

HSBC UK BOOSTS FUTURE FINANCIAL FITNESS

- *Live financial education classes to be available to children through UK schools*
- *Free online resources available to support families with home-schooling*

A free digital education programme, designed to equip young people with the money skills they need to build their future financial confidence, has been launched today (22 June) by HSBC UK.

HSBC UK is working with 150 primary schools to offer a series of live and interactive digital sessions, helping young people to learn about money.

The live lessons are designed to not only keep children entertained but also to teach them some valuable real-world lessons about money too, helping build their financial confidence. Topics include money maths, how a bank account works, earning money, budgeting, making financial decisions, ways to pay for things and keeping your finances safe.

Children can go on treasure hunts, hear tales of princes and princesses and take trips to the Antarctic, plus for older children, there are sessions that explore fraud, household budgeting and making sustainable choices to save money and the environment.

The bank has also published a series of educational videos and online resources aimed at children aged four to 18, to help parents who are currently home-schooling due to COVID-19.

Annette Whalley, Senior Consultant in Education at HSBC UK, said: “The ongoing pandemic has brought challenges to us all, not least to schools that have had to adapt to distance learning. Our new digital education programme delivers live classes on financial literacy through partnering with schools. The sessions have been tailored for each year group and encourage plenty of participation - as pupils would normally experience in classrooms. We want to give children the chance to learn, have some fun and engage with their peers - because being at home and adapting to the ‘new normal’ is tough for them too.”

The launch is part of HSBC UK’s ongoing commitment to supporting financial literacy and the wider partnership with Young Money, a national charity that drives financial education skills in schools. Just as it is in the classroom, the online programme is aligned to the school curriculum, and has been created with input from practising teachers, children and the national charity.

Russell Winnard, Director of Programmes and Services at Young Money, said: “We’re excited about the future of our partnership with HSBC UK to continue providing high quality financial education resources and support for teachers and parents to improve the financial capability of young people.”

The new digital sessions have been designed and made available in response to social distancing requirements as a result of the coronavirus pandemic, and to support parents, teachers and children. The additional resources will help children to build an important understanding, familiarisation and confidence with money. Supporting these

are a range of online resources that parents can use with their children to help them to learn about money.

Annette continued: “For parents, balancing work and keeping up with home schooling is extremely challenging – so our range of learning resources can be easily accessed anytime, to fit in with your routine. Financial literacy is a critical life skill and through the videos and live school lessons, we explore topics such as how a bank account works, budgeting, making financial decisions, ways to pay for things and keeping your finances safe. This helps to build knowledge and familiarity with the world of money to prepare young people for what lies ahead.”

Digital education sessions include:

Lessons for four to six year-olds:

- **The Treasure Hunt:** Creative activities to keep children engaged and teach them about the value of coins
- **Fairer Tales:** Some fun activities based on HSBC UK’s book by award-winning author and illustrator Emma Dodd
- **A Trip to the Funfair:** Join Pepi the elephant for a fun day out and learn about the value of money, how to pay for things and affordability
- **Where Money Comes From:** Developed in partnership with Young Money, this session builds an understanding of the flow of money as you earn and pay for things
- **A Woodland Adventure:** Forest school with a difference as children build money maths skills with some woodland friends

Lessons for seven to nine year-olds:

- **Reaching Your Goals:** Time to think about hopes and dreams and how our decisions can turn these aspirations into reality
- **Making Wise Choices – The Expedition:** Developed in partnership with Young Money, the session helps children make informed purchase decisions
- **International Money:** Helping children build their global understanding of money and the different currencies people use
- **Paying for Things – The Lost Purse:** Developed in partnership with Young Money, the session helps children understand more about what’s inside purses or wallets

Lessons for 10 to 14 year-olds

- **Guarding Against Fraud:** Helping young people recognise the different types of fraud that they might encounter and how to protect themselves
- **Money Talks:** An exploration into the world of finance to develop money management skills
- **Household Budgeting:** Developed in partnership with Young Money, the session is designed to help young people understand household expenses and budgeting
- **Sustainable Choices:** A new session designed in response to the COVID-19 outbreak on how making wise, sustainable choices can make a difference

Lessons for 15+ year-olds

- **Your Life in Higher Education:** For students considering university this session offers advice on the complex world of student finance and making ends meet

- **Starting Your Career:** Looks at the risks and rewards of financial decision making we have to make and the world of banking and budgeting as you begin work
- **Fraud Workshop:** A walk through the world of fraud and how to keep your money safe as an adult

Future launches of additional learning resources are anticipated throughout 2020 as part of HSBC UK's ongoing partnership with Young Money.

HSBC UK has a range of learning resources that can be downloaded and used at home: www.hsbc.co.uk/financial-education/

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