

Volunteers helping people to take control of their money

A summary of the **MoneyActive** programme of free community based money management training April 2009 to March 2012



Supported by



Delivered by



Foreword

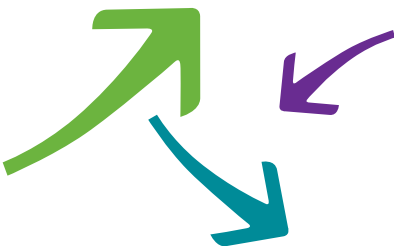
Volunteers are the backbone of the Citizens Advice service and thanks to the significant support of Nationwide Building Society we have been able to support and train over 1,700 volunteers in new financial education roles.

The involvement of volunteers in the MoneyActive programme has enabled us to expand the capacity of our bureaux to help people to gain the knowledge, skills and confidence to take control of their money and avoid unmanageable debt.

Gillian Guy, Chief Executive, Citizens Advice

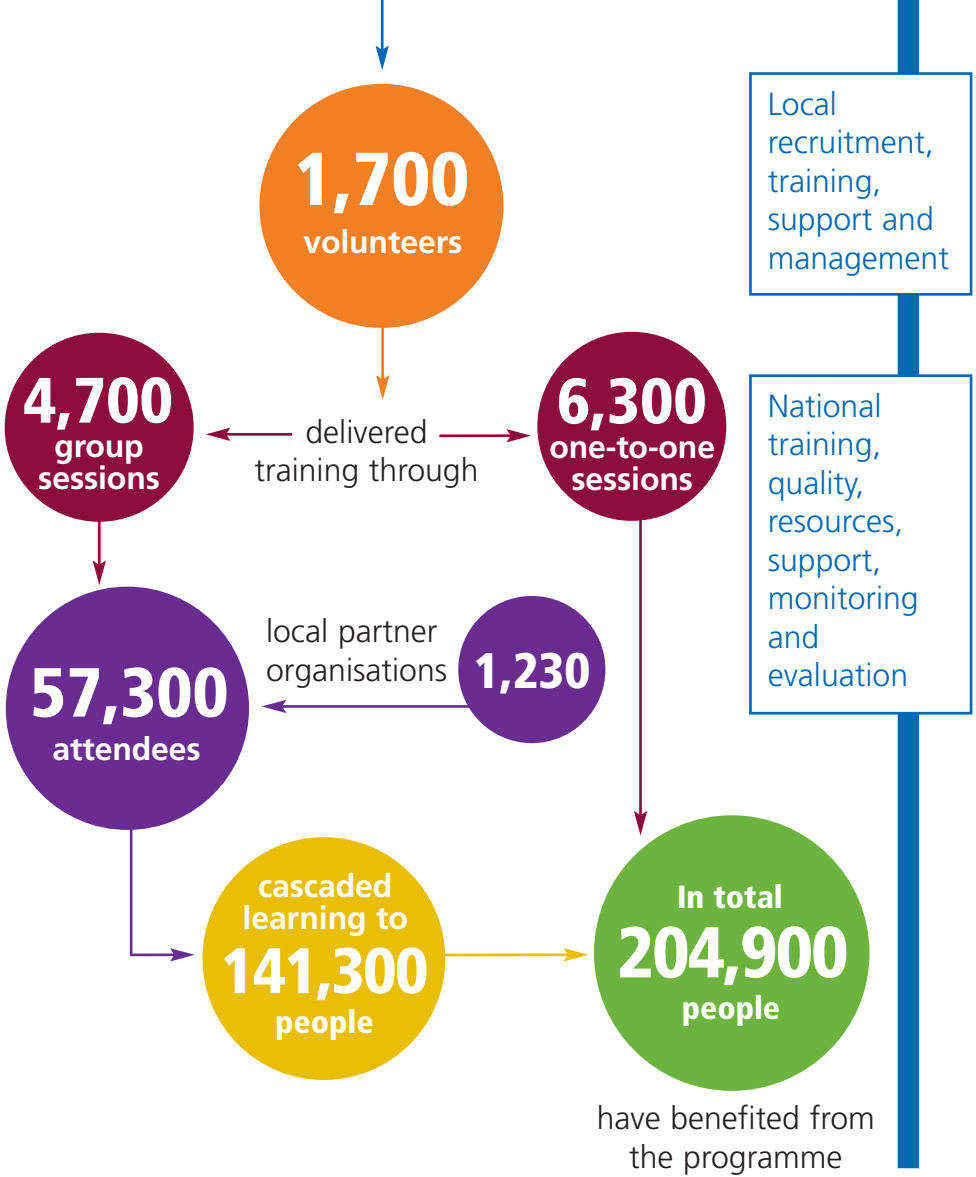
One of Nationwide's top priorities is to help people better manage their money. In addition to the support our branches offer our own customers and the free tools we provide online, we applaud the role Citizens Advice plays in providing free, independent and impartial education and advice to those most in need. The MoneyActive volunteers have made a real difference in their communities by boosting the financial capability of over 200,000 people over the last three years. We are very proud to partner Citizens Advice in its groundbreaking work to prevent debt and the harm it causes individuals and society.

