CAMPAIGN TOOLKIT

Join the Employer Alliance for Financial Education

TIMINGS

November 2026 announcement

Employer Alliance for Financial Education

Convened by Stream®

MEET THE FOUNDERS OF THE EMPLOYER ALLIANCE FOR FINANCIAL EDUCATION

Every movement needs its trailblazers

Burger King UK

Frimley Health NHS Trust

Travelodge

Asda

Foundever

Convened by Stream

THE GOAL

Help us turn every workplace into a financial education classroom

Only **1 in 4** adults pass the Big Three quiz which tests understanding of three core financial concepts that every adult should know (interest, inflation and risk diversification) in order to manage, grow and protect their money.

This stat demonstrates the **urgent need to improve financial literacy skills across the UK**.

That’s why we're bringing together an alliance of leading employers to **raise awareness of the importance of transforming financial education at work - by making it more accessible, engaging and rewarding**.

Employer Alliance for Financial Education | Convened by Stream®

The Employer Alliance for Financial Education wants to transform every workplace into a trusted channel for improving financial literacy & money confidence.

WHERE WE ARE TODAY

Financial coaching is offered by less than ⅓ of UK organisations

Financial education at work is passive with low engagement*

*Hymans Robertson Employee Benefits 2026: Trends and Employer Priorities report

OUR SHARED GOAL · PHASE 1

Every UK workplace offers financial education that is **accessible, engaging and rewarding**

OUR SHARED GOAL · PHASE 2 TBC

Every UK workplace makes financial education accessible, engaging, rewarding and **compulsory**

WHERE WE ARE TODAY

1 in 4

adults pass the Big Three quiz

OUR SHARED GOAL

1 million

workers pass it, with our help

Why is understanding the Big Three so important?

The Big Three is a short quiz developed by Stanford University testing a person's understanding of three core financial concepts: interest, inflation and risk diversification. It is widely considered to be the gold standard of measuring financial literacy.

Understanding these concepts is the difference between a person's money shrinking or growing over time. Feeling confident about the Big Three helps people to manage or protect their money and build resilience.

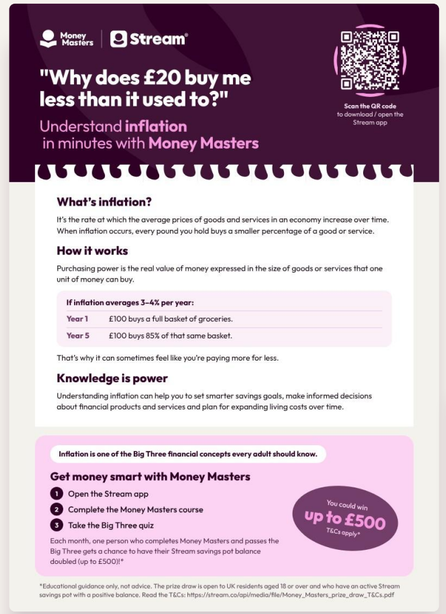
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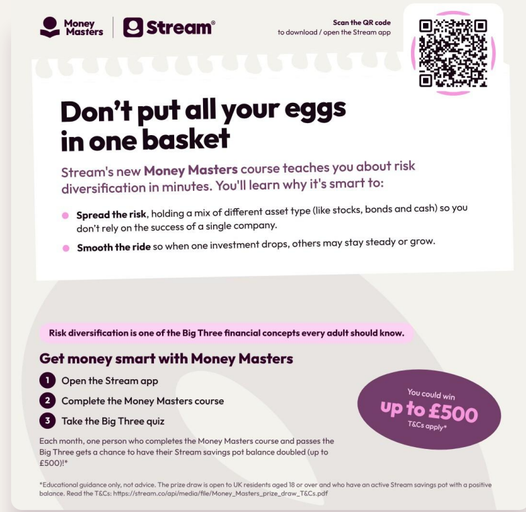
Meet, Money Masters
Learning about the Big Three

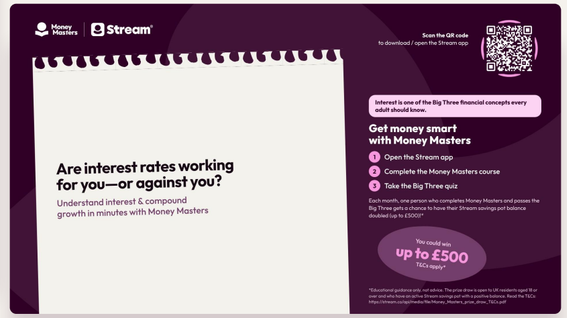
On Monday 2nd November, during #TalkMoneyWeek, our new **Money Masters course** will launch in the Stream app.

Bite-sized and jargon-free, the course (and its promotional content) is designed to engage people with concepts they'll be familiar with - but may well have previously dismissed as boring or intimidating.

