

We are very pleased to say that Ed has accepted the title of Founder and President and he will continue to provide his invaluable experience and advice in a consultative role. We are already seeing benefits from Mike's approach to the role which continue to underpin and maintain the well-established core values of WizeUp Financial Education.

The education of our young people surrounding the topic of financial literacy continues to be confirmed as being of critical importance, not only in the continuing, stressful financial conditions, but as an essential life skill. It is a skill that is of equal importance to the family and wider community and, whilst our core values are to be impactful, engaging, adaptable and inclusive, it remains our ongoing mission to give young people the essential financial skills for adult life.
We have also noted and made particular effort to address the needs amongst SEND and PRU students. This has been seen through the adaptation of our programme that is led by Laura Flynn and I look forward to seeing its continued progress over the coming academic year. The appointment of our new CEO coincided with our establishing a new Board of Trustees and we have worked hard with Ed, Mike and each other to achieve a smooth transition. In particular, building on the strategic work that Mike had already started with our Associate, Mona Vadher. This continues to be a primary focus for the team together with necessary monitoring and maintenance of each aspect of governance.

We were delighted to welcome new sponsors during the 2023-2024 academic year, with Skipton Business Finance joining in March. Furthermore, we were very pleased to achieve some core funding from the MG Community Fund. That said, my continous grattitude must be expressed to Bath, Buckinghamshire, Chorley, Darlington, Earl Shilton, Hinckley & Rugby, Mansfield, Market Harborough, Newbury, Penrith, Saffron and Vernon Building Societies, as well as Eldon Financial Planners and GreenSky Wealth for their continued support. Without them we truly would not be able to reach the amount of students we reach year upon year. A special thank you must be given to the Jack Petchey Foundation, who have sponsored for us to visit 125 schools next academic year, along with a further 25 SEND & PRU organisations in London & Essex. We are truly thankful for everyones support and look forward to achieveing even more next year.

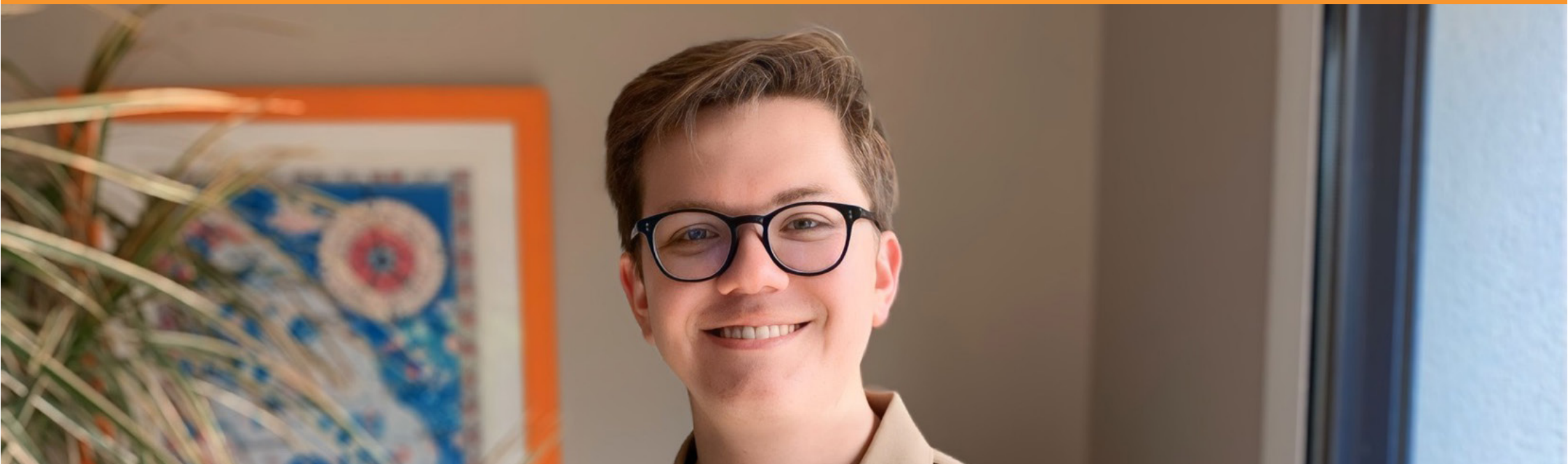
Whilst we have inevitably lost some of our valued Associates as they move on to develop their respective careers elsewhere, we have also been fortunate enough to recruit new Associates and in fact extend our team to meet the increase in demand. I would like to express a warm welcome to Marie Foster, Luisa Guerreiro, Smira Javed and Katharine Matthews to WizeUp and hope they enjoy their time with us in what will be an exciting year ahead.

Within our Associates we are also very fortunate to benefit from considerable Administrative skills which are again essential to our development. Sophia Mousoulides, Lee Giles and Laura Flynn have all become Senior Associates with each of them leading their respective programmes. Only with their skill and effort have we been able to ensure a smooth transition and I know they will be key to Mikes ambitions for the upcoming academic year. Our seven person YAP has now been operational for over a year and provided valuable critique of our content in respect to the various year groups. They have also presented a number of podcasts in conjunction with Ed and been working with Lee Giles to establish greater marketing strategies.
Finally, I would like to re-iterate my thanks to our partners, the WizeUp team and, most importantly, the schools we visit. We can't wait to give more young people the essential life skills for adult life.

Alan Walters

Chair Trustee, WizeUp Financial Education





CEO'S MESSAGE

New foundations, new partners, new records - this academic year has been one of change for WizeUp Financial Education.
It is the perfect opportunity for us all to stop and reflect on the achievements of our Associates, our YAP, but most importantly, the young people we serve.
It was just over a year ago our Founder, Ed, finalised his intention to step away from the day to day runnings of WizeUp. Being his son, there was not a moments hesitation to pick up the baton and try to drive the charity in the direction he invisioned. Although this is just the beginning, the past nine months would not be possible at all without our incredibly hardworking Associates, YAP members and supportive Trustees. I was pleased that we were all able to come together on the 1st July to celebrate our achievements. I can't thank everyone enough.

Our achievements went beyond the classroom this year, with our YAP increasing by another member, taking the total number to seven. We also started our 'WizeUp Pathway Programme' which has allowed for those YAP members who are now 18 and above to be incorprated a little more into our day to day runnings. Both Emma Berwick and Jade Carnaje are the first to be inducted into the new programme and I very hope they both get the opportunities they wish to expand and learn new skills. Should this work well, it gives WizeUp the opportunity to recruit from within should our YAP members wish.
This academic year is also an exciting time for our charity as we start our SEN & PRU Programme, led by Laura Flynn. As soon I joined WizeUp Financial Education, I wanted to see our delivery in both an SEN and PRU environment, especially as both sets of students are very different with regards to their educational provision. Within minutes I was excited with what I saw. Some of the students who were low on confidence, blossomed within the sessions and I can't wait to see what we achieve this year.

WizeUp will always put the positive impact of the communities we see at the centre of what we do. We achieved our target of seeing over 30,000 students, by reaching 35,566 students around England across a record breaking 69,668 students hours. This is an increase of 11,566 students compared to last year. 98% of teachers who responded to our surveys wanted us to return next year and 92% of students said we increased their confidence in money management. Nonetheless, we also received constructive feedback from our schools and partners. We have used the summer to enhance our delivery as we embark on a new year of opportunity.

Michael Flack
CEO, WizeUp Financial Education

FOUNDER & PRESIDENT'S MESSAGE

When the first seeds of WizeUp were sown back in 2011 as a small not-for profit company offering financial education seminars to a handful of schools I had little idea that we would develop into a charity working with over 30,000 students every year. Of course this would not have been possible but for our partners, both old and new, who have funded our continual growth and have allowed us to work with them in supporting their local schools.

Now I have stepped back from the day to day running of WizeUp I get a huge sense of pride and satisfaction watching how our dedicated CEO and Associates share my vision on providing relevant and engaging financial education to secondary schools up and down the country. I am supremely confident that under Mike's stewardship, supported by our amazing Associates and dedicated Trustees, the charity will continue to flourish and meet new challenges that manifest themselves along the way. Of course it has taken a little while for me to adapt from the day to day involvement with schools and students to my new advisory role but it is one I am enjoying. My thanks again to Mike and the Trustees for inviting and also encouraging my continued involvement.

I am honoured to have been made President of our wonderful charity and I will continue to support it in any way I can. This will never change.

As to the future? Well for me a little more free time and the opportunity for a little more voluntary work supporting young people. For our charity I look forward to watching the implementation and growth of our new SEND/PRU programme. Positive results as we continue to strive for new partnerships and an opportunity to grow our core funding stream. And of course continued growth of our existing mainstream school programmes, both in numbers of students served in different areas of the country and also seeing new topics being added to meet the ever changing needs of young people when it comes to financial resilience after school. Here's to a successful 2024/25!

Ed Flack
Founder & President, WizeUp Financial Education





OUR ASSOCIATES & YOUTH ADVISORY PANEL

This academic year was record breaking for both our Associates and our YAP Members. Our fourteen Associates delivered more than 500 sessions to 35,566 students across 69,668 student hours. Meanwhile, our YAP members were the first to be invited onto our 'WizeUp Pathway Programme'.

When you combine what we as a charity achieved last academic year, we have seen 59,566 students across two academic years across a staggering 112,104 student hours.

This academic year we covered the following topics:

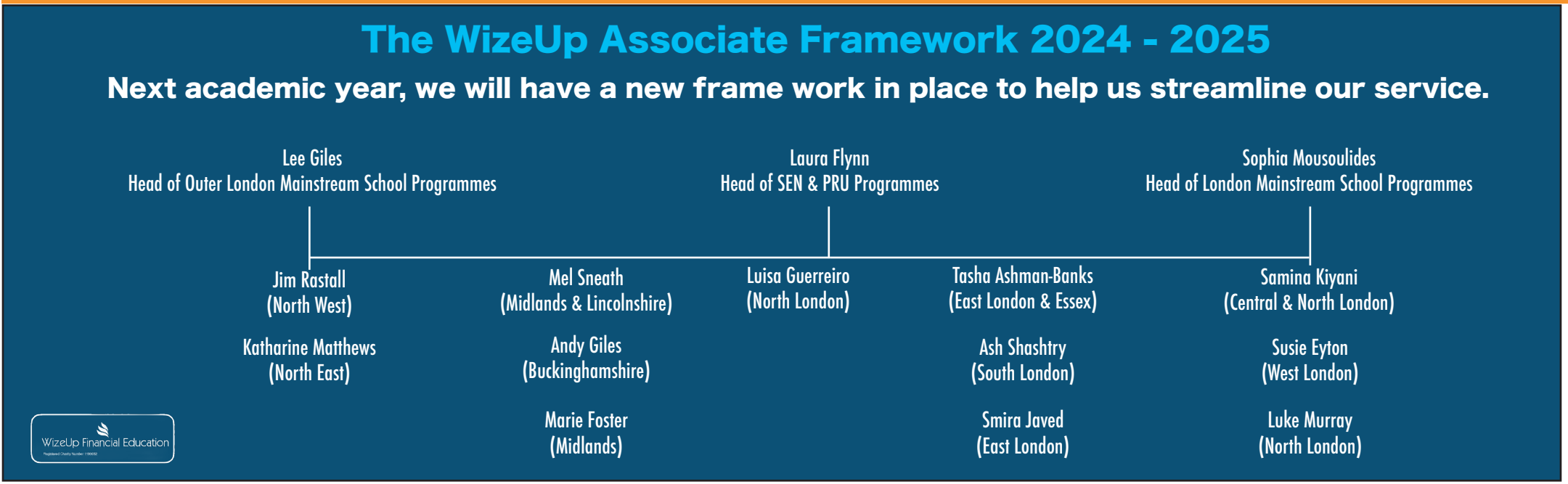
- Budgeting & Earning Extra Money
- Tax & Pensions
- Cryptocurrencies & NFT's
- Credit Cards & Credit Ratings
- Flat Sharing, Saving & Investing
- How Would You Like to Pay?
- Student Finance
- Apprenticeships
- First Impressions & Interview Technique
- CV Writiting
- Gap Years

AT A GLANCE

14 Associates

181 Schools Visited

542 Workshops Delivered



ASSOCIATE UPDATE

Laura Flynn and **Jim Rastall** began their first full academic year with WizeUp Financial Education, with **Susie Eyton** joining us in January. With the charity delivering more sessions, more student hours and reaching more students, it is important that we assessed our internal and external communications. Therefore, we have decided that from next year schools will have three contact points depending on the respective schools geographics or educational provision. These will be led by Sophia Mousoulides, Laura Flynn and Lee Giles, who have all increased their hours during our change of leadership. **Samina Kiyani and Luke Murray** have been a continued presence in North London generating 66 hours and 45 mins delivery time between them.

Our CEO, **Michael Flack**, will still be maintaining contact with our valued partners as we look to increase the experience our sponsors receive. As of next academic year, we are looking to boost the exposure of our partners, especially those outside of London. As with any organisation, we want to make sure we are delivering maximum impact to a first class standard. Therefore, from September 2024, we will have our **Associate Development Team**, led by **Andy Giles** and **Ed Flack** with the aim of increasing our learning visits and identifying the positive work being completed around the country, whilst sharing good practice. Andy was one of the first Associates to join the charity, turning it from a one man band to a two man mission. He has a wealth of experience in the education industry where he has held leadership positions, most recently Head of Sixth Form at Clare's Court. Andy will be taking a step back from London based programmes, however, will still be operating in Buckinghamshire.

Muhammad Damji and Liz Knapper will be taking a step back from their roles as Associates. They have both always been received incredibly well by all of the schools and students they have worked with and we hope that they can still complete the odd presentation should their diary allow. Both **Ash Shastry and Tasha Ashman-Banks** will reduce to one to two sessions per month due to their growing working schedules, therefore, we are delighted to welcome both **Luisa Gurreiro** and **Smira Javed** as our new Associates for London, whilst **Marie Foster** arrives to strengthen our position within the Midlands. Finally, to replace Liz, we have recruited **Katharine Matthews** in the North East.

OUR PARTNERS IN NUMBERS

Bath Building Society

We're different because you are

1,700 STUDENTS

3,100 STUDENT HOURS

BUCKINGHAMSHIRE BUILDING SOCIETY

2,175 STUDENTS

4,110 STUDENT HOURS

Chorley Building Society

TRUSTED SINCE 1859

300 STUDENTS

300 STUDENT HOURS

Darlington Building Society

1,760 STUDENTS

3,010 STUDENT HOURS

esbs

as individual as you

200 STUDENTS

800 STUDENT HOURS

eldon

chartered financial planners

390 STUDENTS

1,205 STUDENT HOURS

OUR PARTNERS IN NUMBERS

GreenSky Wealth
CHARTERED FINANCIAL PLANNERS

630
STUDENTS

790
STUDENT HOURS

Celebrating 25 Years
Jack Petchey Foundation
Inspire • Motivate • Achieve

20,940
STUDENTS

48,339
STUDENT HOURS

MANSFIELD
BUILDING SOCIETY

1,125
STUDENTS

2,164
STUDENT HOURS

Market Harborough
BUILDING SOCIETY

1,070
STUDENTS

1,495
STUDENT HOURS

Newbury
Building Society

1,136
STUDENTS

2,116
STUDENT HOURS

Penrith
building society
Listening and Supporting, Since 1777

325
STUDENTS

325
STUDENT HOURS

OUR PARTNERS IN NUMBERS

Sbf. Skipton Business Finance

330
STUDENTS

495
STUDENT HOURS

Saffron Building Society

1,695
STUDENTS

2,216
STUDENT HOURS

Vernon Building Society

1,295
STUDENTS

2,883
STUDENT HOURS

CORE FUNDING PARTNER

M&G

THANK YOU

FOR YOUR SUPPORT

OUR IMPACT FOR 2023-2024 IN NUMBERS

WizeUp conducted sessions with
35,566 students in 181 schools, with 69,668 hours of engagement.

