

How Licensed Trade Charity laid the foundations to improve financial health



Established: 1793
Industry: NPO
Employees: 500+

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 nudge's impartial, personalized financial education to underpin the important work that they do, ensuring beneficiaries knew how to make use of nudge for maximum impact.

THE SOLUTION

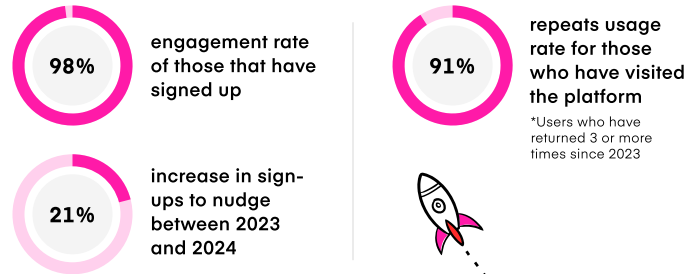
The support on offer with LTC aims to enhance financial literacy, mental wellbeing, and overall financial health. They provide people who meet the criteria complimentary access to nudge to empower them to make informed financial decisions and plan for a secure future.

LTC 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 LTC support beneficiaries with improving their financial health through a combination of both grants and nudge's financial education.
4. Distributing wallet-sized cards with QR codes, giving individuals easy access to nudge for further financial education and resources whenever they need it.

THE OUTCOME

LTC has seen a clear impact from providing their members with impartial, personalized financial education:



BENEFICIARY STORY

Sam ran into trouble after Covid. With her tenancy running out, furlough, and high interest loans, Sam found herself in financial difficulty. She was encouraged to contact LTC to get support for her mental health stemming from her challenging situation. 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”