The goal is to teach people about interest, inflation and risk diversification, giving them the confidence to pass the Big Three quiz and make more informed decisions so their hard-heared money works smarter.







Examples of promotional content inside your campaign toolkit.

SECTION TWO

Supporters' campaign toolkit

Find everything you need to announce that you've helped us form and launch the Employer Alliance for Financial Education.
Note: You'll receive the Money Masters campaign toolkit separately to promote the course to your colleagues.

INCLUDES

- Press release
- Website article
- LinkedIn posts
- Campaign graphics
- Email badge
- HQ plaque
- Boilerplate



TIMINGS

Key dates

November 2026 PR announcement

NOW

Review & brief

Read the toolkit, brief your comms and internal teams, and sign off the templates.

wc 2ND NOVEMBER

Press release live

Distributed by Headland PR on behalf of Stream and the Employer Alliance for Financial Education. Date flexible.

AFTER THE RELEASE

Support & spread the word

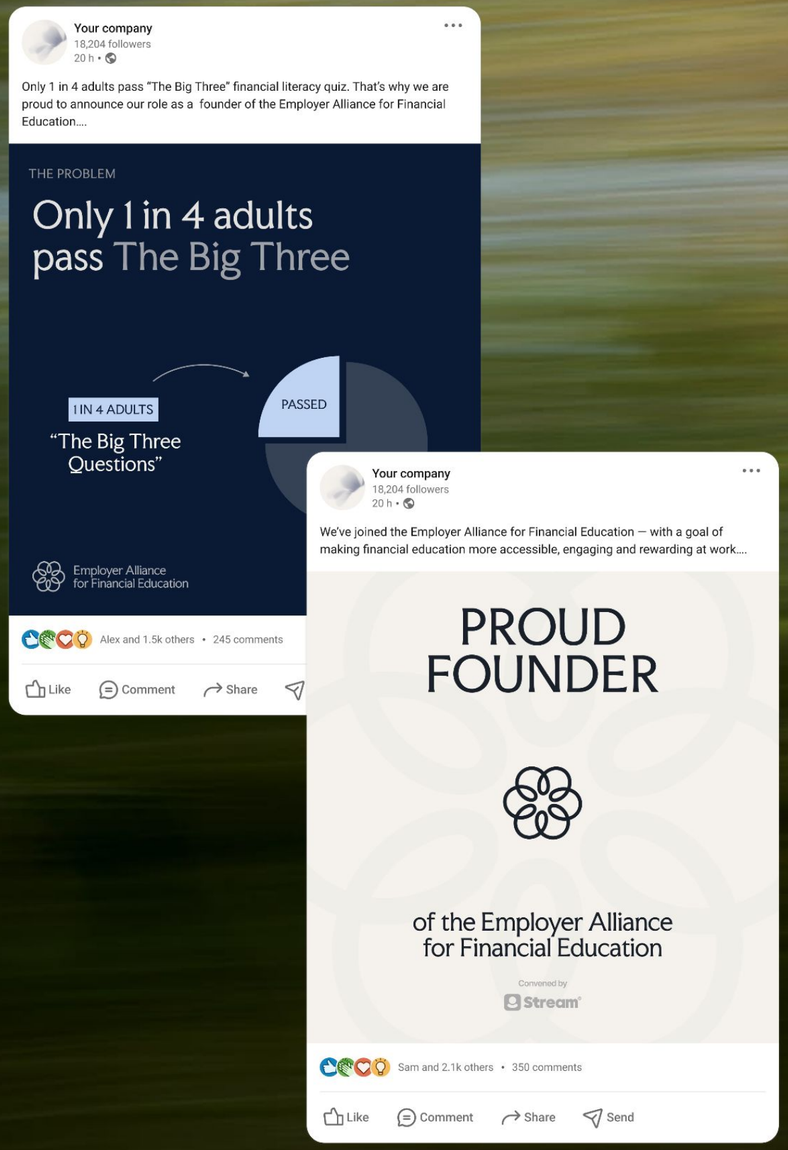
Share one or two LinkedIn posts with campaign graphics to help us raise awareness of the initiative.

04 TOOLKIT
01

LinkedIn graphics

Bring your posts to life by using the campaign imagery and infographics.

Open the graphics



02 TOOLKIT

LinkedIn templates

To share: w/c 2nd November during Talk Money Week

Schedule 1 or 2 LinkedIn posts from your company account to spread the word about the Employer Alliance for Financial Education and encourage more organisations to recognise the unique role they can play in improving financial literacy rates across UK working adults.

TOP TIP

Maximise the campaign's reach by encouraging key stakeholders from your organisation to share their own posts to help us spread the word too and use the imagery on the next slide.

Open the post templates



QUESTIONS

We’re here to help

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