2 in 5 of the schools WizeUp works with
have an above-average proportion of pupils eligible for Free School Meals.

92% of students reported an increase in their financial confidence
after attending WizeUp sessions.

99% of teachers reported that WizeUp positively impacts students.
With 98% saying they would recommend WizeUp to other schools.

Over half of the teachers saw an increase
in the student's self-belief regarding financial capability.

OUR IMPACT IN WORDS

WizeUp has worked closely with independent impact specialists, Bean Research, to develop a comprehensive impact framework. This framework was crafted in consultation with WizeUp's Trustees, staff, Youth Advisory Panel, and experienced educators, all sharing a unified goal: to understand and amplify the positive impact of financial literacy on young people. Bean Research, a Social Value International accredited practitioner, brought its extensive expertise in assessing the difference that skills and financial education can make to young people's futures.

WizeUp is committed to reaching students from all backgrounds, and it is clear that the impact is felt across a diverse range of schools, from Grammar Schools to Pupil Referral Units. WizeUp is committed to ensuring financial literacy is accessible to all young people, regardless of their background or abilities.
Nearly 1 in 10 schools visited by WizeUp cater to students with special educational needs and disabilities (SEND). Financial education is essential for everyone but people with disabilities face disproportionate financial challenges.

To understand the communities served, schools were analysed based on two key indicators of socioeconomic status - the Income Deprivation Affecting Children Index (IDACI) and FSM eligibility, both publicly available. This means a disproportionate number of children in these communities face the challenges of poverty, which can severely limit educational opportunities. And, **while the national average for FSM eligibility is 24.6% of students, representing 2.1 million pupils, 42% of the schools WizeUp works with exceed this figure.** However, WizeUp is committed to providing equal access to educational support, and therefore, its reach also includes the fact that 12% of WizeUp partner schools are situated in the top 20% of most affluent areas.

Some of the sessions WizeUp deliver in schools were coupled with engaging quizzes on topics that included Flat Sharing, Saving & Investing, Credit Cards & Credit Ratings, Student Finance, Cryptocurrency, Taxation & Pensions, and Budgeting & Earning Extra Money.. **Students achieved an average quiz score of 73% across all topics**, demonstrating the knowledge gained from the sessions. **Students achieved the highest scores in Flat Sharing, Saving & Investing at 96%.** This echoes the academic research that engaging sessions supporting students with better financial education would help them manage their money better.

One of WizeUp's strengths is the ability to break down complex financial concepts into easily understandable terms and provide practice advice for students. **89% of students reported improving their understanding of financial jargon**. This was **supported by teachers surveyed, with 71% of them reporting that WizeUp increases students' confidence in the future. More than half of the teachers saw an increase in the student's self-belief** related to financial capability. WizeUp's sessions are also helping to alleviate the stress and uncertainty surrounding student debt. Over half the students reported feeling less anxious about their financial future if they chose to attend university.

WizeUp's ongoing commitment to impact-driven strategies and rigorous evaluation underscores its dedication to creating meaningful, long-term change in the lives of young people, empowering them to take control of their financial futures and be prepared for adult life.

WHERE DO WE DELIVER

Delivered in 181 schools during the 2023/4 academic year across England.

This year, WizeUp has been working to expand delivery from London and the Southeast with schools in the North East in Newcastle upon Tyne counties and the North West in Manchester. There is now an interactive map of WizeUp delivery. To see where WizeUp delivers in more detail, please scan the code below:

WizeUp is committed to reaching students from all backgrounds, and it is clear that the impact is felt across a diverse range of schools, from Grammar Schools to Pupil Referral Units. WizeUp is committed to ensuring financial literacy is accessible to all young people, regardless of their background or abilities.

Nearly **1 in 10 schools** visited by WizeUp cater to students with special educational needs and disabilities (SEND). Financial education is essential for everyone but people with disabilities face disproportionate financial challenges. 1 in 3 adults with disabilities struggle to make ends meet, compared to 1 in 10 adults without disabilities[1] . By equipping them with the necessary skills to manage money, create budgets, and understand credit, WizeUp empowers them to achieve financial wellbeing.

There is also a real need to focus efforts where they are most needed in terms of socio-economic backgrounds, as there is a clear attainment gap: students eligible for Free School Meals (FSM) are significantly less likely to achieve strong GCSE results (47% vs. 75%)[2] and face lower earning potential later in life. On average, at age 30, non-FSM recipients earn 1.3 times more than their peers who were eligible for FSM[3] . Research consistently indicates that those on the lowest incomes are consistently least financially literate and, holding other factors constant, are more likely to have persistently rather than temporarily low savings levels[4] .

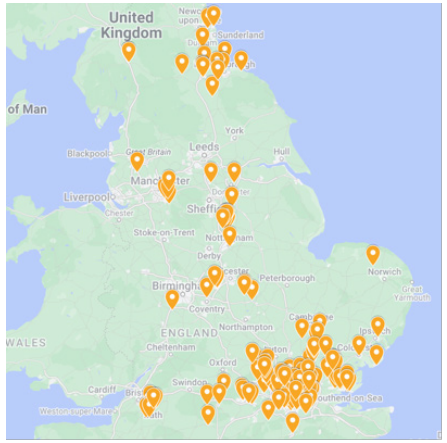
28%[5] **of the schools WizeUp partner** with are located in the most deprived areas of the country, with an IDACI ranking in the bottom 20%.

To understand the communities served, schools were analysed based on two key indicators of socioeconomic status - the Income Deprivation Affecting Children Index (IDACI) and FSM eligibility, both publicly available.

This means a disproportionate number of children in these communities face the challenges of poverty, which can severely limit educational opportunities. And, while the national average for FSM eligibility is 24.6% of students, representing 2.1 million pupils, **42%**[6] **of the schools WizeUp works with exceed this figure.**

However, WizeUp is committed to providing equal access to educational support, and therefore, its reach also includes the fact that **12% of WizeUp partner schools are situated in the top 20% of most affluent areas.**

This wide range, from schools with just 2% to those with 89% of students eligible for FSM, underscores the socio-economic challenges faced by WizeUp's students.



1. https://www.financialfairness.org.uk/en-gb/news-and-views/all-news-articles/disabled-people-financial-wellbeing

2. https://researchbriefings.files.parliament.uk/documents/CBP-9209/CBP-9209.pdf

3. https://www.ons.gov.uk/peoplepopulationandcommunity/educationandchildcare/articles/whyfreeschoolmealrecipientsearnlessthantheirpeers/2022-08-04

4. https://ifs.org.uk/publications/characteristics-and-consequences-families-low-levels-financial-wealth

5.Source: 47/170 areas mapped with 2019 IDACI

6. Source: 67/ 160 schools reporting to the government database

OUR IMPACT IN DEPTH

STUDENTS

Our independent impact assessment indicates that WizeUp equips students with the financial knowledge and skills they need to succeed.

Three in four adults in the UK say they received either inadequate or non-existent financial education at school, and over two-thirds believe that better financial education would help them manage their money better7. The number of British 16-24-year-olds seeking help to manage their debt has increased by over 200%, with young people reaching out to the Financial Ombudsman Service for help with loans, overdrafts, and credit card debt . The research highlights the necessity for more accessible financial education, such as the WizeUp programme, for young people.

WizeUp's programme covers a wide range of essential financial literacy topics. WizeUp delivers six sessions on financial literacy: Flat Sharing, Saving & Investing, Credit Cards & Credit Ratings, Student Finance, Cryptocurrency, Taxation & Pensions, and Budgeting & Earning Extra Money.

INCREASED COMPETENCE

The interactive sessions in schools are coupled with engaging quizzes on these topics. Students achieved an average quiz score of **73% across all topics**, demonstrating the knowledge gained from the sessions. **Students achieved the highest scores in Flat Sharing, Saving & Investing at 96%.** This is important as academic research conducted about money management asked what adults wish they had been taught at school; the top answer from over half of adults was savings and pensions , showing the importance of increasing their competence in Flat Sharing, Saving, and investing.
This echoes the academic research that engaging sessions supporting students with better financial education would help them manage their money better.

86% of students reported enjoying the sessions, with Budgeting and Earning Extra Money, Flat Sharing, Saving & Investing, and Student Finance emerging as the most popular sessions.

One of WizeUp's strengths is the ability to break down complex financial concepts into easily understandable terms and provide practice advice for students. 89% of students reported improving their understanding of financial jargon.

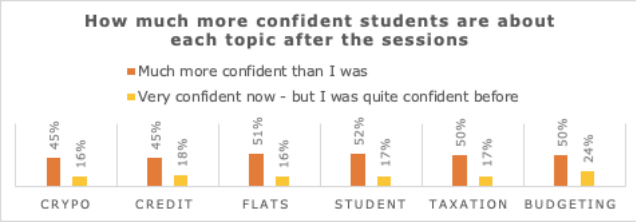
WizeUp empowers students to make informed decisions by myth-busting and providing clear explanations, and is seen as building a foundation of financial literacy for students by providing accessible, engaging, and informative financial education.

INCREASED CONFIDENCE

Financial confidence is important for good financial literacy and wellbeing. Academic Research demonstrates its vital role in enabling people to save, plan for the future, and make sound financial decisions. The Financial Capability Survey found that 39% of adults (20.3 million) lack confidence in managing their money10.

92% of students reported an increase in their financial confidence after attending WizeUp sessions. 71% of teachers report that WizeUp increases students' confidence in the future. More than half of the teachers saw an increase in the student's self-belief related to financial capability.

This aligns with broader research, such as the OECD's findings on Adult Financial Literacy, which found that people who rated their financial knowledge as being higher than average were fairly accurate in their assessment. People with strong financial confidence display financially capable behaviours such as active saving, keeping track of their budgets and shopping around11.



While some students already possessed a solid foundation in certain areas, such as the **24%** of students who participated in the Budgeting & Earning Extra Money module, half still reported feeling much more confident as a result of the session.

The Flat Sharing, Saving & Investing topic has been particularly impactful, with **2 in 3 (67%)** students reporting much more or very confident after the session.

10. https://www.fincap.org.uk/en/articles/key-statistics-on-uk-financial-capability

11.https://www.fincap.org.uk/en/articles/what-is-financial-confidence-and-how-can-we-improve-it

OUR IMPACT IN DEPTH

CHANGE IN FINANCIAL BEHAVIOUR

The aim of the sessions is to empower students to make positive behavioural changes and take control of their finances by implementing practical steps, whether creating a budget or saving plan or discussing how they manage money with friends.

48% of teachers reported that WizeUp encourages students to practice their learning during sessions, and **81% of teachers reported that WizeUp increases students' opportunity** to have ownership of decision-making.

Some students are inspired to have open conversations about money with their parents or carers. As one student from Chelmsford County High School for Girls shared, ***"I hadn't thought a lot about student finance yet, so this was a great introduction and a reminder to talk about it with my parents as soon as possible."***

Others have set the intention to create and stick to budgets. A student from Sedgehill Academy stated, ***"I now have a lot more knowledge on budgeting, and I would like to try and do this in the future when I go to university and also try to budget when I start working on weekends soon."***

At Little Heath School, students with autism are demonstrating newfound financial literacy by actively managing their money during community outings. The Head of the Sixth Form noted, ***"Students now are bringing their bank cards to use in community trips and checking the balance on their receipts, then discussing the impact of not carrying cash."***

WizeUp's sessions are also helping to alleviate the stress and uncertainty surrounding student debt. **Over half the students**[12] **reported feeling less anxious** about their financial future if they chose to attend university.

The research demonstrates that setting an intention to act and increasing confidence in financial capability leads to a positive change in financial behaviour.

12. Source: 52% of 1,207 Students

TEACHERS

WizeUp has worked with 181 schools this year, the majority of which are mainstream secondary schools or colleges. Of these schools, **91 teachers shared their feedback on WizeUp's sessions.** Teachers praised the sessions for their relevance and engaging approach.

As covered, WizeUp worked with a diverse range of schools and students; because of this, WizeUp tailors sessions to meet the requirements of different student groups. And school find that having an independent expert come in to teach the students is more impactful.

INCREASED COMPETENCE

WizeUp teaches financial literacy to students and supports teachers in developing the knowledge and confidence to talk to their students about financial education.

More than half of teachers currently delivering financial education find it challenging. A similar proportion of these teachers do not currently have access to training or time to be trained[13]. By having an external provider teach financial literacy, it allows teachers a chance to watch the session and develop their competence.

Over half of the teachers reported being more aware of young people's financial concerns after sessions with WizeUp.

Not only do teachers find the content of financial literacy challenging, but discussing money in a school setting can be hard; research reports show that teachers find it challenging to make the subject feel relevant while being sensitive to differences in individual circumstances[14].

After WizeUp's sessions, **64% of teachers felt more confident about teaching financial literacy.** As teachers observing WizeUp sessions, Budgeting & Earning Extra Money was the topic teachers found the most useful, at **27%**, followed by Student Finance (12%) and Saving & Investing (11%).

12. https://www.young-enterprise.org.uk/wp-content/uploads/2023/02/APPG-inquiry-June-2022-Survey-of-UK-primary-and-secondary-teachers-report.pdf

13. https://www.young-enterprise.org.uk/wp-content/uploads/2023/02/APPG-inquiry-June-2022-Survey-of-UK-primary-and-secondary-teachers-report.pdf

OUR IMPACT IN DEPTH

LEARNING & ADAPTING

While teaching financial literacy is a curriculum requirement, 62% of teachers asked in a study say that there is insufficient time to deliver within the timetable, and 60% report a lack of access to high-quality resources, demonstrating the hurdles in place for teachers in this area[15].

WizeUp's delivery has helped **82% of teachers develop their school's financial literacy offering,** with **26 teachers saying it helped them generate new ideas and approaches.**

63% of schools want to adapt their delivery of financial literacy education due to the WizeUp sessions but have yet to be able to. At the same time, 11 schools have already changed their delivery by embedding it into the PSHCE curriculum, using WizeUp resources or booking WizeUp for more classes.

99% of teachers reported that WizeUp positively impacts students, and **98% would recommend WizeUp to other schools.**

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15. https://www.young-enterprise.org.uk/wp-content/uploads/2023/02/APPG-inquiry-June-2022-Survey-of-UK-primary-and-secondary-teachers-report.pdf

"Our work with WizeUp and the ten local state schools we have worked with has been great. Allowing young people access to financial education is really important to the Society. If there is a way our colleagues can get involved through volunteering, that would be great."
Bath Building Society

"I attended two of the WizeUp sessions; the section around earning income and paying tax was a real eye-opener in the sessions I attended; I think more time could be spent on this part as it was quite impactful."
Vernon Building Society

"Have factored finance workshops in the lead-up to the summer break when students are more likely to be making financial decisions. Excellent sessions and we will be booking again for next year!"
Associate Director, Sixth Form, Featherstone High School

"Every session has been engaging and relatable to students so they can learn how important it is to manage your finances as a young adult. I would absolutely recommend the programme to other schools to support their financial literacy education - confident that the students are being taught up to date and have the right content!"
Assistant Head, Year 12, Harris Academy Sutton

FINANCIAL PARTNERS

WizeUp has collaborated with 19 financial partners to deliver financial education to 181 schools. 85% of WizeUp's Financial Partners surveyed have witnessed firsthand how WizeUp challenges misconceptions about personal finance among students and builds up their money management skills.

