



# Navigating Tomorrow: Evolving Financial and Well-being Support at Turn2us

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# Our vision, purpose and values



## Our vision

Everyone in the UK has financial security so that they can thrive.



## Our purpose

We offer support to those of us facing financial shocks and together we challenge the systems and perceptions that cause financial insecurity.



## Our values

Financial security for all  
Listen, learn and improve  
Together we succeed  
Impatient

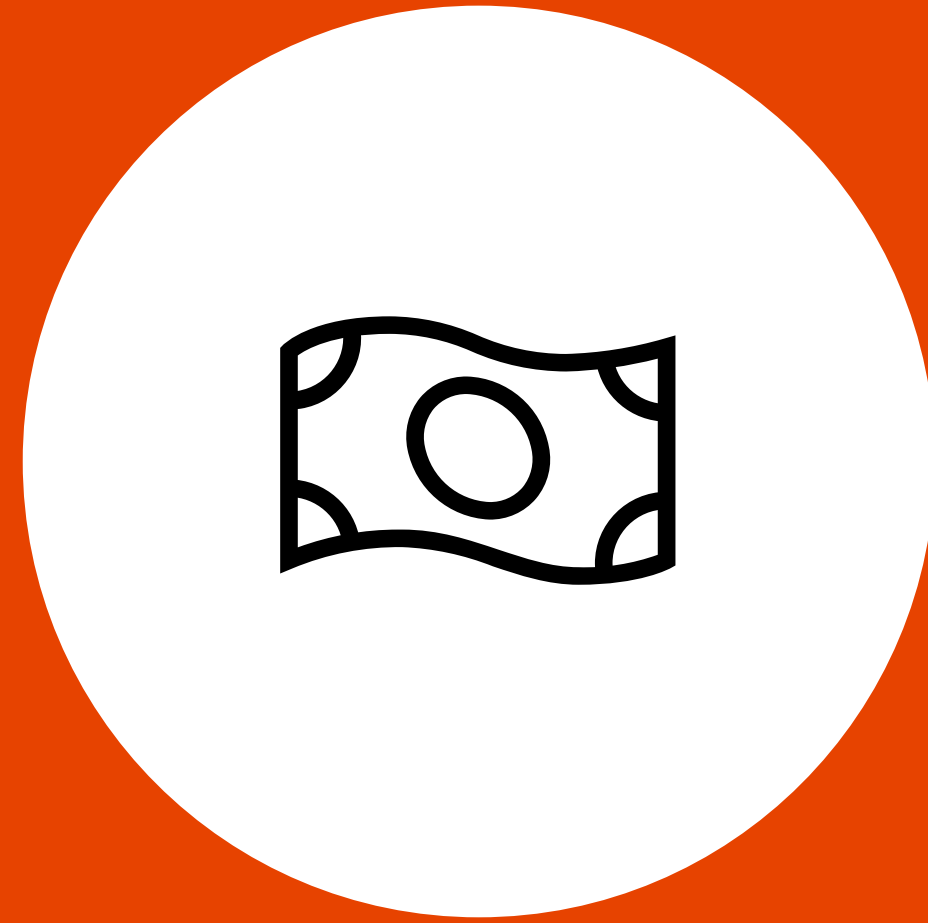
# Our products and programmes



## Place-based Programmes

London, Middlesbrough,  
Manchester & Edinburgh.

