

Number Confidence Week

RECOGNISING YOUR SUPPORT



THANK YOU FOR SUPPORTING NUMBER CONFIDENCE WEEK 2025

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.

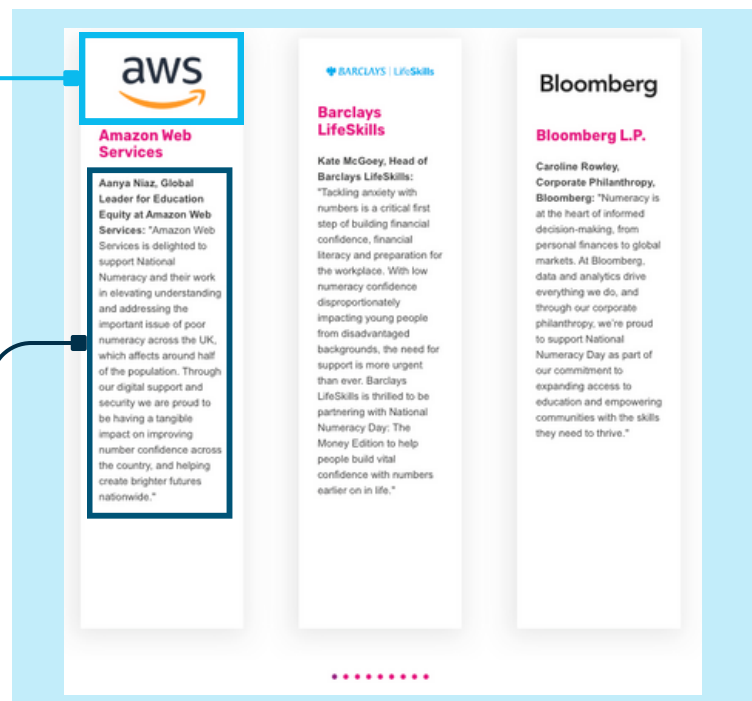
We will display your logo alongside your organisation's statement of support. Your logo can link to your chosen webpage and organisations will be listed in alphabetical order.

Example:



Your **logo** here

Your **text** here



The example shows three vertical cards within a light blue frame. Each card features a logo at the top, followed by the organization's name, and then a statement of support. The first card is for AWS (Amazon Web Services), the second for Barclays LifeSkills, and the third for Bloomberg. A line from the 'Your logo here' text points to the AWS logo, and a line from the 'Your text here' text points to the AWS statement box.

aws
Amazon Web Services
Aanya Niaz, Global Leader for Education Equity at Amazon Web Services: "Amazon Web Services is delighted to support National Numeracy and their work in elevating understanding and addressing the important issue of poor numeracy across the UK, which affects around half of the population. Through our digital support and security we are proud to be having a tangible impact on improving number confidence across the country, and helping create brighter futures nationwide."

BARCLAYS | LifeSkills
Barclays LifeSkills
Kate McGoey, Head of Barclays LifeSkills: "Tackling anxiety with numbers is a critical first step of building financial confidence, financial literacy and preparation for the workplace. With low numeracy confidence disproportionately impacting young people from disadvantaged backgrounds, the need for support is more urgent than ever. Barclays LifeSkills is thrilled to be partnering with National Numeracy Day: The Money Edition to help people build vital confidence with numbers earlier on in life."

Bloomberg
Bloomberg L.P.
Caroline Rowley, Corporate Philanthropy, Bloomberg: "Numeracy is at the heart of informed decision-making, from personal finances to global markets. At Bloomberg, data and analytics drive everything we do, and through our corporate philanthropy, we're proud to support National Numeracy Day as part of our commitment to expanding access to education and empowering communities with the skills they need to thrive."



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 Friday 10 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 on Monday 20 October.