The partnership has empowered 71% of partners to deepen their understanding of the financial challenges facing young people. WizeUp is working to foster engagement with Financial Partners to share their knowledge and experience with students

43% of Financial Partners have actively engaged their employees in volunteering with WizeUp, through work experience for students and volunteering at a career day conducting mock interviews. And **57%** of Financial Partners have expressed interest in future involvement.

STUDENT FEEDBACK WE'VE RECEIVED

"I thought the student debt would be worrying; however, it's taught me that the student debt will be repaid over time and depending on my income"

"It was very informative because it helped eliminate some common misconceptions I had regarding Credit Cards"

"All the information given, from the definitions of financial-related vocabulary to different concepts being explained in detail, has been extremely insightful and helpful."

"I have learnt the four essential categories I need to split my income into and why having each of those categories is important. I understand the importance of keeping a balance between savings and spending, and I will be more confident going to university with how to manage my income and debts."

"I did not know that cryptocurrencies were so risky to invest in, so it was good to learn about their volatile nature. It was also useful to learn about saving vs investing and the importance of saving."

SEND & PRU PROGRAMME 23 - 24



OUR SURVEY RESULTS HAVE FOUND...

- 100% of teachers agreed that WizeUp created a positive impact on students development.
- 100% of teachers strongly agreed that our presenters did an excellent job of engaging with the students.
- 100% were very satisfied with the quality of the content and would recommend WizeUp to other schools and colleagues.
- 100% of students surveyed said their confidence had increased in money management and expressed a desire to make positive changes in their money management.

WHAT DID THIS CONSIST OF?

Led by Senior Associate, Laura Flynn, the SEND/PRU programme consists of four modules delivered over four X 2 hour workshops.

In discussion with the teachers in the school and depending on the ability of the students in the classroom, each session is flexed, and tailor made, to ensure the best learning outcomes are achieved. We also respond to the students interests if we can. For example, in Harlow Fields school the students asked what VAT was, so we incorporated this into a class.

Teachers are especially grateful for this tailoring because we have been able to tie in with their wider curriculum learning and teaching objectives. Little Heath school for example used a written budgeting task that we developed especially for their students ability level to contribute toward the students' formal submission for their qualifications.

Whilst SEND/PRU students are a very mixed group of students' behaviours tend to be magnified at all ends of the spectrum. They can often be particularly shy and anxious or can be very loud and unruly. Behaviours can be challenging. Many have ADHD or are on the Autistic spectrum. Importantly though, all the students are vulnerable and need help to raise aspirations and especially to understand financial matters.

The academic ability varies from very bright to those students needing additional support. It is therefore important to spend the first session helping them feel comfortable with the class, so they get used to the WizeUp Associate leading their session, and confident to ask questions. All the sessions involve lots of movement within the room, group work, pairs work, post it notes and interactive activities.



"We try to involve 'money' in our math curriculum, but it is more useful to have experts come in and deliver sessions that are meaningful to students using the math skills we teach them in lessons."

6th Form Lead at The Courtyard School, Specialist SEN School



FINANCIAL STATEMENT

Financial Statement for Year Ending 31st July 2024

Income	£	Expenditure	£
Opening balance b/f	36,819.00	Preperation and Recruitment	2,274.00
Building Society Donations	66,025.00	Workshop Delivery	33,771.00
School Donations	14,360.00	Web Administration	593.00
Restricted Charitable Grant	72,475.00	General Administration	68,236.00
Other Donations	2,300.00	Travel and Gifts	14,978.00
Other Income	222.00	Office Supplies and YAP	15,766.00
		Sub Total	135,618.00
		CAF Gold Account c/f	15,000.00
		CAF Cash Account c/f	41,583.00
Total	192,201.00	Total	192,201.00

NOTES TO THE ACCOUNTS

1 THE ACCOUNTS HAVE NOT BEEN INDEPENDENTLY VERIFIED BECAUSE THE TOTAL TURNOVER IS BELOW £250000

HOWEVER, THE TRUSTEES CAN CONFIRM THAT THESE ACCOUNTS CORRECTLY STATE THE TRANSACTIONS FOR THE PERIOD

2 CAF GOLD ACCOUNT IS A HIGHER INTEREST BEARING ACCOUNT

DEREK STEW (TRUSTEE)



ALAN WALTERS (CHAIR)



WizeUp Financial Education

Registered Charity Number 1190032

Our registered address:

74 Bressey Grove,
South Woodford,
London,
E18 2HX

www.wizeupfinancialeducation.co.uk

WIZEUP FINANCIAL EDUCATION

England & Wales - Charity number 1190032

Accounts



WizeUp Financial Education

Registered Charity Number 1190032

ANNUAL REPORT

August 1st 2022 - July 31st 2023

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WizeUp Financial Education

Registered Charity Number 1190032

WHO WE ARE

- WizeUp Financial Education is a Charitable Incorporated Organisation which was **granted charitable status in March 2020.**

- **The charity was formed for the advancement of education of students** from the age of 11 by providing them financial education and employability workshops delivered directly into secondary schools. **These are both mainstream and special schools and we adopt a wholly inclusive approach to all students irrespective or background or ability. The charity also supports parents and teachers in their journey to deliver sound personal finance principals.**

- **Our only voting members are our charitable trustees.**

- The **charity trustees have complied with their duties in section 4 of the 2006 Act** to have due regard to guidance on public benefit.

- **Our constitution was last amended in June 2022** a full copy can be found on our website www.wizeupfinancialeducation.co.uk

WHAT TOPICS DID WE COVER?

- Student Finance
- How would you like to pay?
- Inflation
- First Impressions
- Cryptocurrencies
- Budgeting
- Credit Cards
- Credit Ratings
- The History of Money
- Flat Sharing
- CV Writing
- Interview Technique
- Apprenticeships
- Gap Years
- General Taxation
- Pensions
- Income Tax and N.I.
- Presenting
- Earning Extra Money
- Saving & Investing

WizeUp Financial Education

2022/23 In a nutshell

We worked with more than 24,000 students

We delivered more than 42,500 student hours

We partnered 15 different organisations

We visited 126 schools

We convened our own Youth Advisory Panel

We expanded to 13 associates

Our teaching performance was rated an average 9/10 by schools

We increased to 5 trustees

We presented more than 350 workshops and seminars

92 schools out of 100 would recommend our programme to a friend or colleague

Our 2022/23 Performance

We set out the year with ambitious targets, looking to build on a strong year in 2021/22. Happily we were able to meet and exceed our targets both in the number of students we worked with (24,157) and the number of student hours delivered (42,566). Also very satisfying was the feedback we received from those schools we worked with and the students who attended our sessions both anecdotally and also through our evaluation forms.

This is a summary of school feedback:

How would you rate the instructor's overall teaching performance? - 9.0/10
How satisfied were you with the quality of content? - 9.7/10
How satisfied were you with the relevance of content? - 10/10
How effective were the materials used in the course? - 8.4/10
Was the presentation engaging? - 9.5/10
What did you think about the timings of the sessions? 7.4/10
Did the sessions meet your expectations? - 9.2/10
How effective were the learning activities used in this course? - 9.1/10
Will you want to have these sessions again next year? - 9.3/10
How likely are you to recommend this course to a friend or colleague? - 9.1/10
Do you feel more enabled to teach sessions on financial education in the future? - 7.5/10

Students were not asked to score our performance in the same way but they were asked what we could do to improve the sessions in future.
50% of those who answered felt the sessions could not be improved.
30% felt that there could be more interaction by way of group based activities.
10% felt that the sessions should be shorter.
10% felt that the sessions were rushed and should be longer.
None said that the sessions were irrelevant.

One of the big frustrations this year was having funding from partners but being unable to get into schools to use it. This was noticeable no more than in the north-west where our friends at Mutual Vision (MV) were willing to support 6 local schools. We were unable to get into any. We believe that this is down to several factors. Firstly MV are not a ‘high street’ brand and are unknown to local schools. Secondly WFE is unknown in this part of the country. Thirdly we had no direct lines of communication into any of the schools in the area. Hopefully as our profile increases and word spreads this will happen less.

This same problem manifested itself in this years WizeUp with Jack Petchey programme. 111 schools initially registered their interest but only 70 booked firm dates. In order to improve these take up figures we will not be closing off the programme when 125 have registered interest but schools will only be considered on the programme when they have booked firm delivery dates.
We feel we have implemented processes which will give us a much better chance of converting the number of schools showing interest into firm dates next year.





IMPACT: BY NUMBERS

350 sessions

24,000 students

42,000 student hours delivered

84% of students who are going to university less worried about students debt after our workshops

85% of students who have been on our programme feel more able to manage their personal finances as a result

97% of students who have been on our programme feel more confident about their personal finances as a result

*Based on 4,900 student responses

Impact Report in Words

We gauged our impact both from students who had sat through our WizeUp with Jack Petchey programme and also teachers who had witnessed any of our sessions and had then had the opportunity to talk to their students about it afterwards. Whilst this does not address the long term impact of our programme on young people it can certainly be perceived as an excellent measure of engagement with personal finance issues which had, to this point, been overlooked or only cursorily examined . We are aware that we need to do more to prove our lasting and long term impact and this is something we are are continually striving for.

After each session students were asked to complete an online quiz which set them questions on the material they had covered with us.

The results showed that the following % of students scored full marks in the topics shown:

Budgeting - 72%, Saving & Investing - 76%, Cryptocurrency - 88%, Pensions - 80%, Tax - 81%, Student Finance - 82%, Flat Sharing & earning Extra Money - 79%, Credit Cards & Credit Ratings - 73%

Students were also asked their confidence in being able to cope with personal finance after our sessions. **97% answered very confident or much more confident**. They were asked if they felt more enabled to make better choices after our sessions. **95% answered much more able or very able**. Finally they were asked if they felt more able to manage to personal finance affairs. **85% answered much more able or very able.**

All schools were sent an evaluation form after our programme was completed. They were asked to rate the following:

Teaching performance - **90% said excellent or very good**, relevance and quality of content - **97% were very satisfied or satisfied**, effectiveness of materials - **84% said extremely effective or very effective**, was the presentation engaging? - **95% said extremely engaging or very engaging**, **92% said the sessions met or exceeded their expectations and requirements**, **75% of teachers felt more enabled to teach financial education** after watching our sessions, **91% would recommend our programmes** to a friend or colleague.

FEEDBACK FROM 2022/23

"I believe that the session was very engaging, with a lot of interaction. I also found the session highly educational"

"Every session was made relevant to our learners and how the skills discussed would and could impact on their lives after they leave school"

"I thought it was very good and also enjoyable and interesting, if anything come in more often?"

"Our Citizenship curriculum is greatly enhanced by this provision"

All aspects are very professional, from booking, reminders, reliability of presenters and content of sessions

"The presentation was pitched right for the Year 12 students and was very insighful and informative - I found myself learning too as the teacher"

"Ed was engaging, responded to questions in a friendly and sensitive manner and he gave our students all the knowledge they would have usually received and more"

"Keep the enthusiasm just like today. It was very charismatic and interesting to learn about as it's essential for my future life."

"Make them longer! Or more often, I really enjoyed today"

"Ed always gives a spot on presentation and the interaction he has with the students is perfect"

WizeUp Financial Education

During 2022/23 we extended our **'WizeUp with Jack Petchey'** pilot to initially 50 and finally 70 schools. Schools were asked to self fund a small proportion of the costs with **The Jack Petchey Foundation** covering the balance.

Each school on the pilot **received between 4 and 6 hours of financial education seminars,** half for year 12 and half for year 13.

This allowed us to work with 14,000 students delivering 35,000 student hours of workshops and seminars. We extended our offering to included three SEND schools who had a completely unique programme written for each of them.

The topics for year 12 were Budgeting, Saving & Investing, Taxation, Pensions and Cryptocurrencies. For year 13 they were Student Finance, Flat Sharing, Earning Extra Money, Credit Cards and Credit Scores. The sessions were delivered in three separate visits to most schools with an online quiz and feedback form for both year groups at the end of the final session. Those students completing the quiz received a certificate to mark their involvement in the programme. We also asked each school to evaluate our performance.

Our partnership will continue to grow next year with **125 spaces** open for mainstream schools, SEND schools and PRU's. Our newly formed Youth Advisory Panel have helped us steer the delivery for next year. We will be increasing the number of visits to four per school and focussing ¾ of our delivery on year 12 with only ¼ on year 13. We will also be combining some of our topics to streamline the programme.

Many thanks for the sessions delivered over the weeks, Muhammed has been fantastic and seems to have a magical rapport with the students.
Head of 6th

It was very informative and we got to learn about lots of things that no one really teaches you about. I learned about financial stability and how to take care of myself in the future.
Year 12 student



Every session was made relevant to our learners and how the skills discussed would and could impact on their lives after they leave school. Ash is very engaging and knowledgeable. He was able to make it relevant to every person in the room and keep them interested.
Year lead

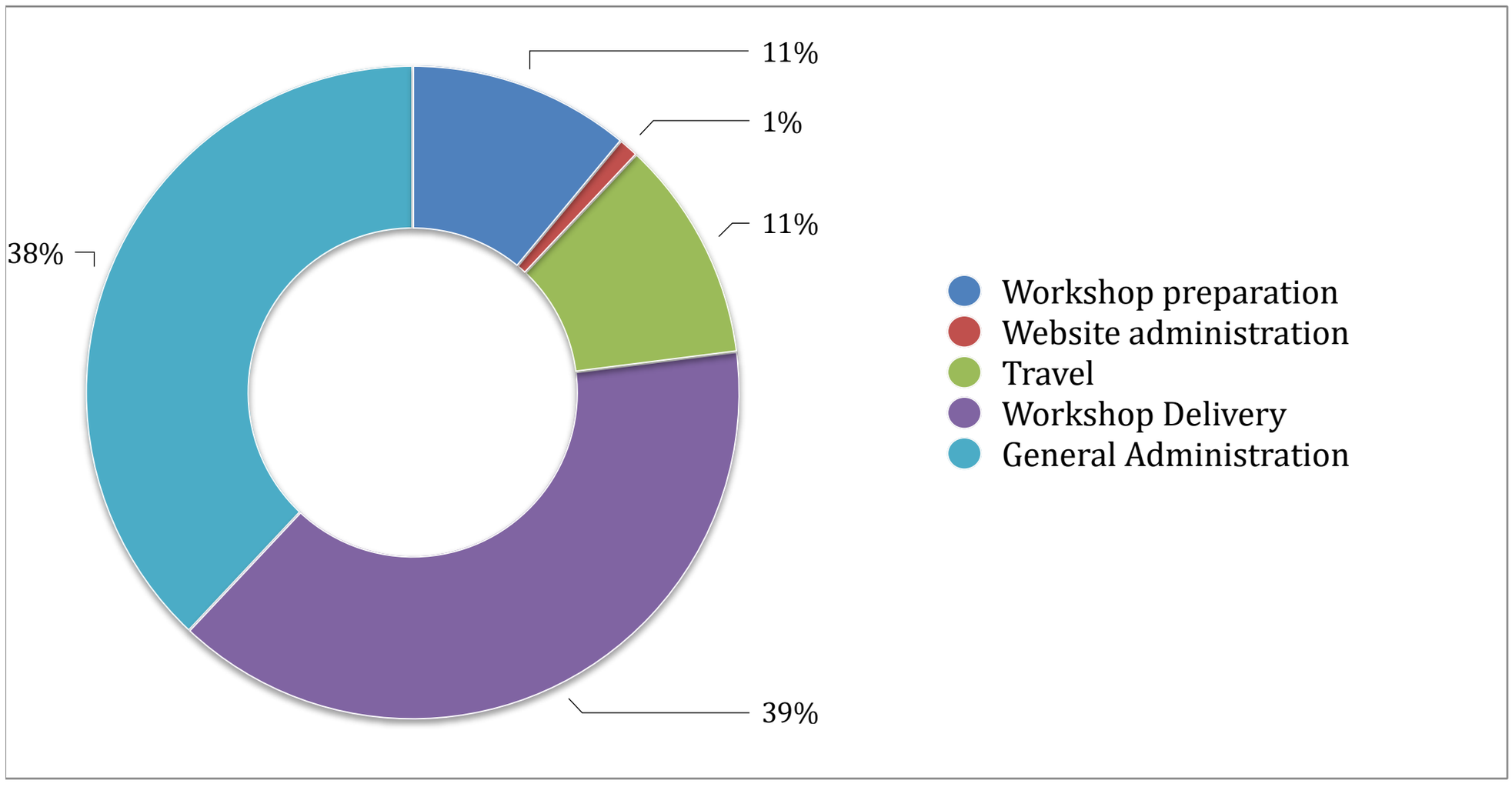
"I really loved the session, I found it incredibly interesting, and it explained all my queries regarding student finance in a very comprehensive way."
Year 13 student

WHERE DID WE SPEND YOUR MONEY?

