

National Numeracy – bringing brighter financial futures for all



THE CHALLENGE

National Numeracy is the UK's only charity dedicated to improving everyday maths skills. Improving confidence, skills, and attitudes towards numbers and maths transforms lives by unlocking educational, employment, and financial opportunities, paving the way for brighter futures.

One of the charity's focuses is helping underserved, disadvantaged communities build their confidence with numbers because life becomes more challenging without them. Tasks some of us take for granted – like managing bills or keeping track of finances – can become frustrating and overwhelming. These struggles can lead to debt, fraud, anxiety, and lost job opportunities.

THE SOLUTION

National Numeracy's partnership with nudge enables the charity to reach more people by delivering resources straight to their phones, helping to improve number confidence and boost financial health.

This partnership has created further opportunities to reach even more people, including:

- The partnership between nudge with Experian, and National Numeracy gave adults using the National Numeracy Challenge exclusive access to the nudge platform – offering a seamless journey from tailored numeracy content to personalized financial wellbeing support.
- nudge hosted live financial wellbeing training during Talk Money Week for National Numeracy, helping people break the taboo of discussing money and encouraging open, honest conversations at home, work, with friends, and creditors.
- National Numeracy teamed up with nudge to create the "Building Confidence With Numbers" article, which is now available across the platform to benefit a wider community.



THE COMPANY



Established:
2012

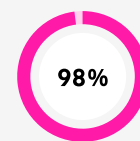


Industry:
Charity

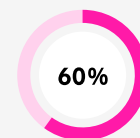


No. of beneficiaries:
800+

THE RESULTS



of people have used the nudge platform +3 times since launch



of people have personalized their profile on nudge

Top 3 interests selected to receive personalized financial education:

1 Tax

2 Everyday money

3 Savings