Example:



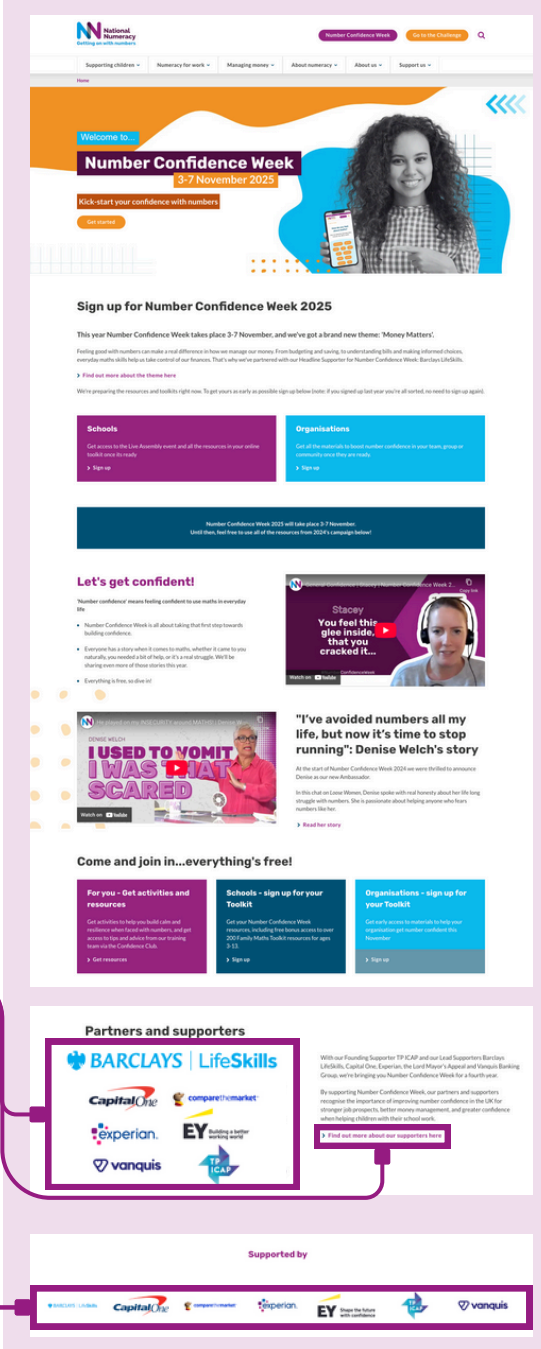
Graphics to announce support on your own channels will be provided and sent to you as part of your Campaign Toolkit. Feel free to use these at any time. We will amplify and share posts we are tagged in.



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:

Welcome to
Number Confidence Week
3-7 November 2025

Kick-start your confidence with numbers
Get started

Sign up for Number Confidence Week 2025

This year Number Confidence Week takes place 3-7 November, and we've got a brand new theme: 'Money Matters'.

Feeling good with numbers can make a real difference to how we manage our money. From budgeting and saving to understanding bills and making informed choices, everyday maths skills help us take control of our finances. That's why we've partnered with our Headline Sponsor for Number Confidence Week, Barclay's LifeSkills.

Find out more about the theme here

We're preparing the resources and toolkits right now. To get yours as early as possible sign up below (note: if you signed up last year you're all sorted, no need to sign up again).

Schools
Get access to the Live Assembly event and all the resources in your online toolkit once it's ready.
Sign up

Organisations
Get all the materials to boost number confidence in your team, group or community once they are ready.
Sign up

Number Confidence Week 2025 will take place 3-7 November.
Until then, feel free to use all of the resources from 2024's campaign below!

Let's get confident!

Number confidence means feeling confident to use maths in everyday life.

- Number Confidence Week is all about taking that first step towards building confidence.
- Everyone has a story when it comes to maths, whether it came to you naturally, you needed a bit of help or it's a major struggle. We'll be sharing even more of these stories this year.
- Everything is there, to give it!