The majority of our costs were split between workshop delivery (39%) and general administration (38%)

We continued to improve and maintain our website spending just 1% of our income on this.

Workshop preparation (11%) and travel (11%) completed our spending.



CEO'S REPORT



If 2021/22 was a watershed year for us then 2022/23 has been a year of expansion. Our wonderful partnerships have continued to flourish and grow. This has enabled us to increase the number of students we have worked with during the academic year by more than 60%% to 24,000, even more than our ambitious target set at the beginning of the year. We have increased the number of our fantastic associates to 13, giving us the ability to deliver shorter sessions, fitting into school timetables into all of our schools irrespective of location. Expansion means more work of our lovely trustees too so we have increased our number to five. Whilst we were sorry to see Ri and Saranyah move on we are delighted to welcome Gemma, Saskia and Elma

This year saw us begin new partnerships with both Chorley & District Building Society and Darlington Building Society. We are looking forward to long and fruitful associations with both of them. Our impact in the north-east was soon brought to the attention of the BBC and we were delighted to be featured on the BBC Look North magazine programme along with our new colleagues from Darlington and also the students and staff of Hummersknott School.

With the overall number of workshops increasing it was apparent that we needed more help to deliver our various programmes. Both Ann-Marie and Reshma have moved on but we were delighted to add Mel in the Midlands, Imran in the North-East, Sophia, Katie, Cesca, Luke, Samina and Tasha in the South as Associates. Mona has also joined as an Associate - her focus will be on applications for new funding and partnerships as well as helping in strategic development.

With an increase in our partnership with the Jack Petchey Foundation and new partnerships coming on board, along with another Members Philanthropy Charity Award from The Mercers Company, we were able to post another significant increase of 90% in our project based funding. This means that for the first time we were able to pass £100,000 in funding support. We do however have to work hard at bringing in some core funding which will allow us to lay down longer term plans for the charity.

With young people at the centre of our charity we felt that the time was right to introduce a six person Youth Advisory Panel of young people between the ages of 16 and 23 to help advise us on our activities for this year and future years. They have proved to be a real asset and were key in us developing a new monthly podcast and also re-formatting our WWJP programme with the emphasis moving towards year 12 delivery rather than an equal split between years 12 and 13. I, along with our YAP, were invited to attend the first Financial Eduction and Inclusion Summit by the Lord Mayor at Mansion House. This gave us the platform to delivery our views to a wide audience of peers.

Finally, this was my last full year as CEO. I will be moving aside in December 2023 to allow Mike to bring his own unique set of talents to the role. I will still be involved in a consultancy role and very much part of the team.

I want to take the opportunity to thank all of the trustees, associates, partners, volunteers, schools and students who have worked for us and with us over the past year. Every one of you has had an impact and made a difference. We have every reason, with your continued support, to be optimistic that we can attain our targets for next year and reach even more students all over the country.

Ed



We were invited to attend the Lord Mayor's first Financial Inclusion Summit at Mansion House.

OUR FOUNDER & CEO



Ed Flack has over 34 years experience in the City of London.
He has been in financial markets all of his working life - having long spells with HSBC, Handelsbanken, ING and most recently, Director of Corporate Treasury and Investment for Deutsche Postbank. Ed has also worked for four years in Singapore as Treasurer for BHF bank and specialises in Foreign Exchange, money markets and derivatives.
He has a first class honours degree from the OU in maths and natural sciences. Ed is married to Susan and they have three children and five grandchildren.
The idea to form WizeUp came from first hand experience of the trials and tribulations of his own children as they moved through adolescence and into adulthood.
He developed WizeUp Consultants, a not for profit company in 2011 and he decided to apply for charitable status in 2020. This was granted and WizeUp Financial Education began work in the same year.

TRUSTEES REPORT

Our 3rd year as trustees of WizeUp Financial Education has seen another year of substantial growth for the charity. We are proud to say that once again the charity has managed to reach out to more schools, gather more partners and continue to take the ever more critical forward steps to bring essential employability education and financial wellbeing into the classrooms of secondary schools.

“Understanding basic finance has never been more important”

The education of our young people surrounding the topic of financial literacy and employability training continues to be of the utmost importance and the current economic conditions have served to amplify that need; not only amongst those in school, but also their families and the wider community. As a charity, it remains our ongoing mission to address these issues, ensuring-communities around the UK are in the best possible position when it comes to making decisions about their personal finance.

Whilst it has been noted that a significant proportion of young people have been dependent on their parents for financial education, our associates’ classroom experiences indicate that in many settings the reverse applies and parents are looking to their children for advice and information. This has only served to strengthen our view as to the benefit that our charity can provide to the wider community and is an area we are looking to develop.

This does not take away from the fundamental objective of teaching essential financial literacy in our classrooms such as will underpin future educational, vocational and life prospects for each of our students. As many of our students have testified – the need goes far beyond an understanding of mathematics, but allows them to make crucial post school decisions regarding personal finance with increased confidence and awareness.

“Parents are looking to their children for advice and information”

In the past year more organisations have joined us in recognising the need to deal with these issues and now number among the long list of sponsors who have continued to supported us during this past academic year. We are incredibly thankful to all our sponsors and look forward to working with an ever-wider range next year.

Whilst continuing with various on-line sessions as may be necessary, life post - COVID-19 coupled with our growth has meant an increasing opportunity and demand for direct, classroom-based presentations. This has brought the benefit to our associate volunteers of enabling greater interaction with the students, providing more immediate feedback on the subject matter of the presentations and the opportunity to modify the content and/or structure to suit the various and changing demands of our audience.

We have recruited several new associate volunteers and in an exciting new development have introduced a six-person Youth Advisory Panel to help us become even more focused on delivering the most relevant content to the right year groups. We are in the process of introducing podcasts aimed at discussing the most important topics of the day for young adults. We will continue to develop our website and embrace growing areas of social media and technology to promote our message.

“Conserve our own financial resources, increase our funding and reached out to even more institutions.”

Once again, we see the year 22-23 as reflecting the continuing hard work of the charity with our increasing number of valued sponsors continuing to recognise the importance of financial education and employability training. With this essential support we have once again been able to conserve our own financial resources, further increase our funding and reach out to even more institutions. Only by building and developing on our original plan have we been able to maintained this momentum.

Once again, we are both proud and grateful to have retained and developed the confidence and support of the Jack Petchey Foundation to which we have dedicated a section in the report.

Finally, we wish to finish with a special thanks to those who have made this year possible. Firstly, to our Founder, Ed Flack, who continues to work tirelessly for WizeUp Financial Education along with our increasing number of associate volunteers. As always, it is only with their skill and effort that we have been able to achieve all that we have.

Succession planning has always been something we have been acutely aware of and whilst we will be sad to see Ed step back from his role as CEO of the charity, we are excited that Mike Flack will be moving up from his role as Head of Strategic Planning to succeed him. Mike will be bringing fresh ideas and approach whilst maintaining our well established core values. We are happy that Ed will be remaining as consultant in the coming years.

“We would like to give a special thanks once again to our sponsors. Their loyalty has meant that over 24,000 more young people have been educated in financial literacy”

§

- **Key successes and changes:**

- Increased collaboration though our partnership with The Jack Petchey Foundation.

- Increased partnerships with provincial building societies.

- **New associates**: Mel Sneath, Sophia Mousoulides, Luke Murray, Katie Noonan, Imran Chowdhury, Samina Kiyani, Tasha Ashman-Banks who will help us to deliver into schools around the country and Mona Vadher who will help us with new funding opportunities and also strategic development.

- **Retiring trustees:** Ri Chakraborty, Saranyah Douse

- **New trustees:** Gemma Dunbar, Elma Morris, Saskia Perriard-Abdoh

- **Youth Advisory Panel:** Emma Berwick, Ethan Waldron, Jade-Marie Carnaje, Edward Chaffey, Naomi Swonnell, Lilly Moy

- Alan Walters Is appointed our new chair of trustees.

Derek Stew

Alan Walters

Gemma Dunbar

Saskia Perriard-Abdoh

Elma Morris

Trustees, WizeUp Financial Education

WizeUp Financial Education

LOOKING FORWARD TO NEXT YEAR

Our WizeUp with Jack Petchey Programme will be open to **125 schools in London and Essex**

Our existing sponsors have agreed to either maintain or increase their levels of support over the next academic year meaning that **our pledged funding is already 60% higher at more than £160,000.** We are continuing to try to increase this even more.

We will continue to develop our partnership packages to give our regional partners more benefits

We have targeted an increase in the **number of students we work directly with next year to 30,000**.

We will be continuing to recruit more associates to enable us to deliver sessions into local schools which tie in with the school timetable.

We will continue to develop our content to reflect the demands of students and teachers.

WizeUp Financial Education

Registered Charity Number 1190032

Financial Statement for Year Ending 31st July 2023

Income	£	Expenditure	£
Opening balance b/f	16,758.00	Workshop Preparation	8,072.00
Building Society Donations	41,275.00	Workshop Delivery	28,628.00
School Donations	9,100.00	Web Administration	960.00
Restricted Charitable Grant	28,150.00	General Administration	28,036.00
Other Donations	15,000.00	Travel	7,880.00
Other Income	111.00	Sub Total	73,576.00
		Cash at bank	36,818.00
Total	**110,394.00**	**Total**	**110,394.00**

NOTES TO THE ACCOUNTS

1 THE ACCOUNTS HAVE NOT BEEN INDEPENDENTLY VARIFIED BECAUSE THE TOTAL TURNOVER IS BELOW £250000

HOWEVER THE TRUSTEES CAN CONFIRM THAT THESE ACCOUNTS CORRECTLY STATE THE TRANSACTION FOR THE PERIOD

2 APART FROM THE CASH POSITION THE CHARITY DOES NOT HAVE CONTROL OF ANY FURTHER ASSETS

TO OUR LOVELY PARTNERS

Bath Building Society

Penrith building society
Listening and Supporting, Since 1877

MUTUAL VISION

Saffron Building Society

BUCKINGHAMSHIRE BUILDING SOCIETY

esbs
as individual as you

Market Harborough BUILDING SOCIETY

Jack Petchey Foundation
Inspire • Motivate • Achieve

Chorley Building Society
TRUSTED SINCE 1859

THE MERCERS' COMPANY

GREENSKY WEALTH

Darlington Building Society

MANSFIELD BUILDING SOCIETY

Newbury Building Society

H&R HINCKLEY AND RUGBY BUILDING SOCIETY

THANK YOU!



For your continued support

WizeUp Financial Education

Registered Charity Number 1190032

Our Registered Address:

74 Bressey Grove,

South Woodford,

London,

E18 2HX

www.wizeupfinancialeducation.co.uk

WIZEUP FINANCIAL EDUCATION

England & Wales - Charity number 1190032

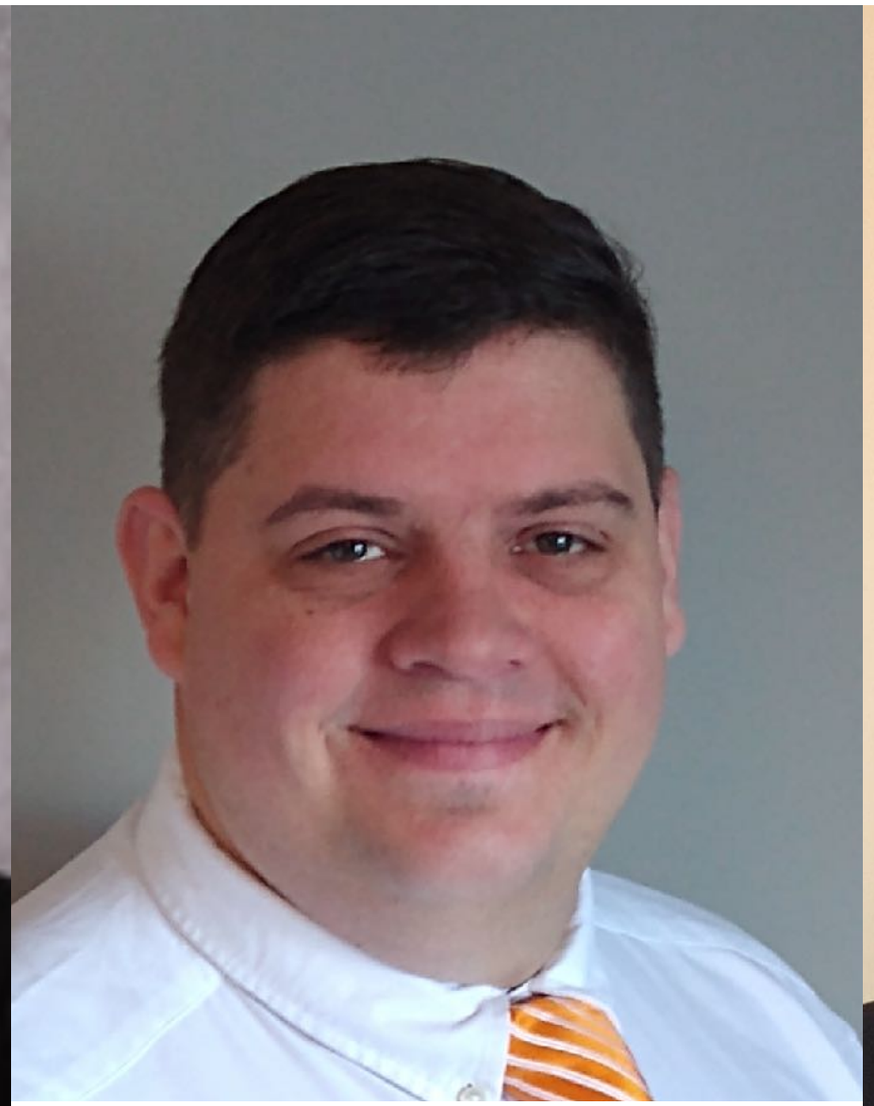
Accounts

WizeUp Financial Education

Registered Charity Number 1190032

ANNUAL REPORT
August 1st 2021 - July 31st 2022







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WHO WE ARE

- WizeUp Financial Education is a Charitable Incorporated Organisation which was **granted charitable status in March 2020.**

- **The charity was formed for the advancement of education of students** from the age of 11 by providing them financial education and employability workshops delivered directly into secondary schools. **These are both mainstream and special schools and we adopt a wholly inclusive approach to all students irrespective or background or ability. The charity also supports parents and teachers in their journey to deliver sound personal finance principals.**

- **Our only voting members are our charitable trustees.**

- The **charity trustees have complied with their duties in section 4 of the 2006 Act** to have due regard to guidance on public benefit.

- **Our constitution was last amended in June 2022** a full copy can be found on our website www.wizeupfinancialeducation.co.uk

HOW ARE WE DIFFERENT TO OTHER FINANCIAL EDUCATION CHARITIES?