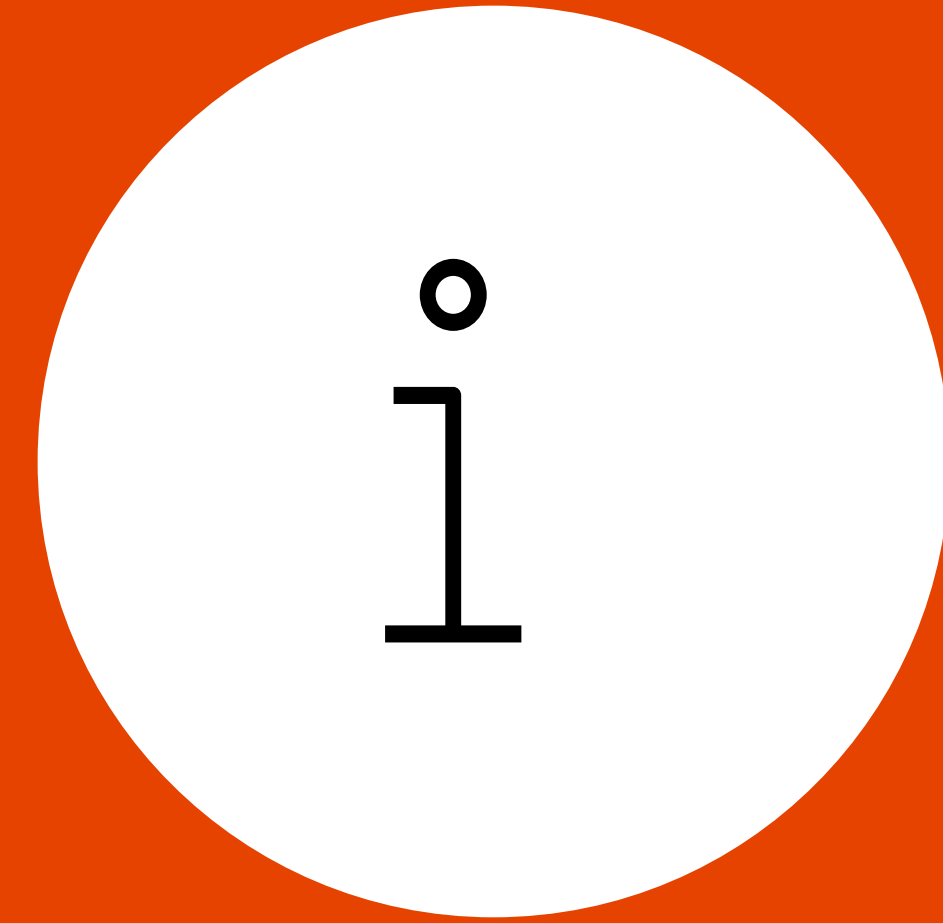
Developing local collaborations  
and partnerships to create long  
term change.



## Grant Programmes

Turn2us Response Fund,  
Elizabeth Finn Fund, Cost of  
Living Fund, Edinburgh Trust.

Reaching 3,000 people last year  
with a combined budget of £4m.

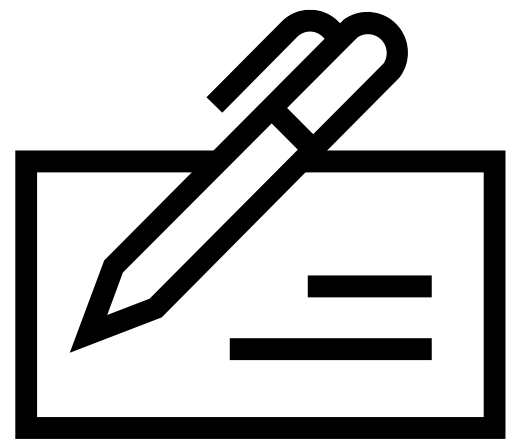


## Income Maximisation

Benefits Calculator, Grants Search,  
Website content & Helpline.

3 million calculations last year  
helped people access £1.4bn in  
benefits.

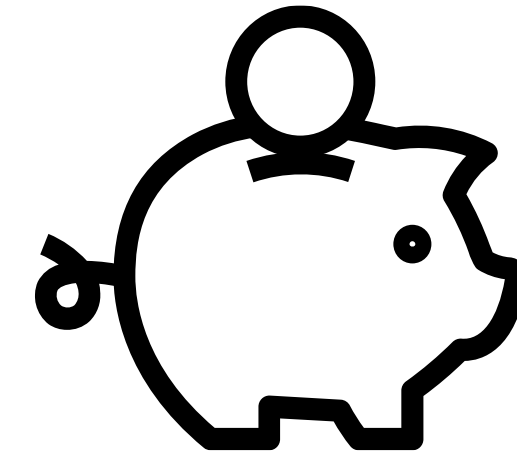
# Our approach



Co-production with people with lived experience of financial insecurity



Shift power to those experiencing financial insecurity and influence others to do the same.