Graeme Hughes
Group Director, Human Resources, Customer Experience
and Corporate Affairs, Nationwide Building Society



Project results

140 bureaux in England and Wales in addition to projects in Scotland and Northern Ireland

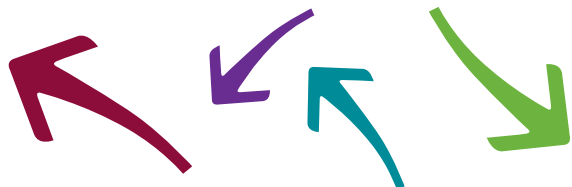
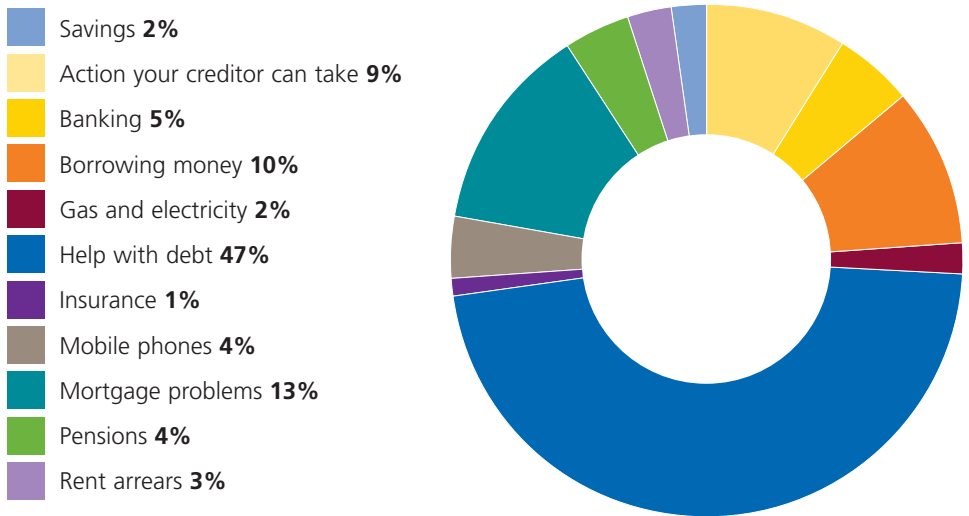


Project results

4.4 million visits to the self help resources on www.adviceguide.org.uk

The money management pages of the Citizens Advice website have been developed and updated under the programme. Online money management advice and information, interactive budgeting tools and letter templates are available 24 hours a day for anyone who needs them, reaching people who have not attended MoneyActive sessions and providing extra follow up information for those who have.

Percentage of visits to each content page of the money management section of www.adviceguide.org.uk



MoneyActive volunteers

The MoneyActive programme has proved particularly attractive to volunteers because it focuses on preventative, rather than reactive, support for clients. New volunteers, particularly those with finance or teaching backgrounds, have been keen to take on financial capability roles, along with many existing bureaux volunteers.

Whilst the ethnic diversity of MoneyActive volunteers is in line with that for Citizens Advice as a whole, the profile is younger (43 per cent under 45 compared to 30 per cent) and there is a higher percentage of male volunteers (40 per cent compared to 33 per cent). Citizens Advice considers this to be significant in terms of diversifying its volunteer base, a strategic aim for the service.