Direct Delivery:

A lot of teachers find the subject of financial education difficult to teach. Therefore, the subject isn't always given the time it needs. We believe direct delivery from experienced presenters is the best way forward. We make the time to teach and talk to our young people directly, not avoid it.



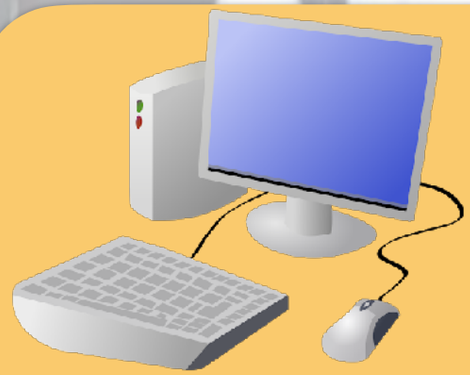
Tailor made sessions:

Financial literacy isn't just about 'needs and wants'. We cover seventeen different topics and will happily present the areas the students want to learn about. The key to engagement is by speaking about what the students want to hear - that's why we tailor our sessions to suit their needs.

Targeting the right age groups



Speaking to some of our teachers, most find that they teach financial literacy to those aged 11-13. We feel it needs to be discussed for those aged between 16 -18, especially as these age groups are starting to understand more about money and thinking about life after school. Our sessions are designed to help those who are older and ready for new experiences.



Interactive Learning:

We want students and their families to have free access to up to date online materials so that they can develop the knowledge they need to make the best financial and employability decisions.

WHAT TOPICS DO WE COVER?

Student Finance, First Impressions and Budgeting were the top three most popular topics our students wanted to discuss as they started to prepare for University and beyond. But we have added a couple of new ones too!

- Student Finance
- First Impressions
- Cryptocurrencies
- Budgeting
- Credit Cards
- Credit Ratings
- The History of Money
- Flat Sharing
- CV Writing
- Interview Technique
- Apprenticeships
- Gap Years
- General Taxation
- Pensions
- Income Tax and N.I.
- Presenting
- Earning Extra Money
- Saving & Investing

WizeUp Financial Education
Registered Charity Number 1190692

A YEAR OF GROWTH

With the grip of COVID relaxing we have been able to move back into classrooms. Those sessions delivered virtually were by choice rather than necessity.

With the help of our new associates Lee and Anne-Marie we were able to offer shorter but more regular sessions which fit into school timetables better.

We began our partnership with The Jack Petchey Foundation. This was a 10 school pilot scheme, paving the way for an increased number of schools and colleges next year.

We also began working with three new sponsors in Newbury Building Society, Mansfield Building Society and Mutual Vision.

We have put the key facts on the timeline opposite.

OUR ACHIEVEMENTS OVER THE PAST YEAR

August 2021 - We began recruiting for **new presenters in the Bath and Leicestershire** regions.

We wrote some **new workshops** and **revamped our presentations** adding **more content to our website.**

We began working with **Newbury Building Society**

July 2021 - We revamped the website bringing video presentations, games, quizzes and films online in order to help those who were forced to learn online, especially as schools were focussing more on core subjects over enrichment opportunities - **our web traffic tripled over the course of the academic year.**

October 2021 - We began working with **Mutual Vision**

November 2021 - We began our partnership with **The Jack Petchey Foundation** to deliver **WizeUp with Jack Petchey** to 10 London schools.

We began working with **Mansfield Building Society**

We appointed a new trustee - **Ri Chakraborty.** That brought the number of trustees to 4.

July 2022 - **This year, we have managed to deliver to over 14,000 students** - more than double the number we worked with last year. **Anne-Marie Baker** takes up a full time accountancy role - so resigns her position as associate.

We delivered workshops to more than 250 parents, helping them to understand their role in supporting their children through university.

During 2021/22 we were invited by the **Jack Petchey Foundation** to partner with them in devising, writing and delivering a short **10 school pilot** which we called 'WizeUp with Jack Petchey'. Schools were asked to self fund a small proportion of the costs with JPF covering the balance for each school.

Each school on the pilot **received between 4 and 6 hours or financial education seminars,** half for year 12 and half for year 13.

The topics for year 12 were Budgeting, Saving & Investing, Taxation and Pensions. For year 13 they were Student Finance, Starting a Business, Credit Cards and Credit Scores. The sessions were delivered in two separate visits to most schools with an online quiz and feedback form for both year groups at the end of the final session. Those students completing the quiz received a certificate to mark their involvement in the programme.

Such was the success of the programme that **75 schools have already shown interest in an extended pilot for the next academic year.**

We listened to the feedback we received and have introduced a third visit which means that the duration of the programme will now be 5 - 7 hours with year 13 students benefitting from an extra, hour long visit. We are also going to introduce **two new topics**: Flat Sharing for year 13 and cryptocurrencies for year 12.

"The workshop was very informative. Thank you for this lesson! It has really helped me to expand my knowledge in finance helping me to prepare for the future, I cannot wait for the next session"

Yr 12 student

- "The Year 13 workshop was really good. Ed went through how debit and credit cards work which gave us insight into things like credit and debit, standing orders and credit scores. He explained how to build them and what influences the score. We learned how to calculate APRs and interest on loans and credit cards. Ed showed us the do's and don'ts of credit cards which I like learning about because I know that if I had gone to Uni next year I might have got into trouble as I didn't understand it until now." – **Yr 13 student**

"It was very informative and we got to learn about lots of things that no one really teaches you about. I learned about financial stability and how to take care of myself in the future."

Yr 12 student

FOUNDERS STATEMENT



2021/22 proved to be watershed year for the charity. Not only did we begin what we hope will be a long and fruitful partnership with the Jack Petchey Foundation in launching WizeUp with Jack Petchey but we also added a fourth excellent trustee to our team in Ri Chakraborty and two presenters, Lee Giles and Anne-Marie Baker to help us deliver our workshops in Bath, Leicestershire and Nottinghamshire and increase the number of topics we covered. We began working with another cricket academy and even hosted a webinar on cryptocurrencies for members of the Professional Cricketers Association (PCA). We continued to develop our relationships with the building society sector, renewing are partnership with Newbury Building Society

Conversations had already begun with The Jack Petchey Foundation last year but I was delighted that things continued to move forward and we were invited to become partners with them in November 2021. We had plenty of help from the wonderful staff at JPF in designing a new logo, designing new slides and working with the schools as well as social media posts and advertising to schools already running the Achievement Award scheme. I was very happy with the feedback we received from schools and students alike. Positive comments are of course very nice, but because of constructive criticism, particularly from students who said that they felt the sessions were a bit rushed, they would like more activities or just a couple of more topics, we are able to improve the sessions by altering the timing and the content in time for next year.

With the overall number of workshops in and around Buckinghamshire, Bath and the Midlands increasing it was a logical move to get some help in presenting our material to schools in these areas. The recruitment process began last August and by November Lee and Anne-Marie had joined Andy in delivering workshops with aplomb and bringing their own style into the classroom. I am indebted to their skill, enthusiasm and professionalism in moving the charity forward. We have also added Ash, Reshma and Muhammad in the London area to help deliver the extended WizeUp with Jack Petchey programme in the coming year.

Funding continued to move forward, despite the loss of the Members Philanthropy Charity Award from The Mercers Company. We did not realise that we were unable to apply for this grant having submitted an application the previous year. We will however be eligible to apply again in 2022/23. Happily our existing sponsors all either maintained or increased their commitment to supporting local schools and we were fortunate to renew are partnership with Newbury Building Society whilst beginning new partnerships with Mansfield Building Society and Mutual Vision. We were disappointed to be unable to work with any of the schools in Mutual Visions catchment but hope to put this right in the coming year. We were also delighted to receive a donation from Forsters LLP.

Overall funding increased year on year by almost 95%. This translated into an increase in the number of students we were able to work with to over 14,000 which represented an increase of 120% on 2020/21.

I am hugely proud of the progress we have made together this year breaking our targets for funding levels, number of workshops and number of students we have worked directly with.

I want to record a vote of thanks to our amazing trustees, Ken, Derek, Alan and Ri for their wise council and guidance throughout the year. To our new associates for their dedication in presenting so many workshops throughout the year. Always with enthusiasm and a smile. To our volunteers for putting in time to do the work behind the scenes, without which we couldn't hope to achieve one tenth of what we have managed. To our sponsors and partners who share our vision of national financial literacy and are prepared to back us in delivering it. Most of all though to the countless staff and students of all of the schools we have visited throughout the year. It has been a delight working with you.

I am excited by the challenges we face to improve yet again in 2022/23.

Ed Flack



Founder, WizeUp Financial Education



Our first group of students to receive their WizeUp with Jack Petchey certificates

OUR FOUNDER



Ed has over 34 years experience in the City of London.
He has been in financial markets all of his working life - having long spells with HSBC, Handelsbanken, ING and most recently, Director of Corporate Treasury and Investment for Deutsche Postbank. Ed has also worked for four years in Singapore as Treasurer for BHF bank and specialises in Foreign Exchange, money markets and derivatives.
He has a first class honours degree from the OU in maths and natural sciences. Ed is married to Susan and they have three children and four grandchildren.
The idea to form WizeUp came from first hand experience of the trials and tribulations of his own children as they moved through adolescence and into adulthood.
He developed WizeUp Consultants, a not for profit company in 2011 and he decided to apply for charitable status in 2020.
This was granted and WizeUp Financial Education began work in the same year.

OUR TRUSTEES



Ken Winberg - Chair of Trustees

Ken initially worked in the public sector for the Lord Chancellor's Department culminating in his appointment as the London County Courts and Tribunals administrator. In that role he managed all twelve of the London County Courts and six Tribunals of various jurisdictions. In 1990 he was appointed as the London Area Manager before becoming National Operations Director of the Legal Aid Board which, at that time, was the NDPB. He was at the forefront of quality management initiatives including the achievement of British Standards quality accreditation for all the offices under his command and the devolvement of power to law firms to authorise their own public funding in return for meeting auditable quality standards. In 1998 he moved to the private sector where he ran the largest law firm in the East London / Essex area. He was responsible for all aspects of the practice including finance, personnel, facilities management and regulatory compliance until his retirement in 2016.



Derek Stew - Trustee

Derek spent his entire career working for British Telecoms (formerly GPO), which saw him qualify initially as an engineer. He moved onto a procurement role leading a team of pricing specialists negotiating a variety of very large supply contracts and joining the Institute of Purchasing and Supply. At this time process re-engineering was introduced and he headed up a team that delivered major cost and time savings in the installation of external work.
Derek retired in 1998 and offered his services into the voluntary sector. Over the next ten years he was a classroom assistant in a Christchurch Primary School and a study assistant in the West Ham United Learning Centre, providing teaching backup for Years 6 and 7 on numeracy, literacy and ICT.



Alan Walters - Trustee

Alan has worked in and around the paper industry for his entire career with the majority of that time spent with Wiggins Teape. During that time Alan was responsible for production, operational logistics, systems and applications in both the UK and Europe. He finally oversaw corporate project management as director both in the UK and Europe. Since retirement, his interests include family, golf, film and literature.



Ri Chakraborty - Trustee

Ri is a trained Broadcast Journalist and award-winning International Executive Producer/Consultant with over 20 years of experience in the Creative Arts industry.,bringing value with a highly motivated, hands-on approach that understands global innovative opportunities . This also means she is comfortable dealing with multiple stakeholders internally and externally. Entrusted by major arts sectors and Broadcasters to commission and executive produce with teams that reach out to International audiences, Ri loves growing, nurturing and managing new and existing talent both on and off-screen.

She is also a Trustee with the Norwich University of the Arts and advocates Equality, Diversity and Inclusion in all work and voluntary activities.

TRUSTEES STATEMENT

This year represented our second as trustees of WizeUp Financial Education. Despite the ongoing difficulties of the COVID-19 pandemic and classroom changes, we have managed to reach out to more schools, gather more sponsors and take a big step forward in bringing employability education and financial wellbeing back into the classroom. Our commitment to financial literacy has brought about new sustainable partnerships and we have broken our performance goals by reaching to more schools in more areas.

“The education of our young people surrounding the topic of financial literacy and employability training is ~~at~~ of the utmost importance.”

The education of our young people surrounding the topic of financial literacy and employability training is of the utmost importance. As a charity is our mission to enable communities around the UK to be in the best possible position when it comes to making decisions about their personal finance.

“In 2019, the Financial Times published an article stating that nearly three-quarters of young people in the UK, say that most of their financial understanding comes from parents and other family members.”

Even though there has been more traction and media coverage of the subject, given the current cost of living crisis the topic of financial education is still not discussed enough. As we illustrated in our 2019 report, the Financial Times published an article written by Katherine Gemmell stating that “nearly three-quarters of young people in the UK say that most of their financial understanding comes from parents and other family members". With the COVID crisis and pressing issues surrounding financial health affecting education, and with schools understandably focusing more on core subjects rather than enrichment subjects, one can only imagine how this has truly affected the teaching of financial literacy within our classrooms.

Young people are growing up in an ever-shifting financial landscape; there are pressures and uncertainty around methods, services and investing. Financial literacy is vital, not just in education, but with policymakers. We urgently wish to ensure the next generation feel confident discussing money providing them with a safe platform to discuss their hopes and not just their fears. Our aims are to break open the dialogue, for young people to feel prepared for the workplace and thrive knowing they are in control of their futures, however precarious the environment surrounding them presents itself.

“We urgently wish to ensure the next generation feel confident discussing money - That they have a safe platform to discuss their hopes and not just fears.”

Fortunately, organisations working with us have recognised this and have joined the long list of sponsors who have supported us during this academic year. We are incredibly thankful to all our sponsors and look forward to working with a wider range next year.

One of the keys issues WFE had to tackle, soon after its inception as a charity in March 2020, was the challenges of COVID-19. Ed Flack and Andy Giles were unable to attend face to face presentations and we had to recognise how COVID-19 would affect teaching and learning. We had to act fast. This agility and flexibility to school curriculum is something we have maintained as we forged through the start of 2022. We rapidly recruited a number of volunteers who had experience in the financial, education or media industries in the hope of developing our website during the summer months.

Due to their hard work and collaboration, we were able create free online resources that students and teachers were able to access. Furthermore, Ed Flack quickly adapted to the needs of different schools, colleges and academies by giving online sessions either through Zoom, Microsoft Teams or Google Classroom. This is a testament to Ed, who demonstrated his commitment in making sure that staff, students and parents around the country received the best support and advice. Had we not experienced COVID and online learning, we would never have made as many resources available through the website, embraced technology and made financial learning a more interactive experience.

“This is why we were able to conserve our own financial resources, increase our funding and reached out to even more institutions.”

The year, which spans from 21-22, reflects how hard the charity has worked. Our sponsors recognised the importance of financial education and employability training. This is why we were able to conserve our own financial resources, increase our funding and reached out to even more institutions. By building on our original plan we maintained this momentum. The feedback from schools and students has been tremendous and immensely moving to hear.

More notably, we gained confidence and support with the Jack Petchey Foundation to which we have dedicated a section in the report.

“Our aim is not to take our foot off the pedal and we will be working hard to gather more support as we look to educate our young people.”

Finally, we wish to finish with a special thanks to those who have made this year possible. Firstly, to our Founder, Ed Flack, who has worked tirelessly on making WizeUp Financial Education the Organisation it is today. Ed has travelled the length and breadth of the country, making sure students and, at times, their families and teachers get the best education when it comes to financial literacy and employability skills. Secondly, we would like to thank our volunteers and associates who have been the supportive rock to both Ed and the Trustees, without their skill and effort we would certainly have not been able to have achieved what we have this year.