Stacey
You feel this glee inside, that you cracked it...
Watch on YouTube

"I've avoided numbers all my life, but now it's time to stop running": Denise Welch's story

At the start of Number Confidence Week 2025 we were thrilled to announce Denise as our new Ambassador.

In this chat on Love Women, Denise spoke with real honesty about her lifelong struggle with numbers. She is passionate about helping anyone who feels numbers like her.

Read her story

Come and join in...everything's free!

For you - Get activities and resources
Get activities to help you build your skills and resources to help you understand numbers, and get access to tips and advice from our training team and our Confidence Club.
Get resources

Schools - sign up for your Toolkit
Get your Number Confidence Week resources including live event access to our 2025 Family Maths Toolkit resources for ages 3-10.
Sign up

Organisations - sign up for your Toolkit
Get all the materials to boost number confidence in your team, group or community once they are ready.
Sign up

Partners and supporters

With our Founding Sponsor TSB Bank and our Lead Supporters Barclay's LifeSkills, Capital One, Experian, the Lord Mayor's Appeal and Vanquis Banking Group, we're bringing you Number Confidence Week for a fourth year.

We support Number Confidence Week, our partners and supporters recognise the importance of improving number confidence in the UK for stronger job prospects, better money management, and greater confidence when helping children with their school work.

Find out more about our supporters here

Supported by

Barclay's LifeSkills, Capital One, Experian, TSB Bank, Vanquis Banking Group, the Lord Mayor's Appeal, and Vanquis Banking Group.

Click through to our main announcement article

Your logo here

Link to your website



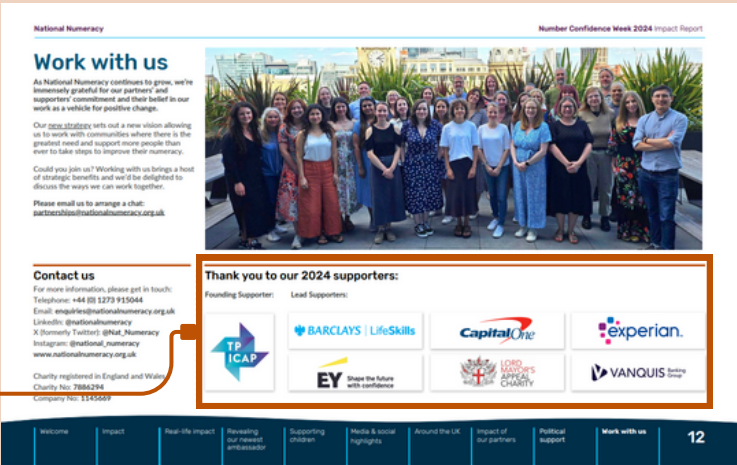
CAMPAIGN IMPACT REPORT

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



National Numeracy Number Confidence Week 2024 Impact Report

Work with us

As National Numeracy continues to grow, we're immensely grateful for our partners' and supporters' commitment and their belief in our work as a vehicle for positive change.

Our new strategy sets out a new vision allowing us to work with communities where there is the greatest need and support more people than ever to take steps to improve their numeracy.

Could you join us? Working with us brings a host of strategic benefits and we'd be delighted to discuss the ways we can work together.

Please email us to arrange a chat: partnerships@nationalnumeracy.org.uk

Contact us

For more information, please get in touch:
 Telephone: +44 (0) 1273 915044
 Email: enquiries@nationalnumeracy.org.uk
 LinkedIn: [@nationalnumeracy](https://www.linkedin.com/company/nationalnumeracy)
 X (formerly Twitter): [@nat_num](https://twitter.com/nat_num)
 Instagram: [@national_numeracy](https://www.instagram.com/national_numeracy)
www.nationalnumeracy.org.uk

Charity registered in England and Wales
 Charity No: 7886294
 Company No: 1595599

Thank you to our 2024 supporters:

Founding Supporter:	Lead Supporters:
	
	
	
	
	

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