

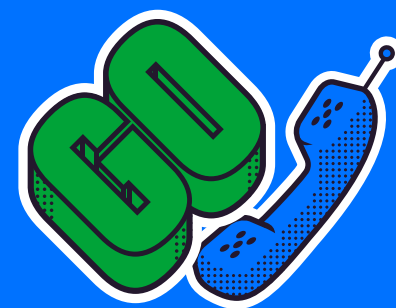


**Social Impact
Report 2024/25**

INCOMEMAX

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Founder's Note:

Lee Healey

Dear IncomeMax community,

This past year, the cost of living crisis has affected millions across the UK. As prices rose and financial pressures mounted, the need for support grew stronger than ever. At IncomeMax, supporting vulnerable people through tough times is what we do best. From navigating rising costs to helping families understand their benefits entitlements, we've been there every step of the way.

In our 14th year, we proudly launched MAX, our AI-powered tool that places us at the cutting edge of technology for social good. Studying AI at Oxford University helped me have the eureka moment that led to MAX—a tool that can gather essential customer details, making our work faster and more efficient without losing the personal touch we're known for.

Our reputation has also continued to grow. This year, we appeared on national TV, including Good Morning Britain with Martin Lewis, and contributed a commentary piece for The Times, helping to break down the complexities of the

of the benefits system. These moments helped reinforce our mission to ensure people across the UK know their entitlements and have access to the support available to them.

Campaigning and Policy Work

This year, our work reached beyond direct support and advice to tackle policy issues affecting vulnerable people. I had the opportunity to speak at key industry events, including the Money Advice Liaison Group (MALG), Money and Pensions Service, the UK Finance Vulnerability Academy, and UnLtd. These platforms allowed us to advocate for critical policy changes and raise awareness about issues impacting the people we support.

We also stood firm against government proposals that threatened to reduce support for people with disabilities, making sure that vulnerable voices were heard. By pushing back on these changes, we reinforced our role as not just a service provider but a voice for social justice.



Partner Acknowledgments

Our achievements wouldn't be possible without the support of our incredible partners.

A heartfelt thank you to:

EDF, OVO, Utilita, Agility Eco, StepChange, Ingeus, E.ON, Nationwide, E Energy, Vanquis, Vivastreet

These partnerships have played a huge role in helping us secure millions in financial support for our clients, making a real difference in people's lives.

Celebrating Our Team

This year, our team reached impressive milestones. Several of our advisers secured millions in new income for our clients, helping them find financial stability in challenging times. I couldn't be prouder of our team, who continue to go above and beyond every day to make a real impact.

Parliamentary Milestone

Hosting our second event at Parliament was another highlight. It was inspiring to see MPs, members of the House of Lords, and so many organisations come together in support. The

Pfocus was on the staggering £19 billion of unclaimed benefits and social tariffs, and it was a chance to celebrate the collective efforts to help people access that support.

The event was emotional and energising, with people sharing their experiences with the benefits system and discussing ways to improve it. We highlighted solutions from human-to-human support to tech-driven initiatives, reinforcing our optimism about the progress being made.

The takeaway was clear: there's more to be done, and we're ready to keep pushing forward. Better data, simpler processes, and closer collaboration with the DWP and other organisations will be essential in the journey ahead.

Looking Forward

Reflecting on 2023/24, I'm filled with gratitude for our team and partners, whose dedication and belief in our mission make everything we do possible. Together, we're helping more people find stability and security in an unpredictable world.

As we look to the future, I'm determined to keep growing our impact, strengthening partnerships, and amplifying our voice for change. Thank you for your support, and here's to another year of making a difference.



