

# National Numeracy Day



## Recognising your support



### Thank you for supporting National Numeracy Day 2025

Our National Numeracy Day Lead Supporters will be recognised alongside all other National Numeracy Supporters [on this page](#).

Throughout the campaign, we will also recognise your organisation's support across our channels and on key campaign content. Below are examples of where and how we will do this.



### Main campaign announcement – website

During the week commencing **21 April**, we will be announcing all Lead Supporters in our main campaign announcement article.

This will have prominent visibility on the National Numeracy homepage and be linked to from the National Numeracy Day homepage.

We will display your logo alongside your organisation's statement of support. Your logo can link to your chosen webpage. Organisations will be listed in alphabetical order.

Any organisations that confirm support or give approved content after the week commencing **21 April** will be added to this page as soon as possible.

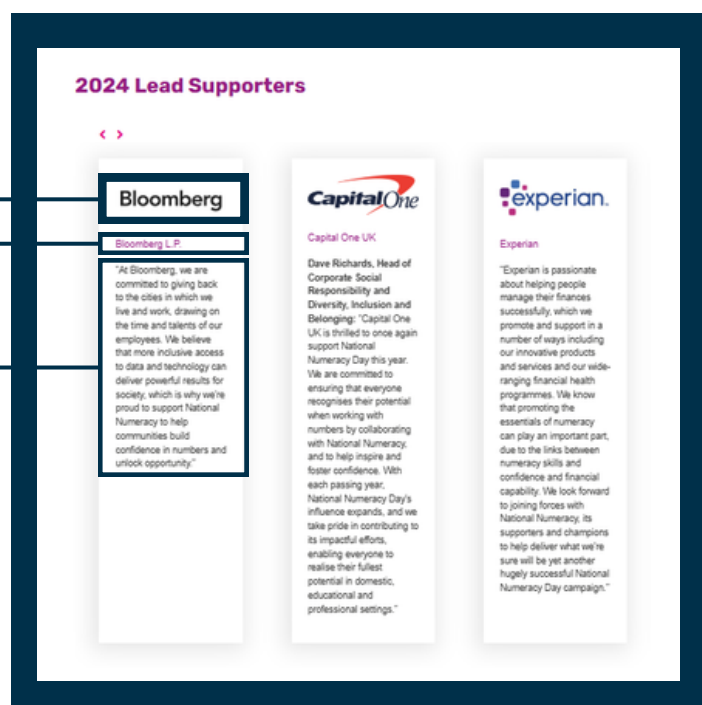
### Example for illustrative purposes:



Your logo here

Link to your website here

Your text here







## Partnerships announcement – social media

During the week commencing **21 April**, we'll also announce your support of the campaign on social media.

**All organisations that are confirmed by 16 April will be included in this announcement.**

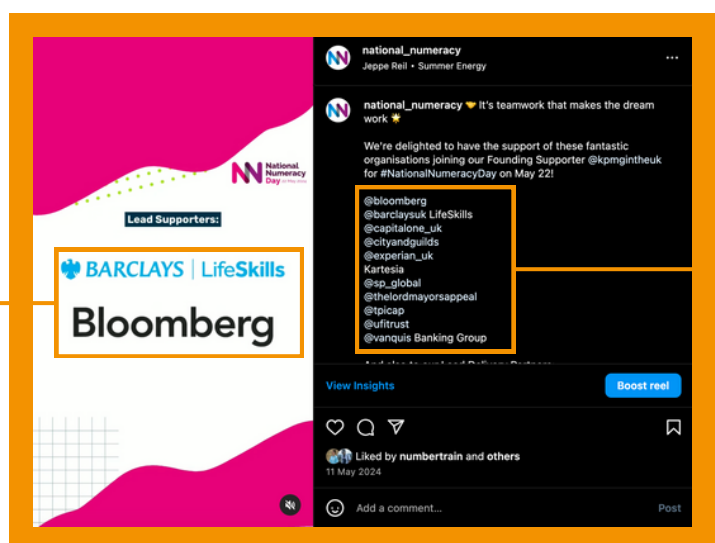
Where possible, your logo will be included in the post and your chosen social media channel will be tagged.