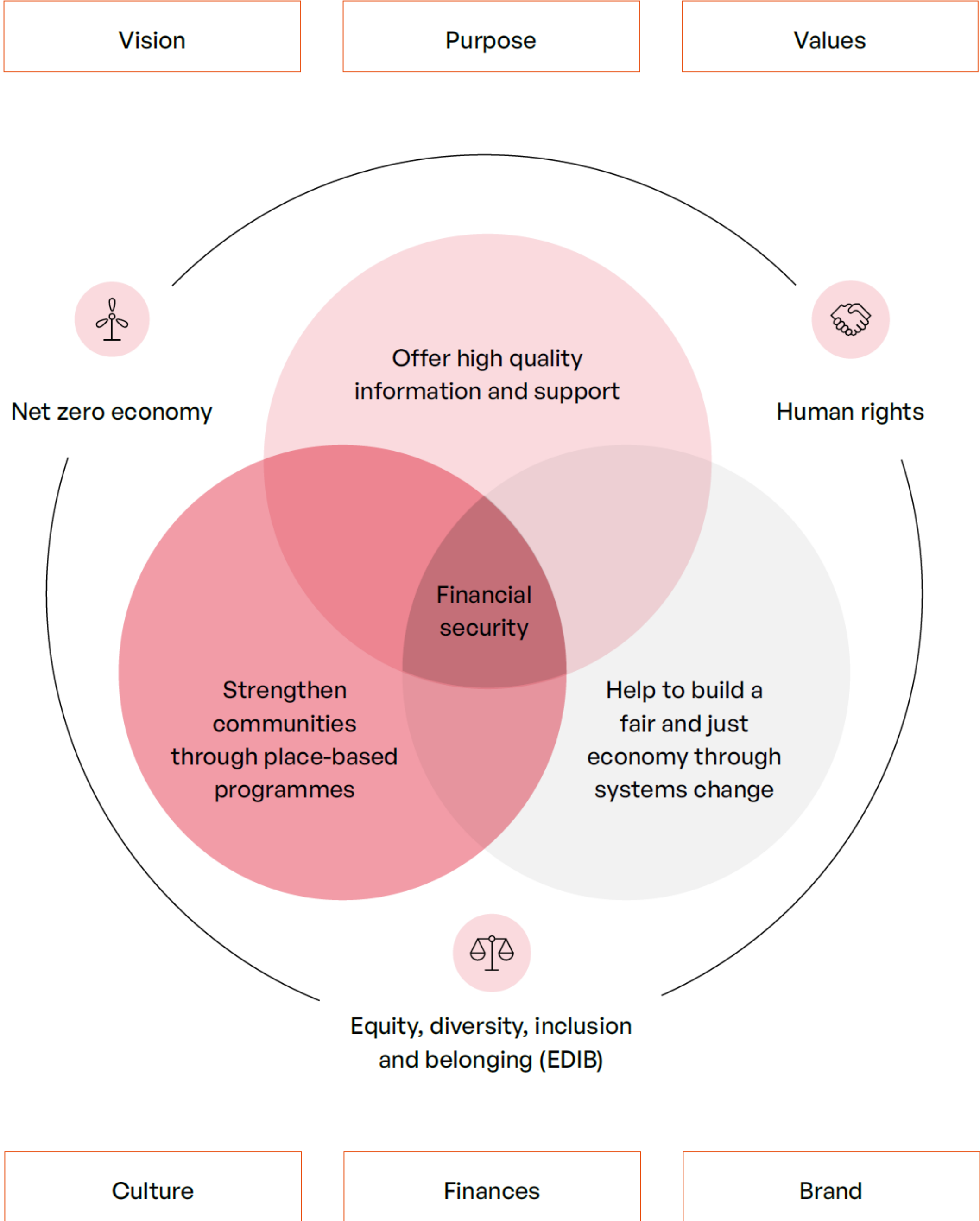


Partnerships with local and national organisations, to build impactful collaborations.