Volunteer roles

The majority of volunteers have delivered group training, whilst others have been course assistants, carried out one-to-one sessions, or been involved in organising, supporting, evaluating or marketing the training.

“I have found that delivering MoneyActive sessions has increased my skills in communication and presentation. These new skills have had a positive impact both in my work and social life.”

Volunteer, Powys CAB

Training for volunteers

Bureaux staff and supervisors ensure that volunteers are trained to Citizens Advice quality standards and that they are fully supported to carry out their roles. Over 70 per cent of volunteers rated the training and ongoing support they received from their bureaux as excellent or very good.

MoneyActive volunteers

Citizens Advice has developed online resources, e-learning and a two-day training skills course as part of the MoneyActive programme, together with bursaries for City and Guilds qualifications in adult teaching.

Volunteer development

Volunteers have gained skills and confidence through their involvement with the programme and some 32 per cent of those leaving MoneyActive went into education, paid employment or training.

“It has improved the personal skill set I can now offer a future employer.”

Volunteer hoping to find paid work

Of the volunteers who hope to move on to paid employment, 80 per cent believed that the MoneyActive project will help “a great deal” or “quite a lot” in making this possible.

“Delivering financial training to the most vulnerable groups of people within society has increased both my own financial capability and motivation to begin a career within finance.”

Volunteer who has now started studying for their CIMA chartered accountancy qualification



Volunteer added value

Overall it is estimated that the MoneyActive volunteers have added a value of **£1.89 million** per annum to the capacity of the national Citizens Advice service. Qualified trainers also benefit the bureaux in terms of securing further funding for financial capability.

“The prospects of further funding after the end of the current MoneyActive project have been improved by the number of Preparing to Teach in the Lifelong Learning Sector (PTLLS) qualified trainers that the bureau now has.”

MoneyActive Co-ordinator, Portsmouth CAB



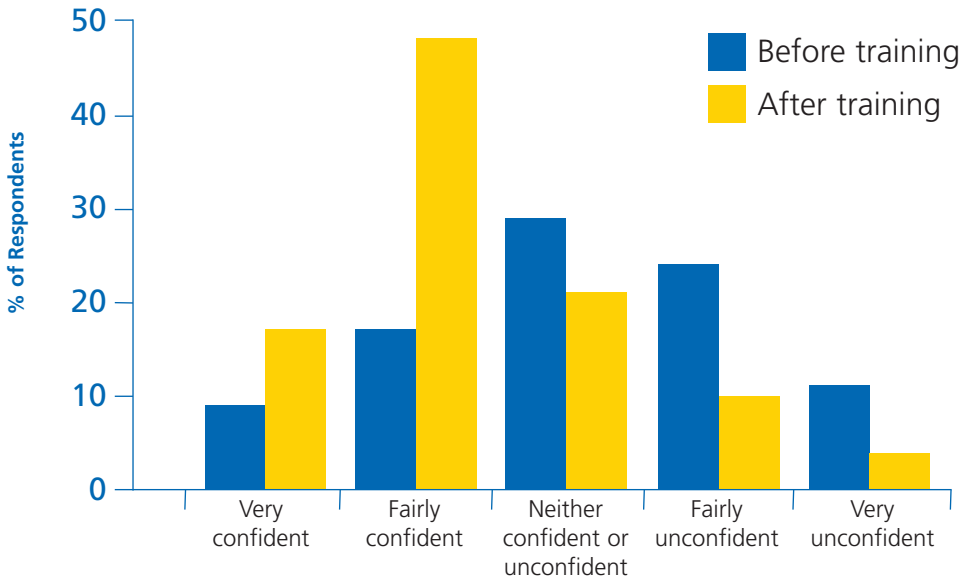
Helping people to manage their money

Gaining skills, knowledge and confidence

'It has been well established over the course of the evaluation that MoneyActive training significantly increases end users' reported confidence in their ability to manage their finances.'

Rocket Science independent evaluation report June 2012

How confident are you managing your finances?

