

# Team briefing: StepChange Debt Awareness Week 2020

## Background

StepChange Debt Charity is the UK's leading debt advice charity.

For more than 25 years we've worked collaboratively with partners to help people at risk of or struggling with debt to take back control of their finances and their lives.

We offer the most comprehensive range of free advice, support and solutions of any provider in the UK, from budgeting to repayment plans and from insolvency to mortgage advice. Our in-depth analysis of an individual's financial circumstances takes full account of their situation and needs, to help them choose a realistic path out of debt.

Many people with financial difficulties are also vulnerable for many other reasons. Where this is the case we provide additional support tailored to their circumstances.

Our services are based on the principle that if someone can afford to repay their debts in a reasonable period of time we will recommend, alongside other possible approaches, a repayment solution for their consideration.

With the evidence and insight we gain from providing services to so many clients we influence policy, practice and public perception to bring about positive change.

## What is Debt Awareness Week?

We started running Debt Awareness Week because we know that millions of people are struggling with debt. Many of them aren't aware that we can help them take control of their finances.

Since its inception in 2014, we've used the key annual moment to cover lots of debt-related issues and prompted millions of people to get debt advice.

## What is Debt Awareness Week 2020 about?

We believe that everyone has a story about how they got into the position they're in with debt.

Each story maybe different but everyone's feelings are pretty much the same. They feel embarrassed, confused and paralysed. And worst still it feels like "things will always be this way", this is "the story of my life.". Yet it doesn't have to be like this. With help from StepChange you can.....#change your debt story. In our partners case, you can **#changetheirdebtstory**.

**March 2020**

## When does it start?

The campaign runs from **23-29 March 2020** and we'll be highlighting our messages across our website, our partner websites, email and social media.

You can visit our supporter toolkit to download content or to read more about the campaign:

<https://www.stepchange.org/about/partner-with-us/debt-awareness-week-2020.aspx>

## How can I support it?

- Talk to your friends and family about the campaign: help us reduce the stigma and increase awareness that we're here to help
- Reshare our social media posts across Twitter, Facebook and LinkedIn
- Refer your customers to us if you think they need our support, whether they need crisis debt advice, or they need help dealing with persistent debt

Thank you for your continued support.