# Our new strategy

2023 - 28





# Changes to our model of grant making

- Deliver **integrated programmes** - grants are awarded together with information and other forms of support tailored to the needs of individual applicants.
- Focus on providing financial assistance to those who are **most socially and financially marginalised**.
- Seek to **shift power in our grant making** through coproduction, codesign and measures to improve transparency and accountability in decision making.
- Use the insights and learning from our grant making to **support systems change and strengthen impact** more broadly

# In Practise

Stand-alone one-off grants

Larger grants, flexible payment schedules

Documented evidence to support grant applications

Focus on Trust. Minimal evidence, online checks with consent

Occupation List

Shift towards family situation, protected characteristics and life circumstances

Guidance on benefits, signposting, T2u tools

Updated tools - Grants Search, Benefits Calculator, new PIP tool in development, exploring referral and signposting routes

Turn2us sole decision-maker

Coproduction, range of partnership models, tailored support for individuals



# Redesign of the Elizabeth Finn Fund Programme

## What is the EFF?

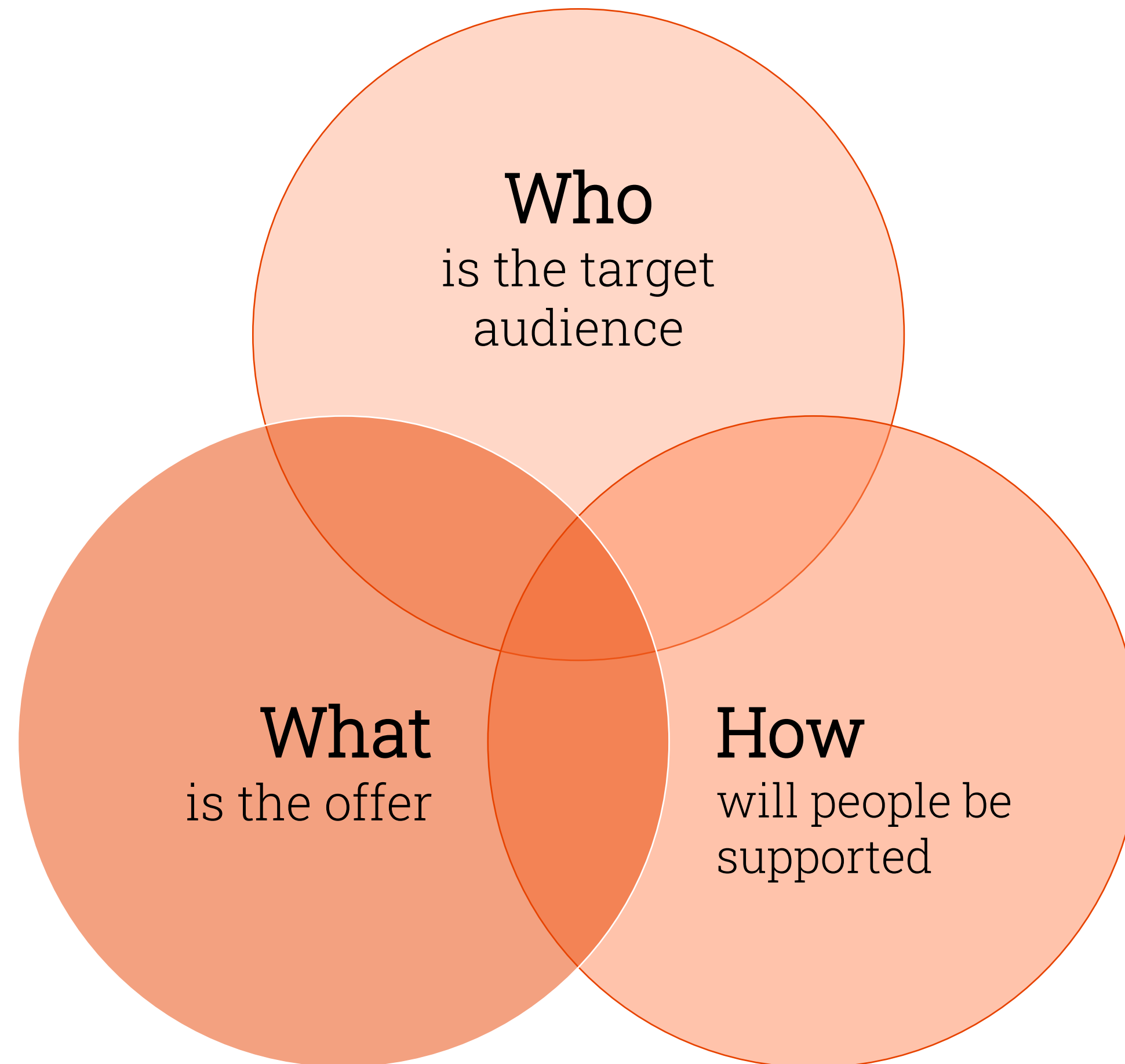
- Longest running grant programme
- Historically linked to Elizabeth Finn and our founding principles

