

1 About StepChange

We help thousands of people become debt free every year. Our team of experts offer free, flexible debt advice to anyone who needs it.

We have spent the last thirty years:

- Helping people take control of their finances
- Giving practical help
- Supporting clients for as long as they need
- Campaigning for change

2 Our value statement

Problem debt can significantly impact many areas of a person's life, causing financial stress, and reducing overall life satisfaction. Since StepChange was founded in 1993, the charity has provided help to around **8 million people**.

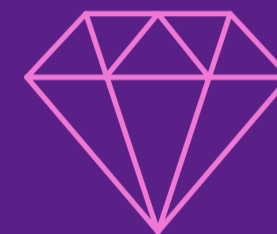
We also believe that problem debt is not just an issue for individuals but goes much further – it damages families and communities and costs in excess of **£8 billion a year**.

By helping those in debt get back on their feet, and by campaigning for policies that aim to prevent problem debt, we'll help overcome the difficulties that debt creates for our society in the 21st century.

Our interventions have helped transform the lives of millions and we're committed to helping millions more. With the support of our partners and stakeholders, we will continue to be recognised as the most trusted provider of free debt advice and solutions and we will continue to champion all that's best in free debt advice and debt management.

We're a charity, not-for-profit and independent—putting people first, beyond the bottom line, is what we do.

The value of what we do can never be underestimated.



3 Who we work with



General public



People in financial difficulty



Partners and funders



Govt, policy makers, regulators and media



Advice and support organisations



In England, Scotland, Wales & Northern Ireland

4 What we do



4. We build evidence

We analyse client data and conduct wider research about debt in society and the groups most impacted by financial difficulties to better understand problems and generate solutions.

1. We raise awareness

We raise awareness of financial difficulties and the support that exists to help people who are struggling. We do this to tackle stigma, misconceptions and increase public knowledge that debt help is available.

5. We influence

We use robust evidence and insight to influence politicians, policy makers and regulators to create change that reduce vulnerability to, and the harm caused by problem debt.

2. We provide information and guidance

We provide accurate, timely and useful guidance through our website and other information sources to those worried about their finances, or who need budgeting help.

6. We work with partners

We work with a vast network of partners to support their clients and customers, their staff and to provide real value to their business by developing guidance or new services that meet the needs of their customers.

3. We provide free, impartial debt advice and solutions to those in problem debt

We meet the immediate needs of those in crisis – through FCA regulated debt advice and wider support – and look to find long term debt solutions to get people back on their feet and to move from crisis to resilience.

7. We champion our sector and the value of free, charity advice

We passionately believe that debt advice is best provided through free, not-for-profit, high quality providers and we make the case for the sector to best meet client needs.

5 The changes we want to bring about

1. Raised awareness, reduced stigma

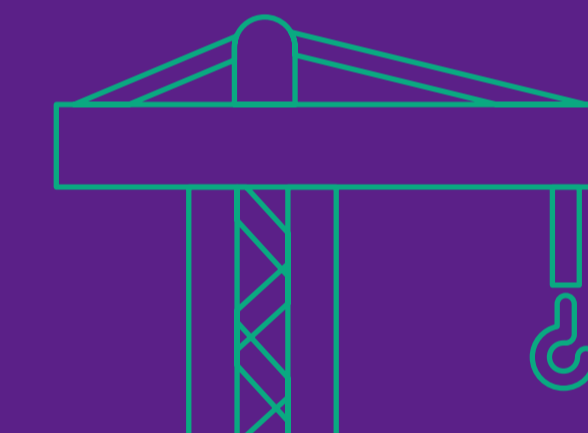
Media narratives around debt, money & financial problems are more constructive.

Clients access the help they need sooner.

More people are aware of their options, that help exists and what to do about financial problems. More people who need help access it.

The public talk more, & more constructively about money & debt.

Employers are more able & willing to talk to employees about money & debt.



2. Reduced vulnerability to debt

Companies & lenders understand the specific debt drivers of different groups – and act on this knowledge.

Government, regulators & ALBs understand the drivers and social cost of debt – and act on this knowledge.

People can access safe and affordable credit that works for them.

People can make ends meet without resorting to harmful borrowing.

People can save for a rainy day meaning they don't have to turn to harmful borrowing.

Safety nets are in place for those who experience substantial changes to their household finances.

3. Reduced harm that debt causes

The debt advice and wider support sector works effectively, is sustainable and meets client needs.

The harmful link between financial difficulties and poor wellbeing is addressed.

Debt collection and enforcement practices are fair and appropriately protect vulnerable people.

People in vulnerable situations are effectively supported through recovery from problem debt.

Problem debt does not leave people facing financial and social exclusion.

4. Improved financial health & resilience to support recovery from problem debt

More people in the UK understand their own finances & plan for their future.

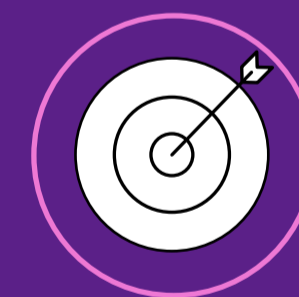
The finances of StepChange clients with money worries improve in the long term.

Through StepChange services client organisations better support their staff, customers & members to manage their finances.

StepChange is able to support clients with the best solution for them over the long term.

If debt happens again, people know where to get help as soon as they need it.

6 The long-term impact



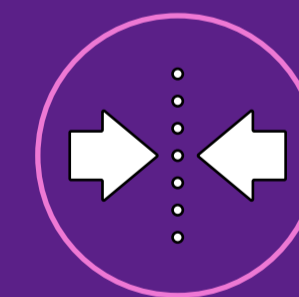
1. Anyone who needs it can access tailored debt advice and wider support



2. The social costs of debt – to both an individual and society – are reduced



3. The stigma of debt and financial problems are reduced – and are no longer a barrier to seeking help



4. No group is more likely to experience problem debt than another.

7 Our vision

is to create a society free from problem debt

Our mission

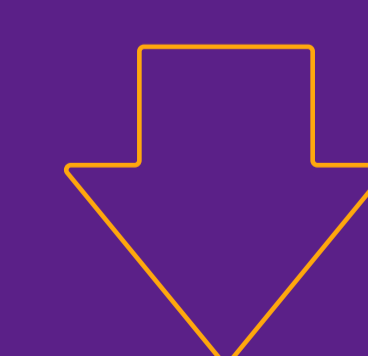
is to break debt's stigma and change lives for the better



8



Awareness, resilience, support.



Vulnerability to, and harm caused by, debt.