

Team Briefing

Use this resource to help your colleagues understand who StepChange are, how they can help your customers and what their autumn campaign is about.

Background to StepChange

StepChange Debt Charity is the UK's leading debt advice charity. For more than 27 years they'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.

They 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.

Their 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.

What is their autumn campaign about?

There are lots of people who've been financially hit by Covid-19. Some may have lost their jobs, and many have had to deal with a reduced income.

Many people will be facing financial difficulties for the first time, and for others, their existing problems will have worsened. There will be lots of worries running through peoples' heads, like "What if I can't pay my mortgage?", or "What happens if I'm made redundant?". There's so much uncertainty.

That's where StepChange can help – they understand debt, are free and impartial and can offer tailored support to suit everyone – whether they need full debt advice, help with budgeting or support to deal with persistent debt. StepChange is here for their financial what-ifs.

Throughout the campaign, they'll be active on social media, television and outdoor advertising addressing people's worries about their finances and helping them find a way forward.



When does it start?

The campaign starts on **Monday 21st September** and will be active until the end of November.

How can I support it?

- Refer your customers to StepChange if you think they need some support
- Spread the word: talk to your friends and family about the campaign
- Reshare their social media posts across Twitter, Facebook, and LinkedIn