Lee Healey

Our customer impact at a glance

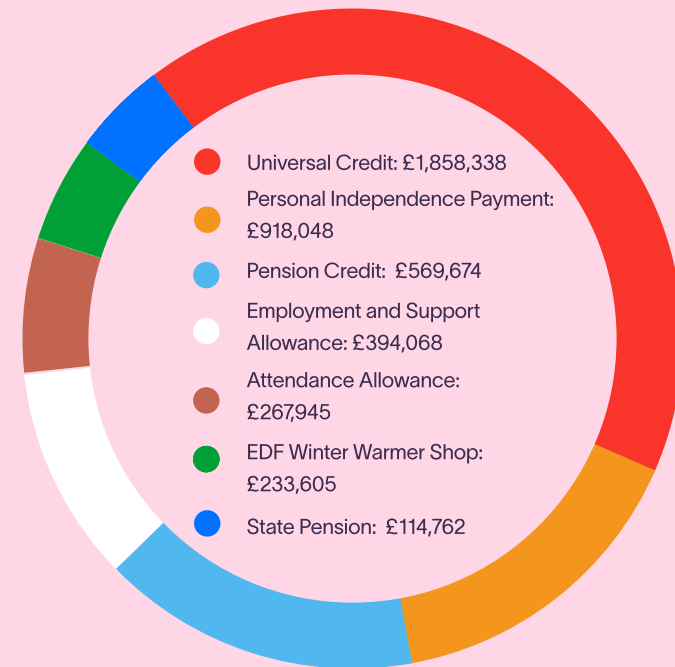
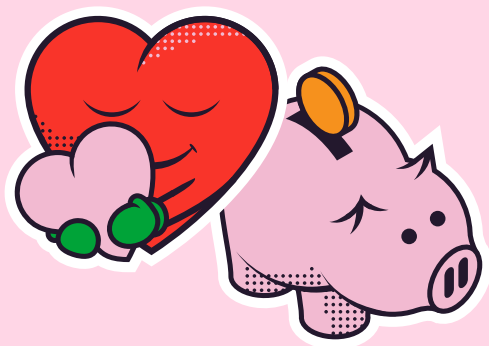
£5,135,164.92
new income found and confirmed for customers in 2024/2025

£38,045,466.51
identified for customers in 2024/2025

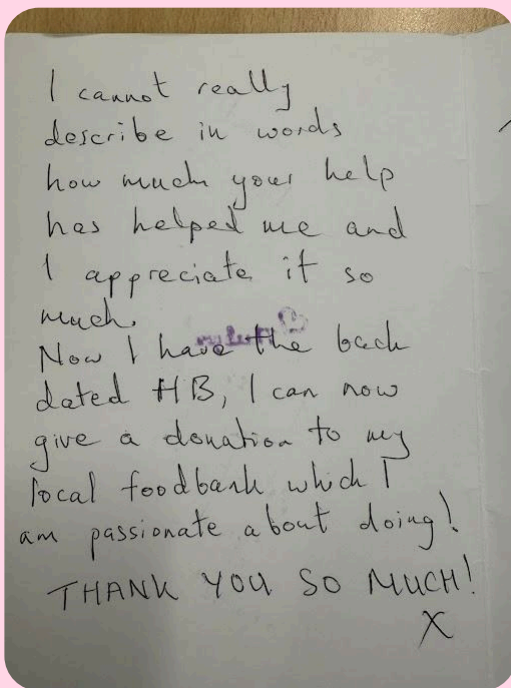
£58,608,549
new income found and confirmed in payment for customers since 2009

93%
of all households we supported had new income identified in 2024/2025

Top benefits by income confirmed 2024/25



*All confirmed income amounts only include the income that we have verified has been awarded and paid into the customers bank



