

Number Confidence Week

RECOGNISING YOUR SUPPORT



THANK YOU FOR SUPPORTING NUMBER CONFIDENCE WEEK 2023

As a Lead Supporter of the campaign, we'll recognise your organisation's support across our channels and relevant campaign content. Below are examples of where and how we'll do this.



MAIN CAMPAIGN ANNOUNCEMENT - WEBSITE

In October, we'll be announcing our Lead Supporters in our main campaign announcement article.

This will have prominent visibility on the National Numeracy homepage.

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

Example:



Your **logo** here

Your **text** here

Thank you to National Numeracy's partners supporting Number Confidence Week 2022:

Founding Partner



"At TP ICAP, we know that numeracy is crucial in today's world – recent events make this more critical than ever. Confidence with numbers is clearly important for our industry but it is also crucial in enabling individuals to make better choices for their finances and careers. Low confidence with numbers remains a significant barrier for many, and while such anxiety presents practical issues for individuals on a daily basis, it also holds talented individuals back from considering a career in financial services. The overarching issue is for us all to be comfortable using numbers at home and at work – which is why we became a founding partner of Number Confidence Week. Encouraging people to take steps to improve their financial literacy will ensure that people from all backgrounds feel empowered and confident to pursue employment opportunities in our sector, in turn enabling us to hire a more diverse range of talent, which is critical to our future success."

Philip Price, Executive Director, TP ICAP Group plc

Lead Supporters



"Capital One UK is really proud to be supporting the 2022 Number Confidence Week as part of our wider partnership with National Numeracy. During these times of uncertainty, we recognise the difference having confidence with numbers has when it comes to finances and money management, as well as the impact it can have on skills for everyday life."

Dave Richards, Head of Corporate Responsibility, Capital One UK



"In these challenging times it is more important than ever for people to take action to increase their number skills, especially given the connection between numeracy and financial health. A barrier for many is their lack of confidence around numbers; and so we are proud to be working with National Numeracy, its supporters and ambassadors to help deliver another highly impactful Number Confidence Week."

Mark Lindsay, Sales Director-Marketing Services, Experian



"At The Lord Mayor's Appeal we are committed to creating 'A Better City for All' – one that is inclusive, healthy, skilled and fair. Our charity partnership with National Numeracy recognises the importance of improving numeracy skills and will help people within the City of London to thrive. We are therefore proud to support Number Confidence Week."



PARTNERSHIPS ANNOUNCEMENT - SOCIAL MEDIA

We'll also announce your support of the campaign on our social media channels.

All organisations that are confirmed as Lead Supporters by Wednesday 18 October 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.

Example:



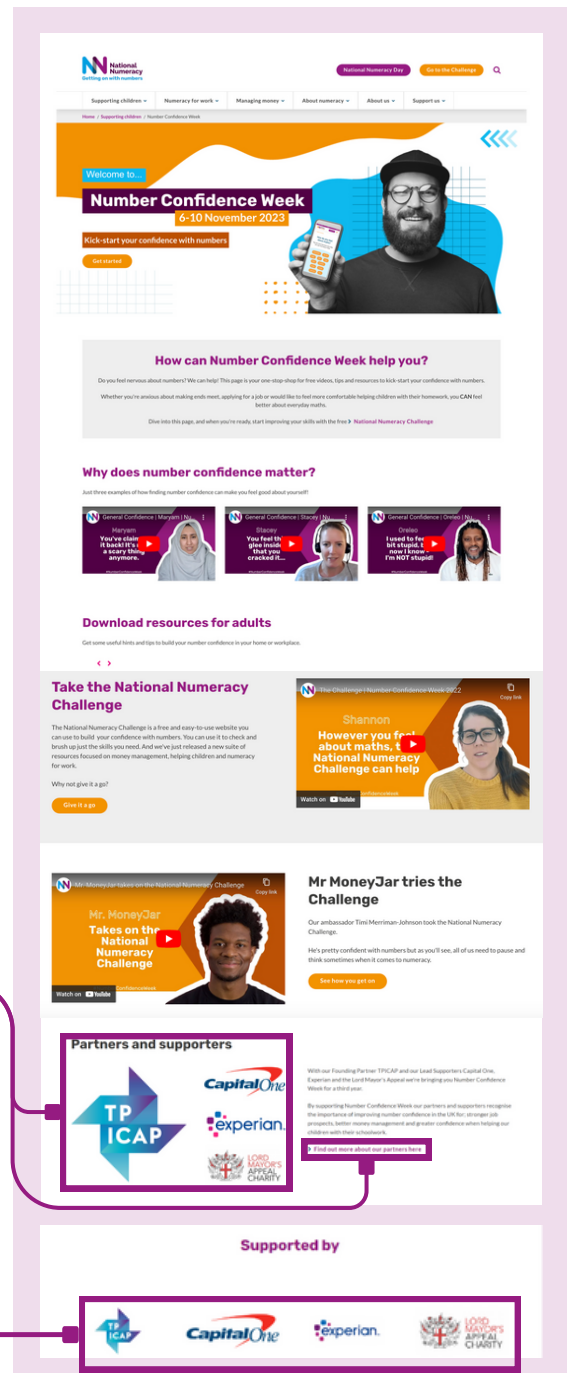
Graphics to announce support on your own channels will be provided and sent to you as part of your Campaign Toolkit. Feel free to use these at any time. We will amplify and share posts we are tagged in.



NUMBER CONFIDENCE WEEK WEBPAGE

All Lead Supporters will be recognised on our main campaign webpage. This will include your organisation's logo and a link to find out more about your support of National Numeracy.

Example:

The screenshot shows the National Numeracy website during Number Confidence Week (6-10 November 2023). The page features a hero section with a man holding a calculator, a section on how the week can help, and a challenge section. Annotations on the left side of the page point to specific elements:

- Click through to our main announcement article:** Points to the "Take the National Numeracy Challenge" section.
- Your logo here:** Points to the "Partners and supporters" section, which lists TP ICAP, Capital One, Experian, and Local Authorities.
- Link to your website:** Points to the "Supported by" section at the bottom, which also lists the same partners.



CAMPAIGN IMPACT REPORT

Following the campaign, all Lead Supporters will be recognised 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:



Your logo here

