



KickStart Money

Building foundations for
a better financial future

kickstartmoney.co.uk



About KickStart Money

Sixteen of Britain's leading savings and investment firms, brought together by the Tax Incentivised Savings Association (TISA), are proud to support a new, ground-breaking project that aims to arm 18,000 school children with essential money skills to help create better financial futures for a generation.

With a shared goal of contributing an initial investment of £1 million, **KickStart Money** is a serious statement of intent by our partners and supports calls for financial education to become a compulsory element of the Primary National Curriculum.

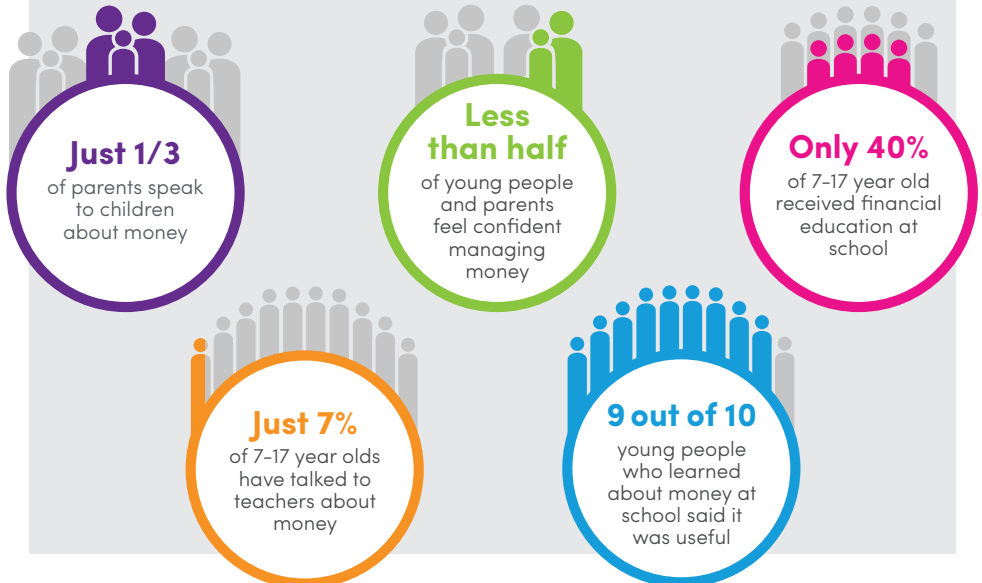
KickStart Money's primary delivery partner is the highly-respected and award-winning charity MyBnk.

The project has already been recognised by the Money Advice Service (MAS), having received funding as part of their *What Works Fund*. **KickStart Money** was one of 58 winning projects chosen by MAS, out of 400 applications.

"Learning about the basics of money is essential if we want to build a more financially literate nation."

Lord Hutton, former Secretary of State for the Department of Work & Pensions

The state of our nation



Kickstarting the project

The first initiative to be rolled out through **KickStart Money** will be MyBnk's Money Twist programme, which has been independently evaluated and proven by MAS.

Money Twist is a series of highly-interactive workshops for 7-11 year olds that help set positive money habits and mind-sets. Case studies, games, videos and popular culture are all used to encourage students to explore and form their own opinions on money and their relationship with it.

Co-designed by young people and complemented by teacher resources and homework challenges, MyBnk uses trained experts from education, finance and drama to deliver sessions that apply learnings to the real world.

Sessions include:

- **My Money:** *Value and importance of money, where money comes from, personal relationship with money.*
- **My Choices:** *Spending, shopping, prioritising, needs and wants, budgeting, self-reflection.*
- **My Future:** *Planning for the future, saving, earning money, money motivation and vision-based goal setting.*

MyBnk's unique and engaging activities teach young people to become informed consumers, savvy savers and mindful spenders – by making finance fun.



"You might live on the streets if you don't know about money!"

Tegan Helen, age 9



"Absolutely brilliant for the children, just the right level and great fun."

Miss Aitkin, Teacher, Thomas's, Clapham



KickStart Money is generously funded by:



In partnership with:



For more information about **KickStart Money** or for any media enquiries, please contact info@kickstartmoney.co.uk

Or, if you are a parent or teacher and wish to bring **KickStart Money** to your primary school, contact MyBnk at info@mybnk.org