“We would like to give a special thanks once again to our sponsors. Their loyalty has meant that over 14,000 more young people have been educated in financial literacy”

Finally, and most importantly, we would like to give a special thanks once again to our sponsors. Their loyalty has meant that over 14,000 more young people have been educated in financial literacy. There will be some young people who are setting off to university, work or college this academic year in a much better position and this is due to our sponsors giving us the time and money to do what we do best - bringing financial education, wellbeing and employability training back into the classroom!

- **Key successes and changes:**
- Increased collaboration though our partnership with The Jack Petchey Foundation.
- Increased sponsorship with provincial building societies.
- New associates: Anne-Marie Baker, Lee Giles, Ash Shastry, Muhammad Damji, Reshma Jobanputra who will help us to deliver into schools around the country.
- New trustee: Ri Chakraborty
- Ken Winberg, our chair of trustees retires but agrees to stay on in an advisory capacity
- Ri Chakraborty Is appointed our new chair of trustees.

Ken Winberg **Derek Stew** **Alan Walters** **Ri Chakraborty**






Trustees, WizeUp Financial Education

We felt it was important to recognise the important job our presenters are doing to help the Charity reach more students so we have made them all associates!

OUR ASSOCIATES

Michael Flack



Mike has taught within independent education since 2018, spending part of that time as Joint Assistant Head of Sixth Form and Post-16 Progression Advisor for those wanting to go into higher education or working environments. He is passionate about improving financial literacy and employability for young people across the UK. He is now Head of Film and Media at DLD College in London. Mike was key toward the development of the website during the COVID pandemic. Having worked independently before teaching for ten years, producing marketing videos for different clients across Europe, Mike enjoys finding ways to promote key messages across a visual medium. He looks forward to helping WizeUp Financial Education achieve this by making content easier for students to access and understand, whilst also trying to engage with more sponsors.



Andy Giles

With their being a greater number of schools and with a lot more learning being directed toward online platforms, we needed someone to help support Ed in the delivery of our sessions. This isn't an easy task, as we feel our presenters need to be engaging with young people. With thirty eight years of teaching experience in secondary education in both the state and independent sectors, Andy easily fulfils this category and is now a valued member of WizeUp. Andy's final ten years of teaching was spent as Head of Sixth form mentoring students to achieve their aspirations and preparing them for university or working life. Therefore, we know the students we are speaking to are getting the best advice in order to get them ready for their next steps.

Lee Giles



Lee has almost 20 years' experience working with young people in a variety of educational, charitable and community settings. He has a first class honours degree in Education Studies, and continues to study and apply different educational philosophies and pedagogic techniques. Having spent much of his career working in the third sector, he has specialised in strategy, organisational efficiency, organisational finance, people management and problem solving, alongside working directly with young people or service users. As well as a keen interest in charitable and ethical pursuits and politics, Lee enjoys the great outdoors, especially gardening, and walking his dog with his wife Ellen and three children in the countryside around his home just south of Bath.



Anne-Marie Baker

Anne-Marie has a compendium of 30 years experience in SME Industry, Practice and Education within the Financial Sector, extending a keen interests in coaching and mentoring encouraging and enjoyable education that brings forward the best ideas. She has an entrepreneurial spirit, with much success as a director in her co-founded business for over 10 years. An advocate for continual development in responsible ways that is good for people, planet and profit. She is a mother and a grandmother of three adorable children. Anne- Marie enjoys being outdoors in fresh air, sharing a good home cooked meal with family and friends and developing a sitcom.

Ash Shastry



Ash helps big dreamers become high achievers. Using his background in Mechanical Engineering, Management and Business, he led the learning and development agenda at a people management firm and was quickly nominated as the youngest director in the company. Ash now runs his own business to help companies develop high performing teams by putting people and culture at the heart of all success.Ash believes in short-cutting the journey to "success" by learning from those who have achieved what you want to achieve. This has allowed him to quickly gain a lot of experience, work with some of the world's biggest companies and opened his eyes to the infinite opportunities this world has to offer. He loves to bring his energy and enthusiasm to train others in developing confidence, communication and leadership skills in hopes that he can one day be the short-cut to someone else's success.



Muhammad Damji

Muhammad currently runs his business in the Social Care industry. He really loves public speaking which he has done for over 15 years but because of his role in the business, opportunities to indulge in his passion have been severely limited, until now! He has a deep-lying interest in helping young people. In his spare time he has built a mentorship support scheme that provides young people within the community a platform to share their thoughts and discuss their daily life issues with a mentor who is not too far from them in age.

Reshma Jobanputra

Reshma is a sales and marketing consultant and uses her 15+ years of entrepreneurial experience and professional qualifications to help her clients accelerate their income and scale their businesses. She believes work should be a source of joy and is delighted to use her skills to help experts create a business and life they love. She is an enthusiastic and warm public speaker and feels privileged to have this opportunity to share financial skills with young people, which will serve them well in the future.



This section will introduce you to each of our volunteers. Without them we would not have achieved our main priority - educating the students about the importance of financial literacy and employability skills.

OUR VOLUNTEERS

Fay Richards

Fay was an instrumental part in helping us fundraise during the beginning part of the academic year. Without her help, we would not have been able to reach out to as many young people as we did during this academic year.

Fay is an experienced events manager with a demonstrated history of working in unique, historic venues. Having graduated with a BA (Hons) degree in Events Management from the University of Greenwich and working within the events industry in and around London for 14 years, she has gained a wealth of experience and knowledge in her field. She has a keen interest in charitable and fundraising events, and has assisted in raising vital funds for many charities in the past. She is excited to be continuing to help WizeUp Financial Education seek new funding opportunities.



FEEDBACK FROM STUDENTS AND STAFF

Ed's enthusiasm and knowledge of the subject content meant that our students left his workshops with a full understanding of the content covered. Financial literacy is increasingly important to our students and Ed made the subject matter fun, engaging and interactive! I would fully recommend Ed to any school.

"Touched on things not usually talked about. Learned new things and improved my understanding of pensions."

The session was informing students about credit cards and credit ratings. The outcome was certainly that students had an understanding of the way credit cards and credit ratings work, and the take-away of how to use credit cards the right way, and how to maintain a good credit rating. So what was delivered was exactly what was promised!

"The information was very clear and concise. I really liked the video example."

"Good insight into grants/scholarships etc. that I was not aware of."

"Ed and Andy's talks to our Sixth Form on student finance were extremely well received by both the students and parents. The girls felt that they were now armed with information to help them make practical, not just academic, choices about the further education that they pursue. The information about credit cards and the debt accrued with minimum payments was well timed in their lives, and was a sobering realisation for many"

They engaged with the entire process, learned valuable information and have a clearer idea on how to conduct themselves financially….the WizeUp work shop was a roaring success from start to finish

"It was well planned and all of my concerns I had about student finance were answered by the end."

"What you were able to provide has proved to be of real help for our students and will give them the foundations that they need to move forward into adult life. I really look forward to working with you again next year."

Ed has a friendly, engaging presentational style which students respond to very positively. He makes the course content relevant and interesting and comes across as a trusted expert. Students really appreciated being able to ask questions and his knowledgeable responses were excellent. Students left the sessions feeling more confident and informed.

"Lots of key terms I had never heard of before."

"Introduced to me how to deal with landlords and the costs of financing university."

"This was super helpful."

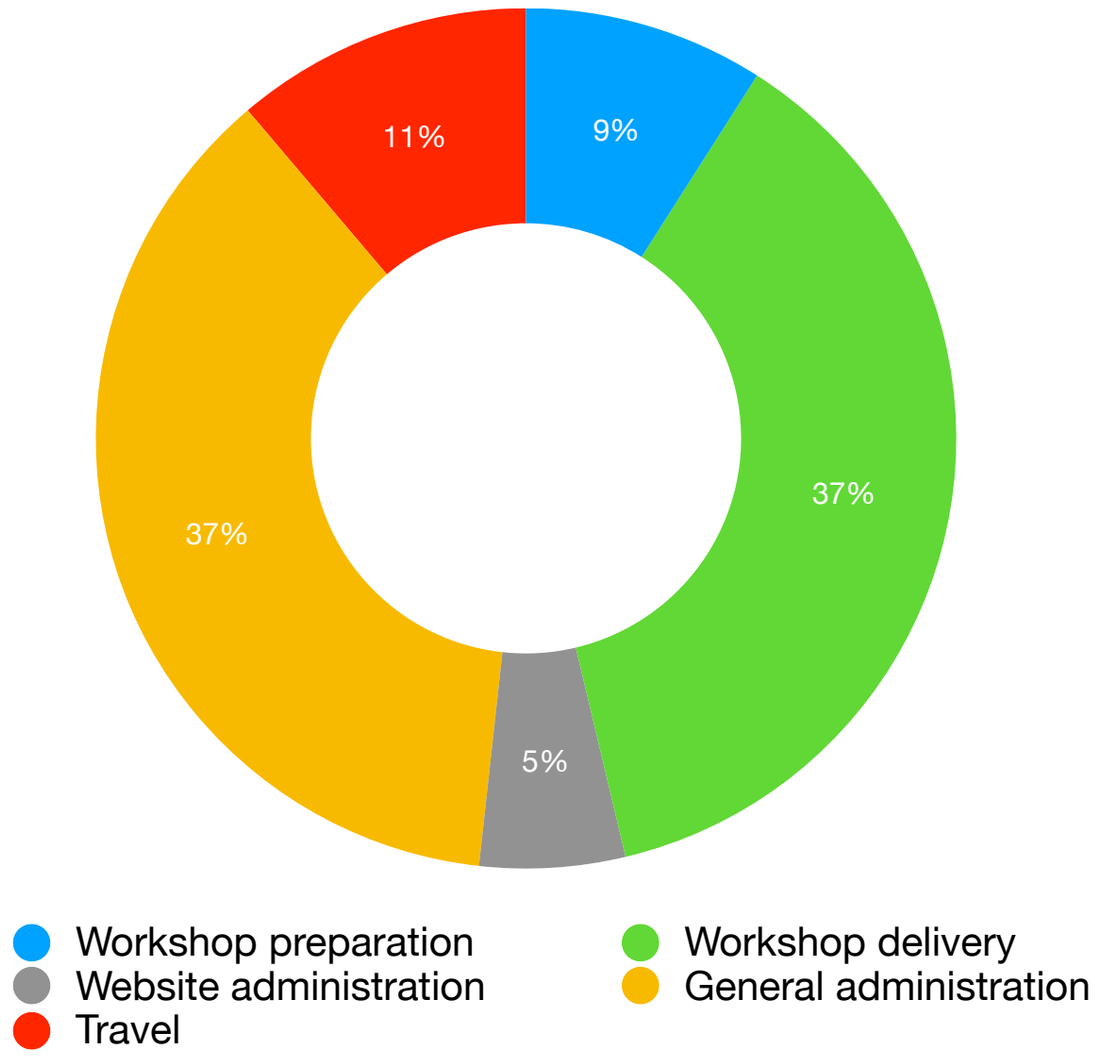
The Year 13 workshop was really good. Ed went through how debit and credit cards work which gave us insight into things like credit and debit, standing orders and credit scores. He explained how to build them and what influences the score. We learned how to calculate APRs and interest on loans and credit cards. Ed showed us the do's and don'ts of credit cards which I like learning about because I know that if I had gone to Uni next year I might have got into trouble as I didn't understand it until now.

WHERE DID WE SPEND YOUR MONEY?

The majority of our costs were split between workshop delivery and administration (both 37%)

We spent a lot of money revamping our website last year in response to Covid-19 which meant that this year we just needed to maintain it. Hence our spend was much lower at just 5%

Worksop preparation (9%) and travel (11%) completed our spending.



LOOKING FORWARD

We will continue to develop the WizeUp with Jack Petchey programme so that we reach over 100 **schools in the London and Essex region**

Our existing sponsors have agreed to either maintain or increase their levels of support over the next academic year meaning that **our pledged funding is already 1000% higher at more than £70,000. We are continuing to try to increase this even more.**

We have another provincial building society who we will be working with next year. This brings the number of provincial building societies who trust us to deliver financial education packages to their local schools to 10

We are hoping to **increase the number of students we work directly with next year to 20,000**.

We will be recruiting more associates to deliver workshops to meet increasing demand. Anyone we use will be trained by us and all of the necessary vetting carried out before they carry out any work.

We will continue to **develop our content to reflect the demands of students and teachers.**

To our wonderful supporters and partners……..

THANK YOU!

Jack Petchey Foundation
Inspire • Motivate • Achieve

Bath Building Society
We're different because you are

Buckinghamshire Building Society

esbs
as individual as you

H&R
Hinckley and Rugby Building Society

GreenSky Wealth
Chartered Financial Planners

Market Harborough Building Society

themelton building society

Penrith building society
Listening and Supporting, Since 1877

Saffron Building Society

Mansfield Building Society

Mutual Vision

Newbury Building Societ

WizeUp Financial Education

WizeUp Financial Education

Registered Charity Number 1190032

FINANCIAL STATEMENT FOR THE YEAR ENDING 31 JULY 2022

INCOME	£	EXPENDITURE	£
OPENING BALANCE B/F	628.42	WORKSHOP PREPERATION	3450.00
BUILDING SOCIETY DONATIONS	32200.00	WORKSHOP DELIVERY	14239.50
RESTRICTED CHARITABLE GRANT	19900.00	WEB ADMIISTRATION	2028.48
PRIVATE DONATIONS	2150.00	GENERAL ADMINISTRATION	14165.07
OTHER INCOME	43.19	TRAVEL EXPENSES	4280.27
		TOTAL	38163.32
		CASH AT BANK C/F	16758.29
TOTAL	54921.61	TOTAL	54921.61

NOTES TO THE ACCOUNTS

1 THE ACCOUNTS HAVE NOT BEEN INDEPENDENTLY VARIFIED BECAUSE THE TOTAL TURNOVER IS BELOW £250000
HOWEVER THE TRUSTEES CAN CONFORM THAT THESE ACCOUNTS CORRECTLY STATE THE TRANSACTION FOR THE PERIOD

2 APART FROM THE CASH POSITION THE CHARITY DOES NOT HAVE CONTROL OF ANY FURTHER ASSETS

3 THE RESTICTED CHARITABLE GRANT REPRESENTS A PREPAYMENT OF £13900

WizeUp Financial Education

WizeUp Financial Education

Registered Charity Number 1190032

Our Registered Address:

74 Bressey Grove,

South Woodford,

London,

E18 2HX

www.wizeupfinancialeducation.co.uk

WizeUp Financial Education
Registered Charity Number 1190032

WIZEUP FINANCIAL EDUCATION

England & Wales - Charity number 1190032

Accounts

WizeUp Financial Education

ANNUAL REPORT 2020/2021

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WizeUp Financial Education

Registered Charity Number 1190032

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WHO WE ARE

- WizeUp Financial Education is a Charitable Incorporated Organisation which was **granted charitable status in March 2020.**

- **The charity was formed for the advancement of education of students** from the age of 11 by providing them financial education and employability workshops delivered directly into secondary schools. **These are both mainstream and special schools and we adopt a wholly inclusive approach to all students irrespective or background or ability. The charity also supports parents and teachers in their journey to deliver sound personal finance principals.**

- **Our only voting members are our charitable trustees.**

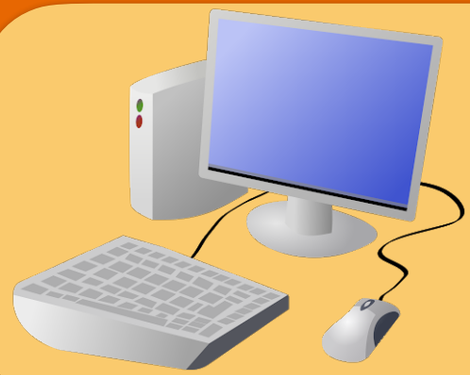
- The **charity trustees have complied with their duties in section 4 of the 2006 Act** to have due regard to guidance on public benefit.

