Internal Communications Article

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**We’ve also provided imagery to accompany it on the next page.**

Title: StepChange: Solving the nation’s financial ‘What ifs’

**Who are StepChange?**

Since 1992 StepChange Debt Charity have been helping people struggling with debt to take back control of their finances, and their lives.

They offer a range of free and impartial services including debt advice for when people are experiencing a financial crisis, or budgeting advice to help people address financial difficulty before it becomes a serious problem.

**The impact of coronavirus**

StepChange help over 630,000 people every year, but with many people financially affected by coronavirus, they expect to see even more new clients in the coming months. Caroline Darnbrook, Head of Marketing at StepChange, said *“Usually we run one key campaign (Debt Awareness Week) every spring however, because of the financial impact of the pandemic we’re anticipating a huge spike in demand for our help. So, we’re running a new campaign this autumn, to make sure that people can find us. We don’t believe anyone should pay for debt advice when they’re already struggling, so it’s important that people know that free and impartial help is available.*

She added: *“There will be lots of worries running through peoples’ heads, like “What if I can’t pay my mortgage?”, or “What if I’m made redundant?”. There’s a lot of uncertainty.”*

That’s where StepChange’s new autumn ‘What if’ campaign comes in: StepChange want to publicise that they are “here to help people turn those financial ‘what ifs’ into ‘what to do next’” and help them to restore some certainty to their finances.

The campaign launches on September 21 and runs for three months, so look out for their activity on social media and in the press, addressing people’s worries about their finances and helping them find a way forward.

**To find out more visit www.stepchange.org**

Imagery

A close up of a logo

Description automatically generated

A close up of a person

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A person with collar shirt

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