4,238

conference calls made to government departments in 2024/25

16,533

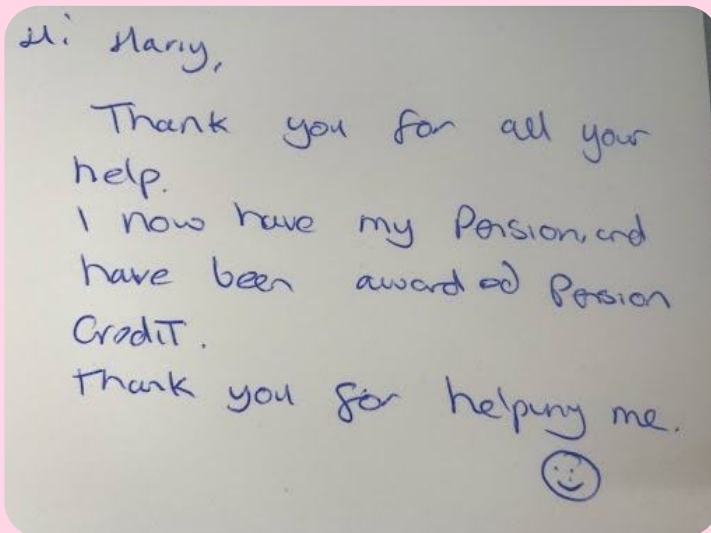
households supported in 2024/25

12,863 hours

spent on the phone supporting households

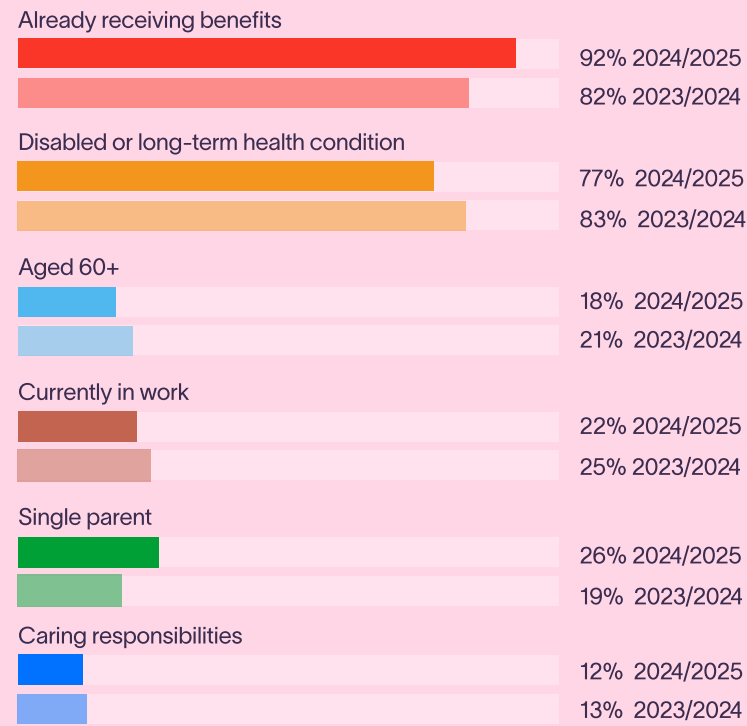
171,427

families helped since 2009



A breakdown of IncomeMax Customers

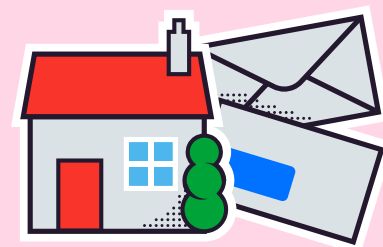
Customer demographics remained broadly consistent with last year, with a large proportion of households already receiving benefits and experiencing health-related challenges. Notably, we saw a 10% increase in households already in receipt of benefits at the point of referral, while the proportion of households for whom we identified new income also rose, showing that even those already connected to the benefits system are still missing out on vital support.



High value cases

Over £30k	4
Over £25k	10
Over £20k	22
Over £10k	105
Over £5k	361
Over £2k	645

Average income increase per household is **£1,799.29 per annum**



Our reach

Households supported across the UK

Northern Ireland

6
households supported
£24,554
income identified

Wales

742
households supported
£1,561,894
income identified

England

13,828
households supported
£33,945,884
income identified

Scotland

1,445
households supported
£2,513,143
potential extra income identified for Scottish households



Once again this year, our dedicated team has successfully supported households across the UK, helping them identify and unlock substantial amounts of unclaimed income.

Transforming Income Into Lasting Financial Confidence

"This will really help with bills... we can leave the heating on longer now."

Andrew, £4,328.80 a year income uplift

"You have helped me so much... I can now afford the operation I need and pay my bills."

Charlotte, £23,955.28 income uplift

"The extra money has made life easier... I can afford to get a cab back from shopping now."

Virginia, £7,833.80 a year uplift

"You've made an old lady happy. I will be able to put my heating on now."

Victoria, £3,501 a year income uplift

Financial security isn't just about money—it's about peace of mind, self-confidence, and a brighter outlook on life.

"You have saved, and changed my life."

Dwight, £7,071 income uplift

"I'll be able to sleep tonight, thank you so much."

Carmel, £7,074 income uplift

"I feel better, and free"

Natalie, £1,443.78 income uplift

I feel as though there is someone out there looking out for me...You have made me feel less stressed and better."