- **Our constitution was last amended on inception in March 2020** a full copy can be found on our website www.wizeupfinancialeducation.co.uk

HOW ARE WE DIFFERENT TO OTHER CHARITIES?

There are some excellent resources made available to teachers by other charities yet the problem of financial literacy still remains.

How are WizeUp Financial Education wanting to change this?



Interactive Learning:

We want students and their families to have free access to up to date online materials so that they can develop the knowledge they need to make the best financial and employability decisions.



Direct Delivery:

A lot of teachers find the subject of financial education difficult to teach. Therefore, the subject isn't always given the time it needs. We believe direct delivery from experienced presenters is the best way forward. We make the time to teach and talk to our young people directly, not avoid it.



Tailor made sessions:

Financial literacy isn't just about 'needs and wants'. We cover seventeen different topics and will happily present the areas the students want to learn about. The key to engagement is by speaking about what the students want to hear - that's why we tailor our sessions to suit their needs.

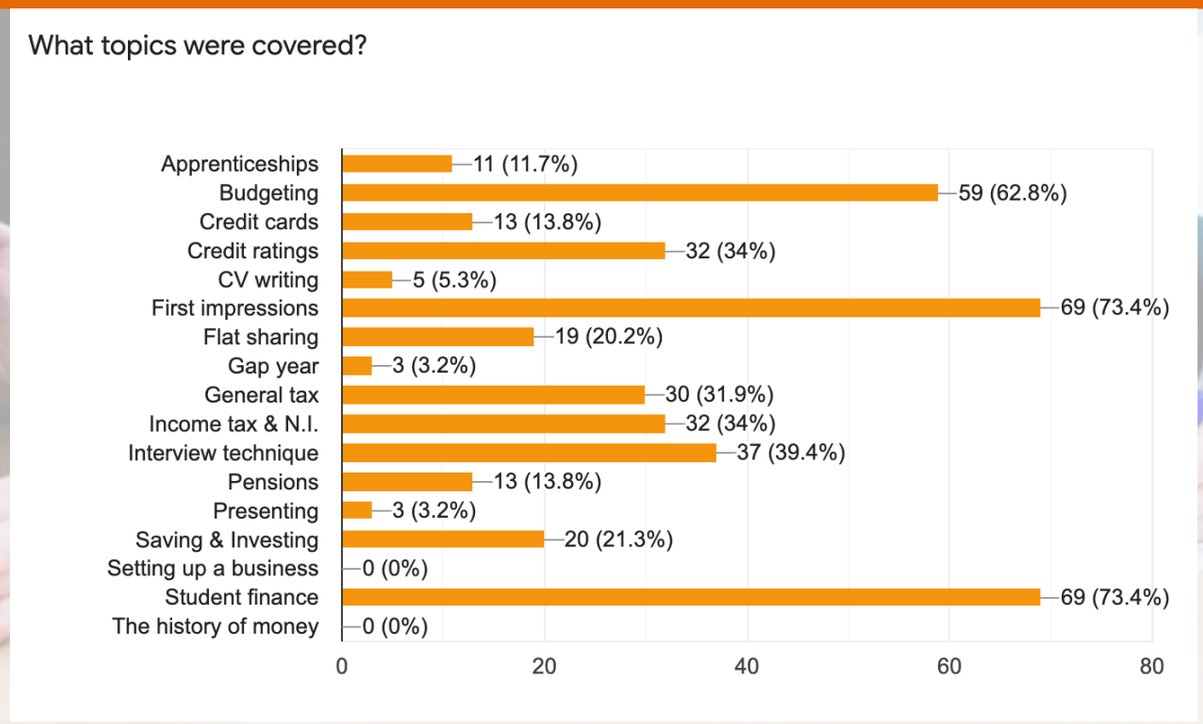
Targeting the right age groups



Speaking to some of our teachers, most find that they teach financial literacy to those aged 11-13. We feel it needs to be discussed for those aged between 16 -18, especially as these age groups are starting to understand more about money and thinking about life after school. Our sessions are designed to help those who are older and ready for new experiences.

WHAT TOPICS DO WE COVER?

Student Finance, First Impressions and Budgeting were the top three most popular topics our students wanted to discuss as they started to prepare for University and beyond.



A CHALLENGING YEAR

This year was certainly unique, however, it was one that gave us the opportunity to reflect, adapt and appreciate those that make the charity what it is.

The COVID pandemic has certainly affected many families across the world and it will have a long lasting affect on our young people and their families.

It is our responsibility to give our young people the skills to make the best financial decisions and achieve the best employment opportunities on offer.

Look at our timeline to the right to see what we have achieved over the past sixteen months and how we are trying to bring financial education and employability skills back to the classroom.



THE CHALLENGES WE HAVE FACED & THE THINGS WE HAVE ACHIEVED

March 2020 - **WizeUp became a registered charity.**

June 2020 - **Five brilliant people offered to volunteer with us**, adding diversity, creativity and opportunity.

July 2020 - We revamped the website bringing video presentations, games, quizzes and films online in order to help those who were forced to learn online, especially as schools were focussing more on core subjects over enrichment opportunities - **our web traffic tripled over the course of the academic year.**

November 2020 - The charity recruited an extra sponsor through The Mercers Company. **We didn't lose a single penny in funding**, despite the difficulties of the past year.

February 2020 - Thanks to our extra sponsor, **we have managed to see an extra 1100 students.**

April 2021 - **Face to face sessions resume.**

July 2021 - **This year, we have managed to deliver to 5,500 students** - the same as last year despite schools being closed for many weeks of the year!

July 2021 - **We delivered workshops to more than 250 parents**, helping them to understand their role in supporting their children through university.

TRUSTEES STATEMENT

This year represented our first as trustees of WizeUp Financial Education. Despite the difficulties of the COVID-19 pandemic, we have managed to reach out to more schools, gather more sponsors and take a big step forward in bringing financial and employability education back into the classroom.

The education of our young people surrounding the topic of financial literacy and employability training is at the utmost importance. Together as a charity, we wish to address this and make sure that communities around the UK are in the best possible position when it comes to making decisions about their personal finance.

“In 2019, the Financial Times published an article stating that nearly three-quarters of young people in the UK, say that most of their financial understanding comes from parents and other family members.”

The topic of financial education is one that is not discussed enough. In 2019, the Financial Times published an article that was written by Katherine Gemmell stating that nearly three-quarters of young people in the UK say that most of their financial understanding comes from parents and other family members. With the COVID crisis affecting education, and with schools understandably focussing more on core subjects rather than enrichment subjects, one can only imagine how negatively this has truly affected the teaching of financial literacy within our classrooms.

Fortunately, organisations like The Mercers Company have recognised this and have joined the long list of sponsors who have supported us during this difficult academic year. We are incredibly thankful to all of our sponsors and look forward to hopefully working with them again next year.

WizeUp had to tackle the challenges of COVID-19 soon after its inception as a charity in March 2020. Ed Flack and Andy Giles were unable to attend face to face presentations and we had to recognise how COVID-19 would affect teaching and learning. We had to act fast.

“We had to recognise how COVID-19 would affect teaching and learning. We had to act fast.”

We rapidly recruited a number of volunteers who had experienced either the financial, education or media industries in the hope of developing our website during the summer months. Due to their hard work and collaboration, we were able create free online resources that students and teachers were able to access. Furthermore, Ed quickly adapted to the needs of different schools, colleges and academies by giving online sessions either through Zoom, Microsoft Teams or Google Classroom. This is a testament to Ed, who demonstrated his commitment in making sure that staff, students and parents around the country received the best support and advice.

The charity wanted to reach out to more London schools within its first year and we achieved that. However, despite the original plan wanting us to engage with more London schools than we had targeted, one has to appreciate that we didn’t expect to dedicate as much time and energy in trying to integrate our learning online. From a trustee perspective, our adaptability was one of the major positives this academic year. Had we not experienced COVID and online learning, we would never have made as many resources available through the website, embraced technology and made financial learning a more interactive experience.

The financial year, which spans from July 2020-July 2021, also reflects how hard the charity has worked. Our sponsors recognised the importance of financial education and employability training. This is why we did not lose a penny this year and why we look to increase our funding and out reach next year! We need to build on this momentum and we will be working hard to gather more support as we look to educate our young people.

“We would like to give a special thanks once again to our sponsors. Their loyalty has meant that nearly six thousand more young people have been educated in financial literacy, along with two hundred and fifty parents”

Finally, we wish to finish with a special thanks to those who have made this year possible. Firstly, to our Founder, Ed Flack, who has worked tirelessly on making WizeUp the set up it is today. He has travelled the length and breadth of the country, making sure students and, at times, their families and teachers get the best education when it comes to financial literacy and employability skills. Secondly, we would like to thank our volunteers who have been the supportive rock to both Ed and the Trustees, without their skill and effort we would have certainly not be able to have achieved what we have this year.

Finally, and most importantly, we would like to give a special thanks once again to our sponsors. Their loyalty has meant that over five thousand more young people have been educated in financial literacy, along with two hundred and fifty parents. There will be some young people who are setting off to University this academic year in a much better position and this is due to our sponsors giving us the time and money to do what we do best - bringing financial education and employability training back into the classroom!

Ken Winberg, Derek Stew and Alan Walters



Trustees, WizeUp Financial Education

OUR TRUSTEES



Ken Winberg - Chair of Trustees

Ken initially worked in the public sector for the Lord Chancellor's Department culminating in his appointment as the London County Courts and Tribunals administrator. In that role he managed all twelve of the London County Courts and six Tribunals of various jurisdictions. In 1990 he was appointed as the London Area Manager before becoming National Operations Director of the Legal Aid Board which, at that time, was the NDPB responsible for the administration of public funding for legal services. His staff, based in regional offices throughout England and Wales, processed a spend of £50-60m per annum. He was at the forefront of quality management initiatives including the achievement of British Standards quality accreditation for all the offices under his command and the devolvement of power to law firms to authorise their own public funding in return for meeting auditable quality standards. In 1998 he moved to the private sector where he ran the largest law firm in the East London / Essex area. He was responsible for all aspects of the practice including finance, personnel, facilities management and regulatory compliance until his retirement in 2016.

Derek Stew - Trustee

Derek spent his entire career working for British Telecoms (formerly GPO), which saw him qualify initially as an engineer. He moved onto a procurement role leading a team of pricing specialists negotiating a variety of very large supply contracts and joining the Institute of Purchasing and Supply. At this time process re-engineering was introduced and he headed up a team that delivered major cost and time savings in the installation of external work.
Derek retired in 1998 and offered his services into the voluntary sector. Over the next ten years he was a classroom assistant in a Christchurch Primary School and a study assistant in the West Ham United Learning Centre, providing teaching backup for Years 6 and 7 on numeracy, literacy and ICT.

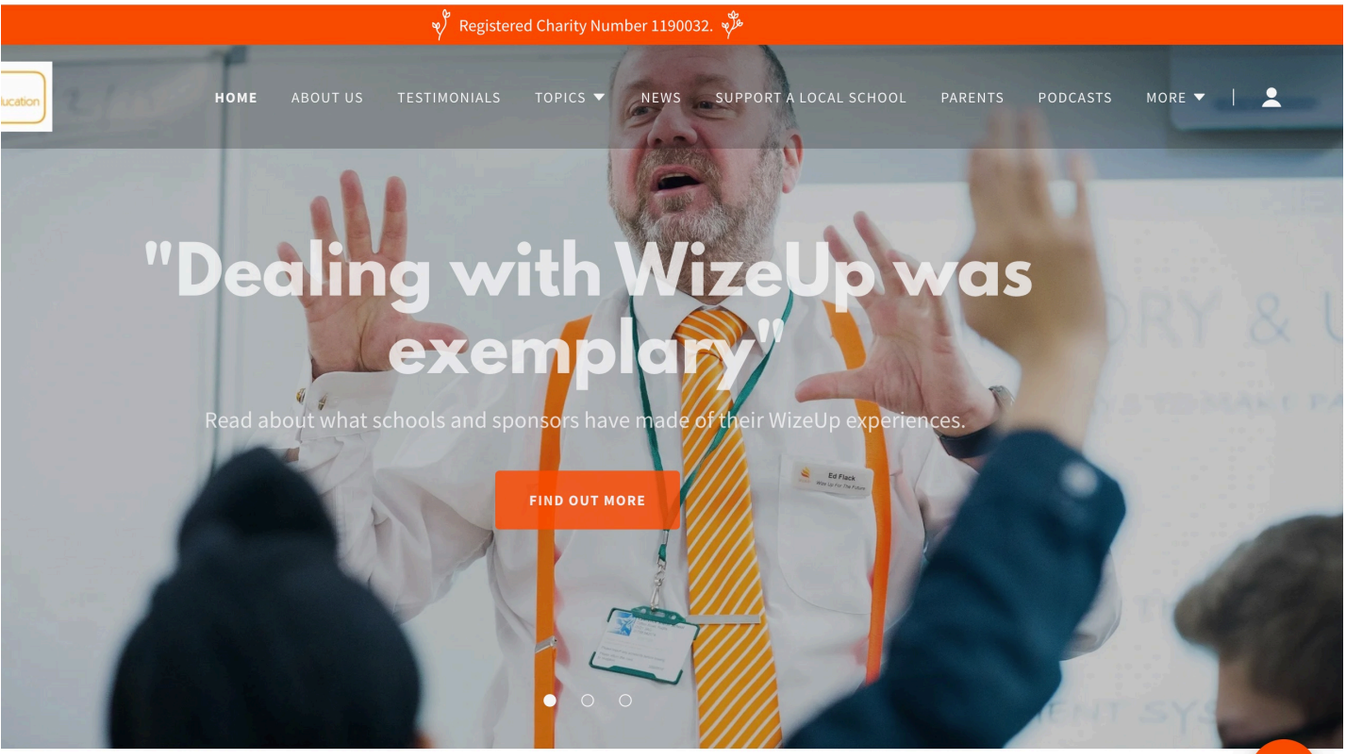


Alan Walters - Trustee

Alan has worked in and around the paper industry for his entire career with the majority of that time spent with Wiggins Teape. During that time Alan was responsible for production, operational logistics, systems and applications in both the UK and Europe. He finally oversaw corporate project management as director both in the UK and Europe. Since retirement, his interests include family, golf, film and literature.

WizeUp Financial Education
Registered Charity Number 1190032

FOUNDERS STATEMENT



www.wizeupfinancialeducation.co.uk website was revamped before the academic year started

"We were able to secure £5,000 for workshops for London schools, delivery of which will continue into November 2021. At the time of writing this report we are also talking to two charitable foundations about the possibility of partnering them in delivering financial education workshops into sixth forms of London and Essex schools."

Ed Flack, Founder of WizeUp Financial Education

Before the school year even began it was clear that the effects of the Covid-19 pandemic were going to be far-reaching. We delivered our last face to face workshops in March 2020 before schools were faced to move online for both main stream teaching and also enrichment sessions. From March to June we completely revamped our website so that students, teachers and parents could access video presentations, quizzes, films, games, lesson plans and fact sheets. This time was also important for us as we were able to recruit volunteers who had the skill sets which enabled us to meet our goals.

After schools returned in September it became clear that we were extremely unlikely to be able to visit schools to deliver workshops. Our sponsors were happy to continue to support those schools which they had budgeted for irrespective of whether we might only deliver virtually or the schools may just use the content of the website. Their generosity meant that we could fund the website revamp as well as offer full services.

Because of our sponsors generosity our overall funding was virtually unchanged on 2019/20, our final year as a not for profit entity at around £21,000.