## How did we get here?

- November 2021                      EFF Race Evaluation Report
- December 2021                    Closure of the fund to allow for a redesign
- April 2022                            Consultants, Noisy Cricket appointed
- May 2023                              Completion of the first stage of the redesign process

# Approach

Shifting Power - Creating Trust - Being Brave



Co-produced - Consensus-Based - Organisation Aligned

## New Grant Purpose

**Empowering** single parents from the global majority - **impacted by financial crisis or persistent financial insecurity** - to **thrive independently**

## Aim

Enabling shared understanding to inform purposeful and personal journeys towards **financial goals** with facilitated support

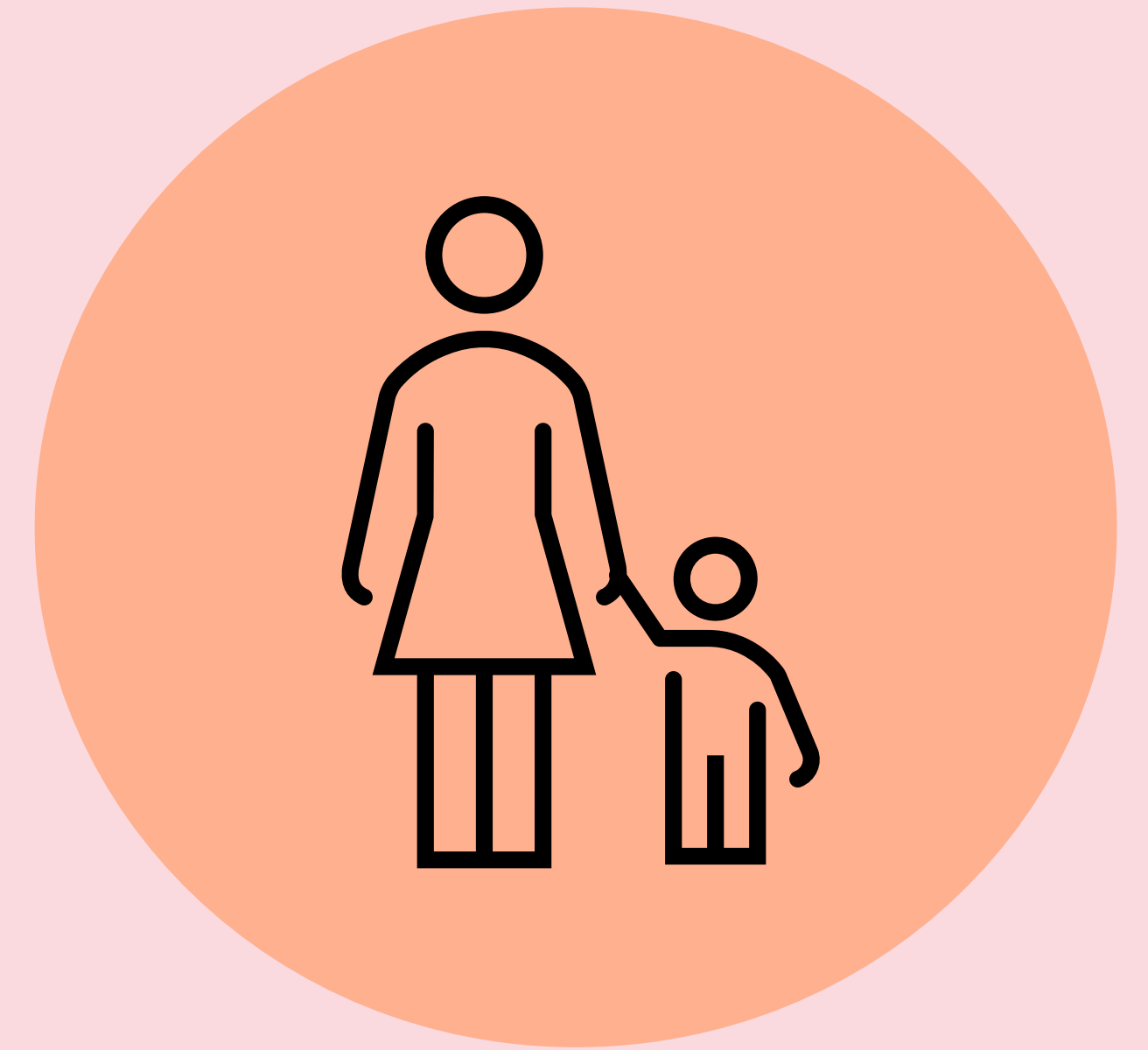