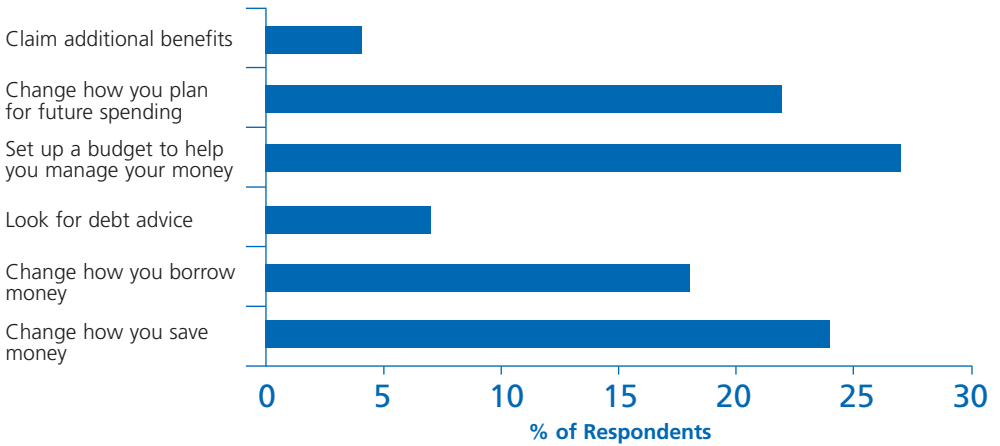


When asked what they had found best about the training, common answers were tips on how to draw up a budget, explanations of annual percentage rates (APR) and learning the difference between priority and non priority debts.



Following the training, people reported on the changes they planned to make.

What do you plan to change about how you manage your money?



Helping people to manage their money

Paul* says he always felt “awkward” with money. “I would waste it and spend it on unnecessary goods, like computer games and clothes”, so when he heard about the MoneyActive training he thought it would be a good idea to go along. He felt the training gave him a “new perspective” on spending.

Paul has made a lot of changes based on what he learned. He manages and prioritises his money now to make sure that he can pay his board and lodging to his dad, and he did research to find a cheaper internet provider. Now he always makes sure that he leaves money to pay for the essentials, and saves the rest:

“*If I want a new computer game, for example, I'll save £5 each week so that I can afford it.*”

He has now paid off his £300 overdraft so he is no longer in debt, and he cut up his credit card so that he can't use it. A direct debit has been set up for his phone and he always ensures that he has enough money in his account to pay it. He attended a plumbing course to improve his skills but negotiated to pay the fees every two weeks so that he is not left out of pocket. He has paid for a bus pass to save money in the long-run. **“I'll always ignore mail I get from banks about credit cards and overdraft accounts as I know they are a bad idea; it's better to save up to buy the things you really want.”**



* Name has been changed

Kate* was struggling to manage her finances at the time she attended MoneyActive training, and her money worries were causing her a lot of stress: “I was having lots of financial problems with the bailiffs and not being able to pay bills...I was desperate and at my wits’ end.... Everything was piling up with the council and council tax bills and I realised I just really needed help.”

Kate attended two hours of MoneyActive training, held over two weeks. She really liked the course and found it “eye-opening”.

For Kate, the training made a real difference. “It made me think about a lot of things I wouldn't otherwise have thought of, such as choosing the cheapest options when going shopping rather than buying big brand names, and about small things such as gas and electricity bills”. In addition, Kate says, the course helped build her confidence.

“ I used to squander money and can't believe how I used to be, but now I think ahead and plan my budget much more. I won't buy from catalogues anymore and always look for the cheapest option. ”



* Name has been changed

Working in partnership with local communities

MoneyActive has built on the strong relationships that Citizens Advice Bureaux have with many local organisations as volunteers deliver money management sessions to their frontline workers. It has also enabled bureaux to develop new partnerships and extend their reach into new groups, making communities more aware of the services offered.

“I feel I can spot someone with money problems now and I feel much more confident about what I could do to help.”

