

# How Licensed Trade Charity laid the foundations to improve financial health



<b>Established:</b> 1793	<b>Industry:</b> NPO	<b>Employees:</b> 500+
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## THE CHALLENGE

Licensed Trade Charity (LTC) has one mission: to support people in the licensed hospitality sector who have fallen on hard times – offering them the necessary guidance and, if needed, financial assistance to help them bounce back and move forward in life. The team wanted to make sure that nudge's impartial, personalized financial education underpinned the important work that they do, and beneficiaries knew how to make use of nudge for maximum impact.

## THE SOLUTION

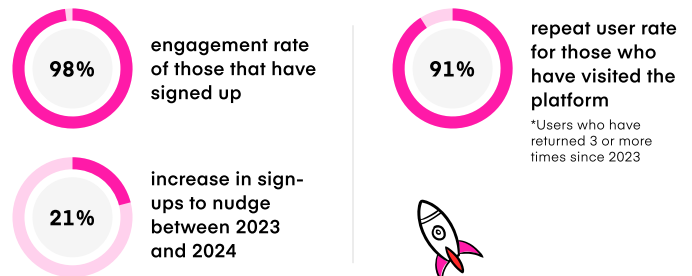
The support on offer with LTC aims to enhance financial literacy, mental wellbeing, and overall financial health. They provide people who meet the criteria complimentary access to nudge to empower them to make informed financial decisions and plan for a secure future.

Licensed Trade Charity partner with nudge on regular communications campaigns to drive awareness, understanding and uptake of the financial wellbeing support on offer. This includes:

1. Money and mental health training sessions and a podcast focusing on financial wellbeing.
2. A week-long campaign during 'Talk Money Week' to attract more individuals to nudge and partake in interactive masterclasses.
3. Using co-branded social media toolkits to promote to their 5.5k followers how Licensed Trade Charity support beneficiaries with improving their financial health through a combination of both grants and financial education.
4. Distributing wallet-sized cards with QR codes, giving individuals easier access to nudge for further financial education and resources.

## THE OUTCOME

The team has seen an obvious impact from providing their members with financial education and literacy.



## USER STORY

Sam ran into trouble after covid. With tenancies running out, furlough, and high interest loans, she found herself in financial difficulties. She was encouraged to contact our organization to get support for her mental health stemming from her financial difficulties. Through us, she got access to nudge.



“nudge helped me streamline my finances and budget and alongside a grant I received from LTC, I was able to clear my debt, put a deposit down on my apartment and I am now in my first GM role. Quite honestly, I think LTC might have saved my life”