# Target Audience

- Focus on people **most impacted** by financial insecurity
- Engage **new audiences**
- Consider **previous audiences**

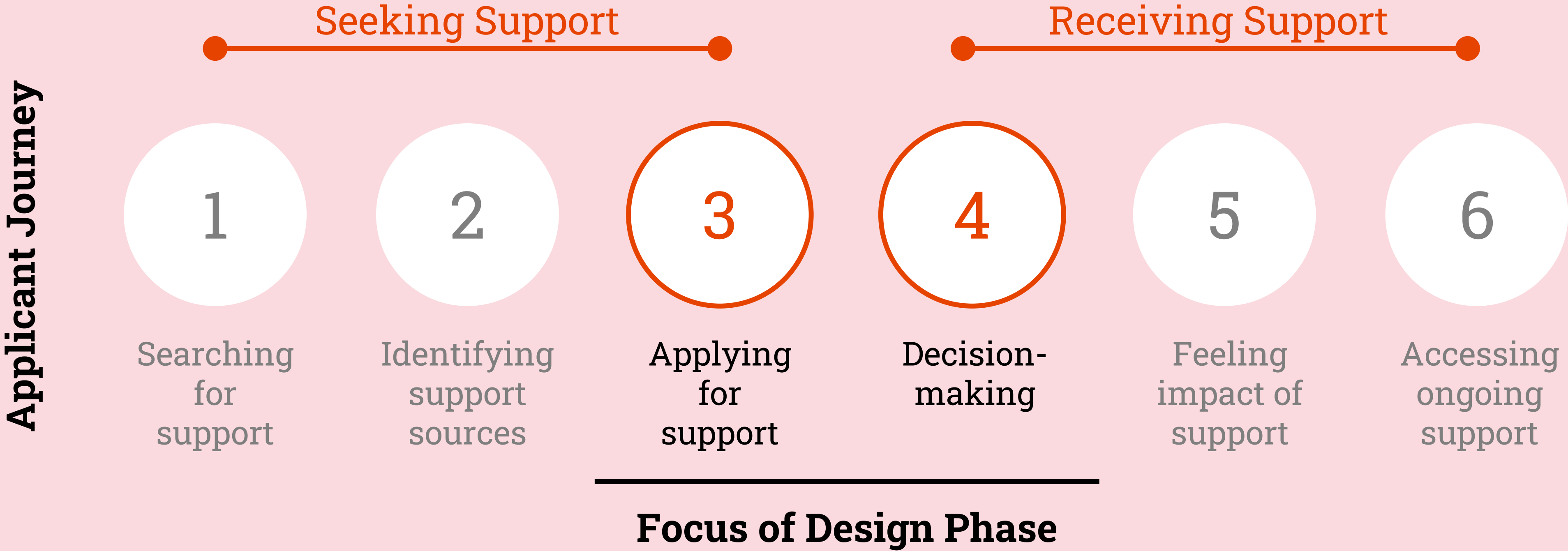
**Indepth staged process** - **mapping, defining** and **selecting** an audience

## **Selected Audience – Ethnically diverse, single parent families**

- **Highest rate of poverty** amongst all family types
- **39% of children** in single parent families live in poverty, compared to 24% in couple families
- **Half of households** of **Bangladeshi** ethnicity live in poverty
- **40% of households** of **Black** or **Pakistani** ethnicity live in poverty, twice the rate of households headed by someone of white ethnicity



# Applicant Journey



# Pilot Phase - Informing our future direction



Questions?