Organisations that confirm support and logo use after 16 April will be included in our second round of social media announcements during the week commencing **5 May**.

## Example for illustrative purposes:



Your logo included in a GIF



Your mention here  
Direct link to your page or profile

Graphics to announce support on your own channels will be provided and sent to you as part of your campaign toolkit. Feel free to use these at any time that works for you. We will amplify and share posts we are tagged in.

## Example for illustrative purposes:







## National Numeracy Day webpages

All Lead Supporters will be reflected on all campaign web pages, with logos featuring in the footer of every page.

The National Numeracy Day homepage will also have a high-profile link to find full details of our supporters on our main announcement article (containing statements of support and logos).

## Example for illustrative purposes:




**Get started in 10 mins**

For National Numeracy Day we're inviting everyone to build their confidence with numbers. The National Numeracy Challenge lets you learn at your own pace. Start with a 10min check of your skills.

[Take the Challenge](#)

Through National Numeracy Day over **650,000** people have taken steps to improve their numeracy. Join them by checking your numeracy now!

**#NationalNumeracyDay on social media**

**Supporters**

National Numeracy launched National Numeracy Day with KPMG as Founding Supporter in 2018. It's now an award-winning campaign that has grown bigger every year through this fantastic partnership, and the support of our many other pioneering organisations. Thank you to each and every one of them.

[Find out more](#)

**Supported by**

aws, Barclays, Bloomberg, Capital One, HM Treasury, Department for Education, Experian.

Click through to our main 'Announcement Article'

Your logo here

Link to 'Announcement Article' here





## Campaign Impact Report

Following the campaign, all Lead Supporters will be displayed in our Impact Report. This report is widely disseminated across business, government and community stakeholders. It is also permanently hosted on the National Numeracy website.

### Example for illustrative purposes:




**19 NATIONAL NUMERACY DAY IMPACT REPORT 2024**

**JOIN US**

**Get involved**  
As National Numeracy Day continues to grow, we're increasingly grateful for our partners' commitment and their belief in our work as a vehicle for positive change. This year, our campaign has reached even more of engagement in every corner of the country, allowing us to support communities where there is the greatest need and support those people that want to take steps to improve their literacy.

We are so proud of what we are achieving together, and we want to keep going until the whole nation has numeracy confidence. Could you join us? As you can see, working with us brings a host of strategic business benefits and we're delighted to discuss the ways we can work together. Please email [partnerships@nationalnumeracy.org.uk](mailto:partnerships@nationalnumeracy.org.uk) to arrange a visit.

**Contact us**  
For more information, please get in touch.  
T: +44 (0) 1273 515044  
E: [partnerships@nationalnumeracy.org.uk](mailto:partnerships@nationalnumeracy.org.uk)  
X: [@NNumeracy](https://twitter.com/NNumeracy) (Twitter) | [nationalnumeracy](https://www.facebook.com/nationalnumeracy) (Facebook)  
LinkedIn: [nationalnumeracy](https://www.linkedin.com/company/nationalnumeracy)  
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Company No. 7886276

**Thank you to our 2024 supporters**

**Founding Supporter**  
KPMG

**Lead Supporter**  
aws, Barclays | Lloyds, Bloomberg, Capital One, Experian, KARTESIA, S&P Global, Ufi | VoTech Trust, VANQUIS

**Delivery Partners**  
Department for Education, Education Scotland, Department for Work and Pensions, Upwalth Cymru With Government, City of Guilds, City of London, PDC, Royal Automobile Club, EDUCATION

**Local Authority and Delivery Partners**  
Barking & Dagenham, Capital City College Group, Ealing Council, Ealing Education, Greater London Authority, Gloucestershire, Gloucestershire County Council, Leicestershire & Rutland County Council, Moray Council, North Yorkshire Council, Norfolk County Council, SSAL, Wiltshire Council

**Your logo here**