As the academic year progressed schools and students became more comfortable with using technology as a viable alternative to receive workshops and seminars. Demand for workshops from schools increased steadily. As we moved into late spring some schools were even allowing us to deliver face to face sessions. Remarkably we managed to work with around 5,500 students over the school year which was the same as we achieved in 2019/20, pre-covid.

Just before the start of the academic year we were able to recruit five volunteers, Mike Flack, Andy Giles, Louise Cooper, Ri Chakraborty and Fay Richards. This meant that not only were we able to consolidate the work we had done as a not for profit company but also start building for the future both by trying to increase our funding sources and therefore the number of schools we could offer free workshops to.

This proved successful as we were able to secure £5,000 for workshops for London schools, delivery of which will continue into November 2021. At the time of writing this report we are also taking to two charitable foundations about the possibility of partnering them in delivering financial education workshops into sixth forms of London and Essex schools. Two more provincial building societies are also keen for us to work with them in supporting their local

secondary schools and we are also meeting with The Building Societies Association to investigate potential collaboration with their wider membership

Two of our existing sponsors are also sponsors of both Leicestershire and Essex County Cricket Clubs. We have been asked to run some financial education workshops for the academies of both of these clubs. These will start in October 2021. We are also looking into delivering workshops for members and staff of several building societies.

All of the workshops so far have been delivered by either Ed Flack or Andy Giles. It is likely that we will need to recruit more presenters should we be successful in securing more funding and consequently increasing the number of workshops we need to deliver.

Ed Flack



Founder, WizeUp Financial Education



Despite Covid-19 precautions we still managed some face to face sessions

OUR FOUNDER



Ed has over 34 years experience in the City of London.
He has been in financial markets all of his working life - having long spells with HSBC, Handelsbanken, ING and most recently, Director of Corporate Treasury and Investment for Deutsche Postbank. Ed has also worked for four years in Singapore as Treasurer for BHF bank and specialises in Foreign Exchange, money markets and derivatives.
He has a first class honours degree from the OU in maths and natural sciences. Ed is married to Susan and they have three children and four grandchildren.
The idea to form WizeUp came from first hand experience of the trials and tribulations of his own children as they moved through adolescence and into adulthood.
He developed WizeUp Consultants, a not for profit company in 2011 and he decided to apply for charitable status in 2020.
This was granted and WizeUp Financial Education began work in the same year.

In March 2020, we quickly understood that teaching and learning would become more challenging.

Fortunately, we recruited five volunteers, each of them having a different skillset that helped us achieve our aims and deal with one of the most difficult times our society has ever faced.

This section will introduce you to each of our volunteers. Without them we would not have achieved our main priority - educating the students about the importance of financial literacy and employability skills.

OUR VOLUNTEERS



Michael Flack

Mike has taught within independent education since 2018, spending part of that time as Joint Assistant Head of Sixth Form and Post-16 Progression Advisor for those wanting to go into higher education or working environments. He is passionate about improving financial literacy and employability for young people across the UK.

Mike was key toward the development of the website during the COVID pandemic. Having worked independently before teaching for ten years, producing marketing videos for different clients across Europe, Mike enjoys finding ways to promote key messages across a visual medium. He looks forward to helping WizeUp Financial Education achieve this by making content easier for students to access and understand, whilst also trying to engage with more sponsors.

Ri Chakraborty



Ri was quickly recruited into the charity as soon as we knew that we needed to expand our online resources. As a trained broadcast journalise and award winning International Executive Producer/Consultant with over twenty years experience in the Creative Arts Industry, Ri is seen as a key member of the charity and one who will hold an integral part into future developments.

Ri is strategic with a proven track record of editorial innovation spanning across a large variety of factual programming with Broadcasters, Corporates, Charities and Arts Organisations. Bringing value with a highly motivated, hands-on approach that understands global innovative opportunities also means she is comfortable dealing with multiple stakeholders internally and externally. Entrusted by major arts sectors and Broadcasters to commission and executive produce with teams that reach out to International audiences, Ri loves growing, nurturing and managing new and existing talent both on and off-screen. She is a Trustee with the Norwich University of the Arts and advocates Equality, Diversity and Inclusion in all work and voluntary activities. Ri promotes the charity in all areas.



Louise Cooper

As a British Chartered Financial Analyst, presenter of MoneyBox Live on BBC Radio 4 and publisher of the financial blog CooperCity, Louise was a very welcomed addition to our volunteers, offering fresh ideas and opinion. Louise is eager to help those students within state education and is currently studying for a PGCE which will mean that she is qualified to teach as well. Despite all of her responsibilities, Louise finds the time to promote the charity in both schools and the private sector.

Louise is also known for her work on the BBC World Service between 2002 and 2011 as a presenter and senior economics journalist for shows including Newshour and Europe Today. She also regularly write a regular column for The Times newspaper.



Andy Giles

With their being a greater number of schools and with a lot more learning being directed toward online platforms, we needed someone to help support Ed in the delivery of our sessions. This isn't an easy task, as we feel our presenters need to be engaging with young people. With thirty eight years of teaching experience in secondary education in both the state and independent sectors, Andy easily fulfils this category and is now a valued member of WizeUp.

Andy's final ten years of teaching was spent as Head of Sixth form mentoring students to achieve their aspirations and preparing them for university or working life. Therefore, we know the students we are speaking to are getting the best advice in order to get them ready for their next steps.



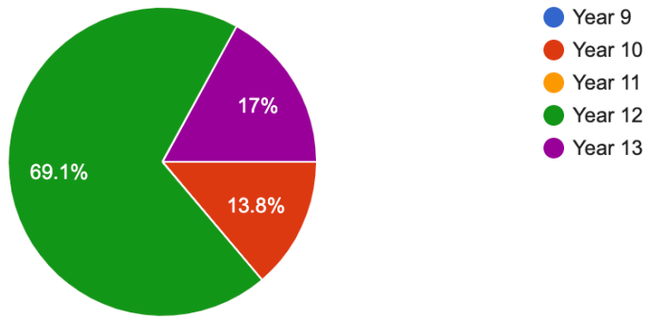
Fay Richards

Fay was an instrumental part in helping us fundraise during the beginning part of the academic year. Without her help, we would not have been able to reach out to as many young people as we did during this academic year.

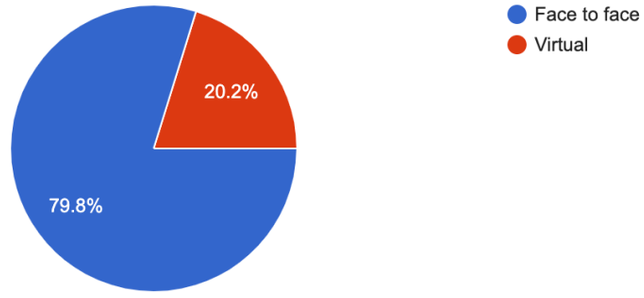
Fay is an experienced events manager with a demonstrated history of working in unique, historic venues. Having graduated with a BA (Hons) degree in Events Management from the University of Greenwich and working within the events industry in and around London for 14 years, she has gained a wealth of experience and knowledge in her field. She has a keen interest in charitable and fundraising events, and has assisted in raising vital funds for many charities in the past. She is excited to be continuing to help WizeUp Financial Education seek new funding opportunities.

FEEDBACK FROM STUDENTS AND STAFF

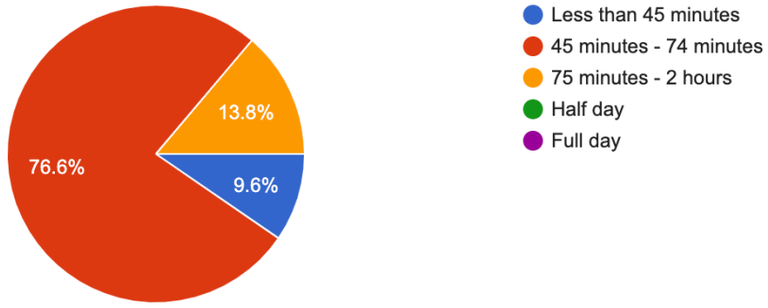
What is your year group?



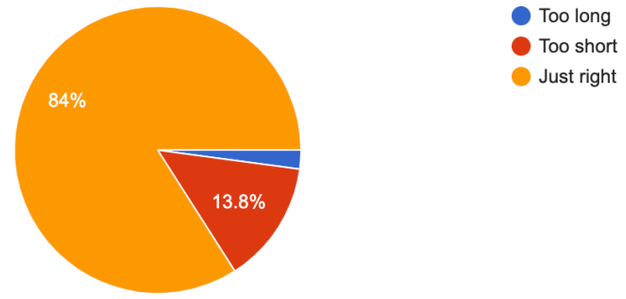
Were the sessions face to face or virtual?



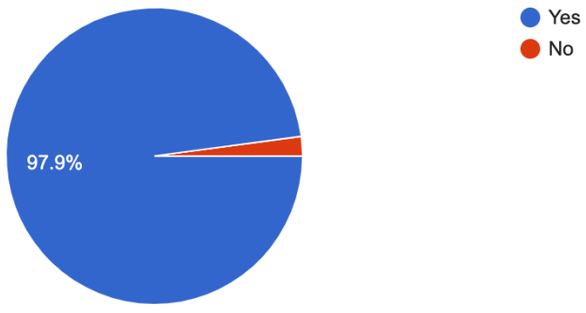
How long was the session?



Was the session too long or too short?



Would you recommend the sessions to your friends?



The majority of sessions were taught to those in Year 12, with 79.8% of sessions delivered face to face. The majority of students and staff felt that their sessions were either just right or too short, with 90.4% of sessions lasting between 45 mins - 2 hours.

97.9% of students and staff would recommend WizeUp Financial Education to friends.



"Touched on things not usually talked about. Learned new things and improved my understanding of pensions."

"Information was useful and always relevant. I understand a lot more about tax now."

"Thanks so much for your quick response and help with my application. I also just wanted to say thank you for our lecture on Thursday. I know a lot of people knew nothing about student loans and you made it very clear and easier to understand. Thanks again"

"Lots of useful information I wouldn't have known about if I had not been in the session."

"Gave all the key information I need to know and in a very well presented manner that was easy to understand."

"Introduced to me how to deal with landlords and the costs of financing university."

"This was super helpful."

"Good insight into grants/scholarships etc. that I was not aware of."

"What you were able to provide has proved to be of real help for our students and will give them the foundations that they need to move forward into adult life. I really look forward to working with you again next year."

"The information was very clear and concise. I really liked the video example."

"Ed and Andy's talks to our Sixth Form on student finance were extremely well received by both the students and parents. The girls felt that they were now armed with information to help them make practical, not just academic, choices about the further education that they pursue. The information about credit cards and the debt accrued with minimum payments was well timed in their lives, and was a sobering realisation for many"

"It was well planned and all of my concerns I had about student finance were answered by the end."

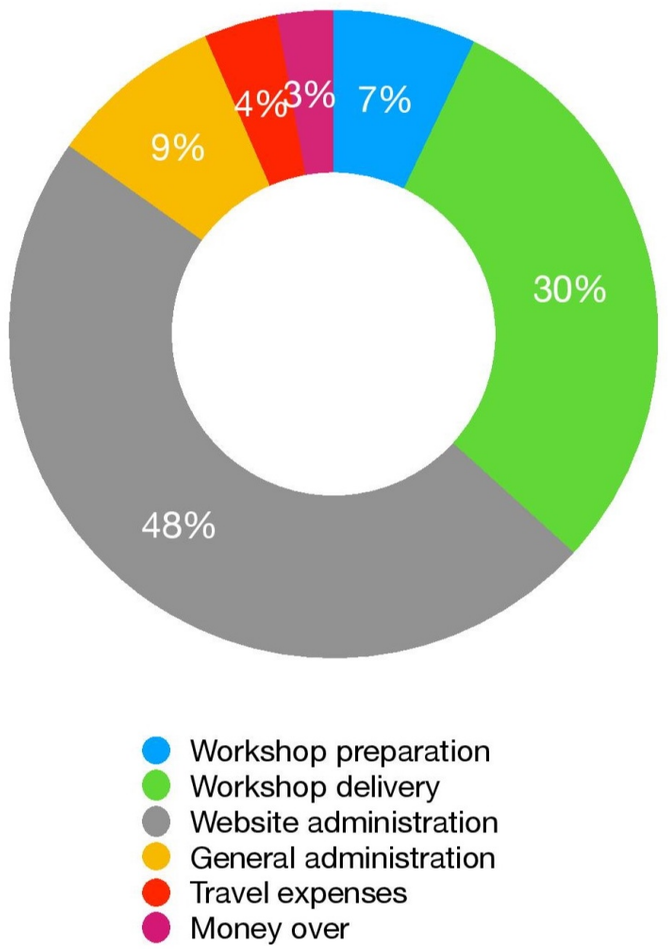
"Lots of key terms I had never heard of before."

WHERE DID WE SPEND OUR MONEY?

48% of our budget went on website administration, this was so we could revamp it to meet the demands of COVID-19 and give those who were having to learn from home the opportunity to access free resources. This didn't compromise the amount of workshops we delivered, however - it just meant that we did some for free!

30% of went on the workshop delivery, whilst 20% of money was put toward workshop preparation, general administration and expenses.

3% of money was brought over into the following academic year.



LOOKING FORWARD

We have held meetings with two large charitable foundations and are hopeful that we may **be able to work with them allowing us to work with more schools in London and and the South East.**

Our existing sponsors have agreed to either maintain or increase their levels of support over the next academic year meaning that **our pledged funding is already 50% higher at more than £32,000. We are continuing to try to increase this even more.**

We have two more provincial building societies who we are hoping to work with next year. We have held initial meetings and the feedback has been extremely positive.

We are hoping to **increase the number of students we work directly with next year by more than 50%** to 8,000.

We will be recruiting volunteers to work alongside Ed and Andy on a casual basis to meet increasing demand for workshops. Anyone we use will be trained by us and all of the necessary vetting carried out before they carry out any work. **We hope that these will be in areas where we already work.**

We will continue to **develop the online resources on our website.**

To our wonderful supporters……..

THANK YOU!

Bath Building Society

We're different because you are

BUCKINGHAMSHIRE BUILDING SOCIETY

esbs

as individual as you

H&R HINCKLEY AND RUGBY BUILDING SOCIETY

GREENSKY WEALTH

CHARTERED FINANCIAL PLANNERS

Market Harborough BUILDING SOCIETY

themelton building society

Penrith building society

Listening and Supporting, Since 1877

Saffron Building Society

THE MERCERS' COMPANY

Mr. & Mrs. D. Butler

WizeUp Financial Education

WizeUp Financial Education

Registered Charity Number 1190032

Our Registered Address:

74 Bressey Grove,

South Woodford,

London,

E18 2HX

www.wizeupfinancialeducation.co.uk

WizeUp Financial Education
Registered Charity Number 1190032

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FINANCIAL STATEMENT FOR PERIOD 20th JUNE 2020 TO 31ST JULY 2021							
		INCOME £				EXPENDITURE £	
Opening Balance		0		Workshop Preparation		1575	
Building Society Donations		15700		Workshop Delivery		6580	
Other Donations		1400		Website Administration		10682	
Private Donations		5100		General Administration		1926	
Other Income		5		Travel Expenses		814	
TOTAL		22205		TOTAL		21577	
				CASH IN BANK		628	
TOTAL		22205		TOTAL		22205	
Notes							
1. The Accounts have not been independently checked and verified due to the turnover being under £25000							
However the trustees agree that these accounts reflect accuratley the first year transactions							
2. Apart from the cash in the bank the charity does not control any further assets							
3. Website administration includes one off cost of £9,000 to bring all materials online							

Trustees

Ken Winberg



Derek Stew



Alan Walters

