

Number Confidence Week

RECOGNISING YOUR SUPPORT



THANK YOU FOR SUPPORTING NUMBER CONFIDENCE WEEK 2026

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 recognising our Lead Supporters in our main campaign announcement article.

This will have prominent visibility on our website.

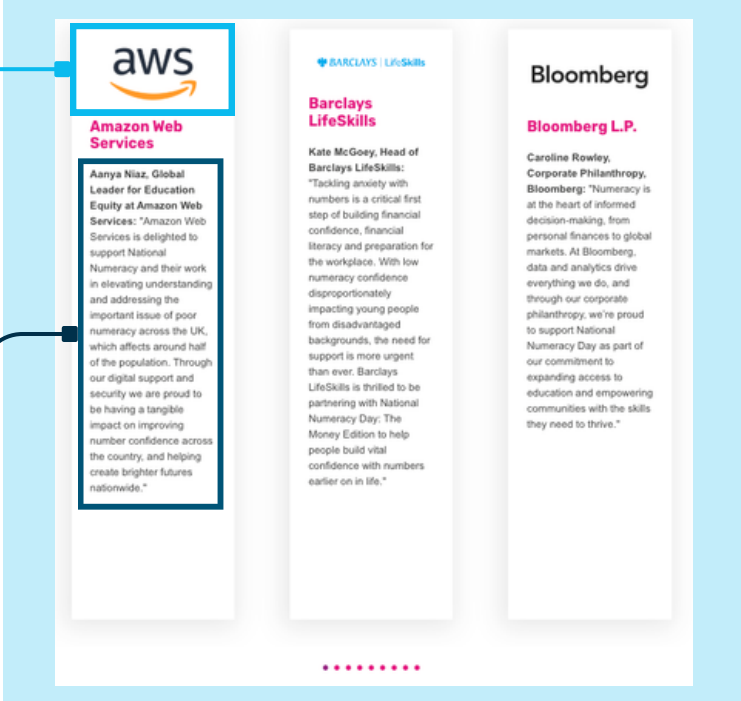
We will display your logo alongside your organisation's statement of support. Your logo can link to your chosen webpage and organisations will be listed in alphabetical order.

Example:



Your **logo** here

Your **text** here





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

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 and send an official quote of support by **Friday 9 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 **Friday 16 October**.

Example:



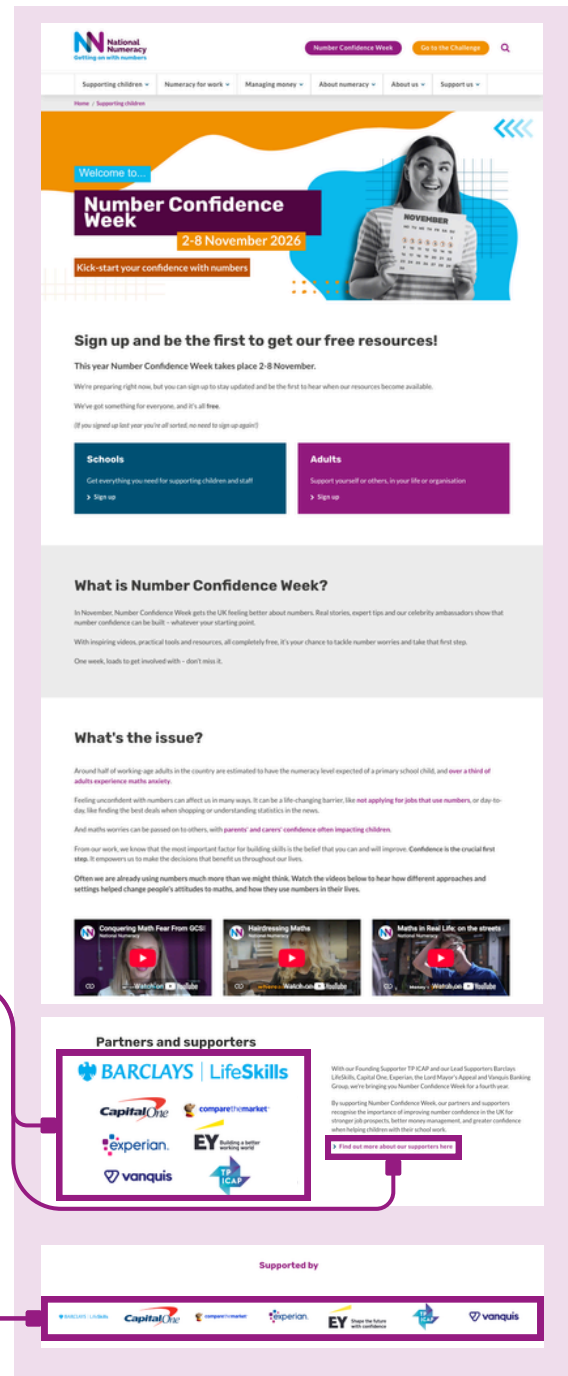
Graphics to announce support on your own channels will be provided and sent to you as part of your Campaign Toolkit. Feel free to use these at any time. We will amplify and share posts we are tagged in.



