

Turning connections into impact: how we helped people in 2025

This year, every click, call, and message represented someone facing real worry and taking a brave first step toward hope. We didn't just share advice; we restored confidence and helped thousands regain control.

Awareness that reaches those who need us

21.4%

brand awareness
(general population)

Awareness stayed strong in 2025, and we're focused on making sure no one faces debt alone.

We were there when people needed answers

5.3m

website visits

860k+

calls into the Charity

70k+

followers on social media

Through our website and digital channels, we reached people at their most vulnerable moments, when uncertainty felt overwhelming. Every visit was a sign of courage, a first step toward hope.

Every piece of advice was a step towards control

2.4m

individual engagements with our advice services

546k

times we guided or signposted clients to the appropriate help

164k

clients received tailored advice

46k

clients set up on Breathing Space

32k+

clients identified claimable benefits

£2.9m

of benefits were realised overall

With clear, practical guidance, we helped thousands understand their options and take action. 93% accessed our services digitally through their journey. Support was available anytime – just a click away.

Every solution was a promise of progress

332k+

calls managed to support clients with their solution

135k+

clients reviewed their solutions

42k

clients set up a new solution

186k

clients on a managed plan

We provided personalised, structured support that built confidence, offered ongoing guidance, and helped people stay on track toward greater stability and long-term financial resilience.

Behind every statistic is someone who found hope. Their stories show the impact of real understanding and support.



Read our real client stories

From worry to relief

15.5k

clients became debt free

The greatest success: thousands became debt free this year. Each number represents confidence regained and the first steps toward lasting financial resilience.

Trusted by thousands

Our **Trustpilot** and **Feefo** ratings highlight client confidence and the care we put into every interaction. These independent reviews reflect our commitment to delivering exceptional experiences and building long-lasting relationships.

External recognition continued to grow, with multiple industry awards, including joint wins with key partners, celebrating our service enhancements and the impact of our work. These accolades further strengthen our position as a trusted, leading brand in the market.



Read more about our impact

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Statistics are rounded to the nearest figure: exact numbers can be found at stepchange.org/impact
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