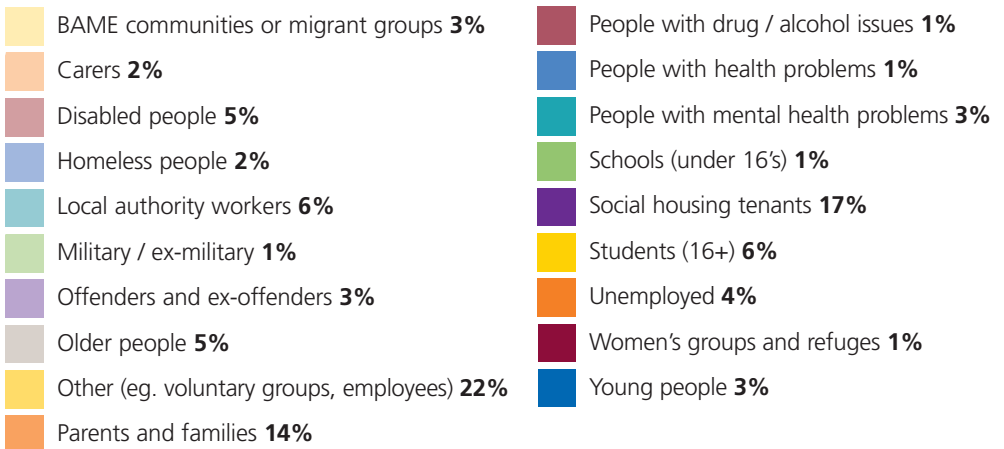
Frontline worker, Housing Association



After the training, frontline workers report significant increases in their levels of knowledge and confidence and therefore their ability to pass on information and help their clients.



Frontline worker groups



“We all seem more confident in discussing money with our clients. For those who’ve experienced or are experiencing domestic abuse, their financial skills are a very important part of their journey.”

Frontline worker, Liverpool Domestic Abuse Service

The MoneyActive legacy

The MoneyActive programme has given a significant boost to the capacity of the Citizens Advice service to deliver money management training with 75 per cent of all bureaux now involved in financial capability.

The programme has been successful in embedding the role of financial capability volunteer alongside other traditional advice and information roles within bureaux. The grants programme enabled bureaux to support these volunteers, particularly through the recruitment of volunteer and financial capability co-ordinators, a dedicated key resource to really develop and drive forward this preventative work.

On a national level, Citizens Advice now has the resources in place to support volunteers to become financial capability trainers.

Evidence of the impact of the training on end users and frontline workers has already enabled a significant number of MoneyActive bureaux to access or identify further funding to support financial capability. More than 70 per cent of MoneyActive bureaux intend to continue to provide group money management training and nearly 60 per cent of current MoneyActive volunteers reported that they anticipated being in the same role six months after the close of the programme.



Citizens Advice

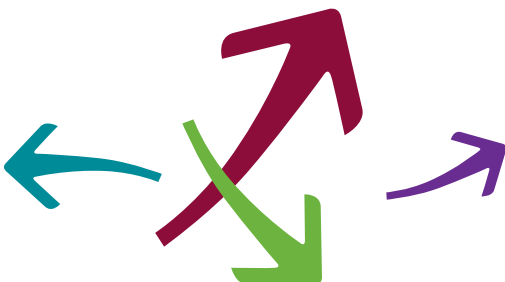
The Citizens Advice service comprises a network of local bureaux, all of which are independent charities, and national charity, Citizens Advice. Together we help people resolve their money, legal and other problems by providing information and advice and by influencing policymakers.

Nationwide Building Society

As a UK based mutual, Nationwide Building Society exists solely for the benefit of our members, we help them and their families meet their financial needs in a sustainable, responsible and secure way – as we have done since 1846, in a manner that is open, honest, and fair.

Corporate Responsibility at Nationwide is all about being a responsible Financial Services provider whilst having a positive impact on our community and environment.

There are four key areas of our Corporate Responsibility strategy: community, environment, housing and finance, which we are actively progressing.



**For further information about financial capability work
at Citizens Advice and the full final report and
evaluation of the MoneyActive project visit
www.financialskillsforlife.org.uk**

Citizens Advice, Myddelton House
115–123 Pentonville Road, London N1 9LZ
www.citizensadvice.org.uk
www.adviceguide.org.uk

Citizens Advice is an operating name of The National Association of Citizens Advice Bureaux.
Registered charity number 279057