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:

Number Confidence Week
2-8 November 2024
Kick-start your confidence with numbers

Sign up and be the first to get our free resources!
This year Number Confidence Week takes place 2-8 November.
We're preparing right now, but you can sign up to stay updated and be the first to hear when our resources become available.
We've got something for everyone, and it's all free.
(If you signed up last year you're all sorted, no need to sign up again!)

Schools
Get everything you need for supporting children and staff
> Sign up

Adults
Support yourself or others, in your life or organisation
> Sign up

What is Number Confidence Week?
In November, Number Confidence Week gets the UK feeling better about numbers. Real stories, expert tips and our celebrity ambassadors show that number confidence can be built - whatever your starting point.
With inspiring videos, practical tools and resources, all completely free, it's your chance to tackle number worries and take that first step. One week, loads to get involved with - don't miss it.

What's the issue?
Around half of working-age adults in the country are estimated to have the numeracy level expected of a primary school child, and over a third of adults experience maths anxiety.
Feeling uncomfortable with numbers can affect us in many ways. It can be a life-changing barrier, like not applying for jobs that use numbers, or day-to-day, like finding the best deals when shopping or understanding statistics in the news.
And maths worries can be passed on to others, with parents' and carers' confidence often impacting children.
From our work, we know that the most important factor for building skills is the belief that you can and will improve. Confidence is the crucial first step. It empowers us to make the decisions that benefit us throughout our lives.
Often we are already using numbers much more than we might think. Watch the videos below to hear how different approaches and settings helped change people's attitudes to maths, and how they use numbers in their lives.

Partners and supporters
With our Founding Supporter TSB ICAP and our Lead Supporters Barclays LifeSkills, Capital One, Experian, the Lord Mayor's Appeal and Vanquis Banking Group, we're bringing you Number Confidence Week for a fourth year.
By supporting 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
Barclays LifeSkills, Capital One, Experian, EY, TSB ICAP, Vanquis

Click through to our main announcement article

Your logo here

Link to your website



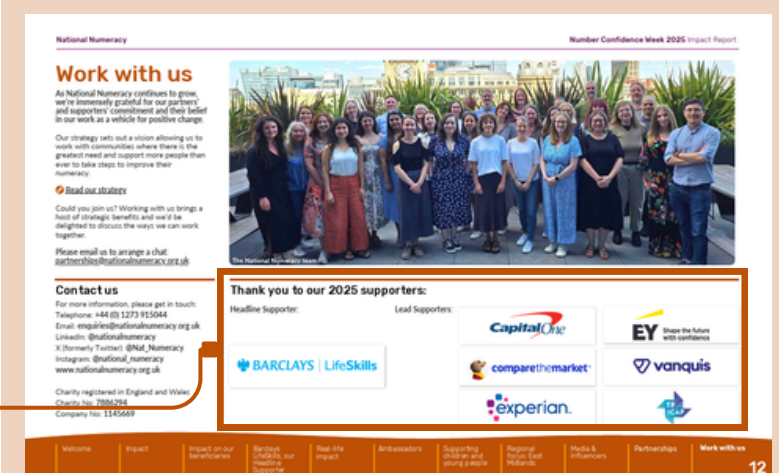
CAMPAIGN IMPACT REPORT

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 2025 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 strategy sets out a 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.

[Read our strategy](#)

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](#)
 X (formerly Twitter): [@Nat_Numeracy](#)
 Instagram: [@national_numeracy](#)
www.nationalnumeracy.org.uk

Charity registered in England and Wales
 Charity No: 7886784
 Company No: 1145669

Thank you to our 2025 supporters:

Headline Supporter: 

Lead Supporters:













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12