James, £250 income uplift

Our partner impact at a glance

Thanks to our amazing funding partners and their dedication to our mission, IncomeMax have supported over 16,000 households in 2024/25

Number of households supported by partner		Income Confirmed	Income Identified
E.ON District Heating	93	£47,924.10	£201,959.76
E (gas and electric)	680	£174,633.74	£1,886,516.10
EDF Energy	4810	£1,235,781.33	£12,678,360.01
Ingeus - Central London Works	269	£229,702.91	£850,989.38
Leap - Agility Eco	2866	£849,172.02	£6,170,687.30
Martin Lewis	5	£14,004.77	£13,042.25
Nationwide	214	£375,482.79	£945,477.39
OVO	4788	£1,480,775.13	£9,485,795.40
SGN	54	£7,642.48	£193,710.44
StepChange	176	£275,766.11	£840,653.46
UTILITA	2027	£411,056.18	£4,586,276.60
Vanquis Banking Group	13	£0.00	£62,313.88
VivaStreet	16	£19,378.72	£68,384.10

Key Events



Expanding Support Through New Partnerships

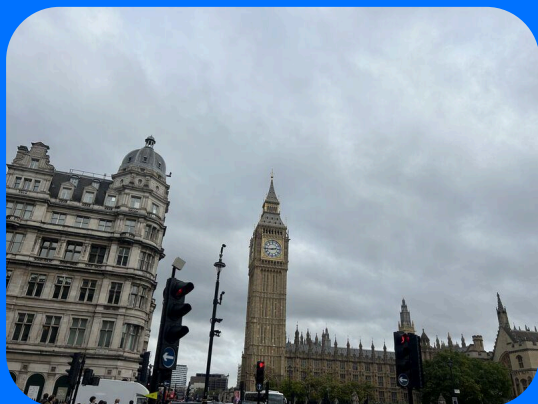
This year we began an exciting new partnership with SGN, strengthening our ability to support households experiencing fuel poverty and energy insecurity.

Together, we launched a Community Outreach Programme designed to take personalised guidance directly into local communities, ensuring that people who may not otherwise seek help are still able to access clear, trusted advice.

Our shared focus is simple but vital: helping customers feel safe and warm in their homes. Through this partnership, we are able to identify risks earlier, provide tailored energy support, and ensure that vulnerable households receive the reassurance and practical solutions they need to stay comfortable and secure throughout the year.

Intrum – The Future of Collections

Max also featured in Intrum’s Future of Collections event, where we joined discussions on how AI can transform customer engagement. The focus was on using technology to ease pressure on households, improve accessibility, and deliver more empathetic support at scale. Max’s role demonstrated how innovation can strengthen both the customer journey and operational resilience.



Money Advice Trust – Vulnerability Conference

On 2 April 2025, Lee Healey was invited as a keynote speaker at the Money Advice Trust’s first Vulnerability Conference. Lee shared insight from our work supporting customers in vulnerable circumstances, highlighting the importance of compassionate communication, meaningful inclusion, and practical steps organisations can take to improve outcomes. His contribution helped shape discussions across the sector on how firms can strengthen their approach to vulnerability following the FCA’s recent review.

Finance & Leasing Association – Guest Speaker Appearance

Lee Healey was invited to speak at the Finance & Leasing Association, contributing to sector discussions on how organisations can better identify and support customers experiencing financial vulnerability. Lee shared insight from our frontline work, helping to inform thinking across the industry on improving customer outcomes.



AI for Good – Launch of Max

On 19 June, we proudly launched Max, our new digital chatbot, at our AI for Good event in Shoreditch. We brought together partners and colleagues from across the sector to look at how technology can be used in the right way to improve access to support and make the customer journey easier.

Max blends smart technology with more than fifteen years of our real-world experience. Designed as a “chatbot with a human heart,” Max gives customers a calm, pressure-free way to begin their journey, especially those who may feel nervous about talking on the phone or need help outside normal working hours, or who need to communicate in a different language.

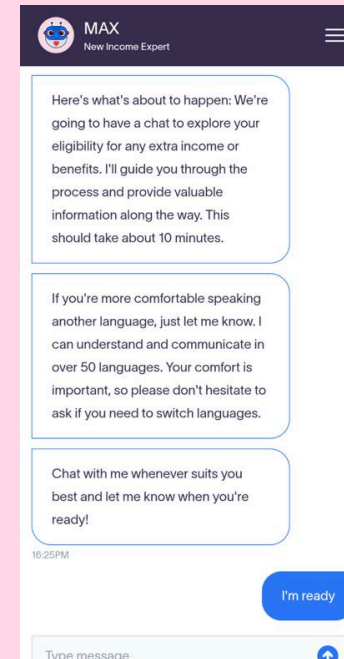
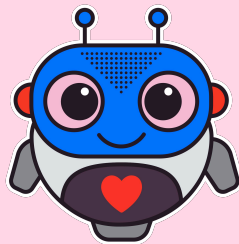
Guests were able to see first hand how Max collects clear, accurate information and helps free up advisor time for the more complex parts of cases where human support is essential. The evening also included keynote speakers and practical discussions on inclusive design, compliance and bringing new tools into frontline services.

The launch marks an exciting new chapter for IncomeMax. Max shows how thoughtful innovation can make support more open, more reassuring and more effective for the people who need it most.

What Is MAX?

MAX is IncomeMax's digital adviser, designed to widen access to benefits support.

- AI-powered chatbot, launched in 2024
- Developed by IncomeMax in partnership with AE Studio
- Phase one takes customers through the initial detail-taking conversation digitally
- Frees up adviser time and extends support availability
- Available 24/7, mobile-friendly,
- Built using OpenAI's large language models and integrated with Salesforce CRM
- Designed to work with communities who need a conversational narrative, particularly those who don't communicate confidently in English, ensuring customers can interact and understand information in their preferred language



"This is about removing barriers, being present when people need us most."
Leigh Thompson, Director of Services

Max - At A Glance

Key highlights from Max's first full year of supporting customers.

1,897

Customers supported
through Max

36%

Used Max outside 9-5

£4,534,274

Income identified through
Max cases

12.2%

Weekend Usage

34%

Users under 35

98.6%

Said Max was easy to use

Why Max Matters

Max provided an additional way for customers to begin their journey with us, offering a clear and accessible option alongside our advisor-led service.

Simple and Easy to Use

Customers described Max as quick, straightforward and simple to use.

"Easy and simple to use."

"Much quicker than calling."

More Accessible Support

Max helped customers facing mental health or language barriers.

"This made things easier for my mental health."

"Clear even though English isn't my first language."

Clear, Supportive Guidance

People felt guided and reassured throughout the process.

"It picked up when I didn't understand."

"The wording was easy to understand."

“This has helped alot!”

INCOMEMAX

Customer Background:

Miss B was referred to IncomeMax in July after experiencing ongoing financial difficulties. Due to her mental health conditions, she preferred to be contacted via email, so we began by sending her our MAX AI chatbot. Through her conversation with MAX, we learned that she is a single pensioner living alone, with her daughter staying a few nights each week. She lives in a shared ownership property, and her only income comes from her State Pension and an Occupational Pension.

How IncomeMax helped

Using the information Miss B shared with MAX, the AI identified that she was likely eligible for Housing Benefit and Council Tax Reduction. I followed up to check whether she needed any support with the applications, but she felt confident to complete both independently. I also explained that she may be eligible for Attendance Allowance depending on how her health affects her daily living and provided links and guidance on how to apply.

To ensure she had access to additional support, we also shared information on available utility schemes and wider cost-of-living help. Miss B later got in touch to confirm that both Housing Benefit and Council Tax Reduction had been awarded.

Outcomes and Financial Impact

- Housing Benefit: £75.14 per week
- Council Tax Support: £16.97 per week

Miss B was able to speak to MAX at 8pm, outside of our usual contact hours, which meant she could get the guidance she needed at a time that suited her. MAX quickly identified benefits she was missing out on and gave her the confidence to apply independently. Without this out-of-hours support, she may have continued to struggle without realising she was entitled to over £90 per week in extra income.

Vision, mission, values

Vision

To bring income maximisation to every vulnerable customer or low income family in the UK.

Mission

To take our proven and personal methodologies, coupled with our caring nature, and get the right financial support available to the British people, whether social welfare, utility, or financial service, with the goal of improving their mental and financial health.

Purpose

To improve people's mental and financial wellbeing by helping them to maximise their income and take control of their finances.

Our values

Humans helping humans

There is no substitute for human interaction. Our highly trained advisors get to know you so they can quickly get to the heart of the issue.

Personal support

Income maximisation is best delivered when its personal. Everyone is unique and we are more than just about the numbers. We listen, we help you choose and we fight for you.

Expertise There is an ocean of support and an ocean of information but sometimes it's too much. So we train ourselves to know the detail, understand the rules, and use them to get you the support you deserve

Collaboration

We can't achieve our mission alone. That's why we have wonderful relationships with our partners and you to get the best for everyone.

Innovation

We continually challenge the status quo, finding better ways of supporting low income and vulnerable households. That's why we work closely with creditors, government and others to support income maximisation.