

RED START





A bit about us...

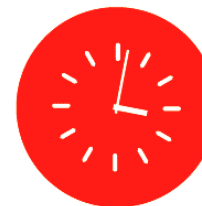
Planting the seed of future financial security for young people

- **RedSTART** is a financial education initiative founded in 2012 to address the lack of financial literacy in young people and how it is affecting their future decisions.
- At RedSTART, we are **passionate** about improving the **future financial security** of young people
- Our goal is to help **1 million young people** to **budget, save** and **give back** by **2025**.
- Our financial education is aimed at **8 – 18 year olds** and is currently delivered through **high impact 1 day workshops**.
- This has been delivered to over **1500 students** at **37 schools** in **London, Bristol, Edinburgh, Brighton** and **LA**.
- We are currently pending approval for **charity status**.



I think it was perfect, the best trip I've ever been to, it was fun to participate and has **HONESTLY** helped me in the future.

Sean (Age - 13) - Lister Community School



430
Hours of
Financial
Education



1,600
Students
Involved



37
Schools
Engaged



34
Industry
Partners



What can you expect for 12+ year olds?

Interactive and high impact financial education for young people

For secondary school students, we divide a RedSTART day into **four sessions**, each of which covers a different aspect of financial literacy:

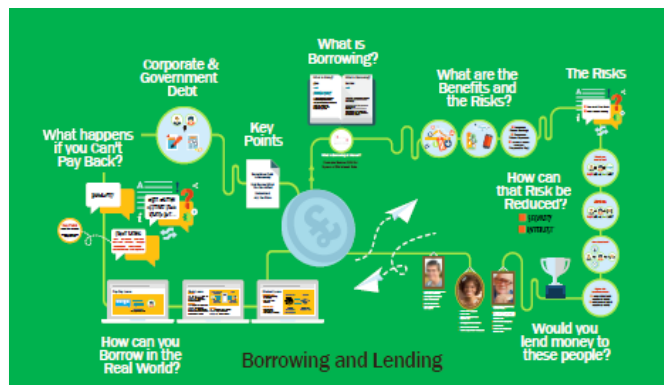
Session 1 - Money and Budgeting – to get students thinking about what money actually is, why we use it, and how to create an effective budget.



Session 2 – Goal Setting and Saving – why set goals and how can you achieve them? Where can you put your money to make sure you're getting the most out of it?



Session 3 - Borrowing and Lending – what are the pros and cons of borrowing and lending money? When might you need to do this, and what are the factors you need to consider?



Session 4 - The Entrepreneur – put your entrepreneurial spirit to the test by designing a new product, making a business case for it and pitching it to us!





What can you expect for 8-12 year olds?

Interactive and high impact financial education for young people

For **primary school students**, we have developed a fully interactive RedSTART day alongside young people's charity **Inspirational Youth** called "Money Matters".



MONEY Matters

- 1. Students start the day with £500 of virtual money, and have options to invest it, save it in a bank, or play a series of games in which they can make or lose money.*
- 2. Between each of the four sessions of gameplay, we teach different principals of saving and investing, focusing on the concept of risk and reward.*
- 3. At the end of the day, the saver who has grown their money the most will be the winner!*



INSPIRATIONAL
YOUTH



Who are the RedSTART team?

Passionate about improving the financial know-how of young people

Our Team



Jonny Letham
RedSTART Co-Founder



Freddie Ewer
RedSTART Co-Founder



Keir MacDonald
Co-Lead RedSTARTer



Tom Pilcher
Co-Lead RedSTARTer



Tara Gillespie
RedSTARTer



Keillian Tai
RedSTARTer



Matt Lim
RedSTARTer



Honor Fell
RedSTARTer



Kristina Beconiene
RedSTARTer



Leanne Metcalfe
RedSTARTer

Our Partners in 2016

- We have worked with over 30 firms who partner with us to host and deliver RedSTART Financial Education sessions to young people.
- Below are some of the firms who have delivered RedSTART financial education this year.





This year and next

Continue to strive to help 1 million young people to budget, save and give back by 2025

What have we achieved this year?

One step closer to 1 million!

- New team members, new ideas and many fantastic RedSTART days hosted by Redington and our partners.
- Reached a mile stone of teaching over 1,500 young people
- 13 RedSTART days in 2016 so far across Redington and several of our partner.
- In 2015 we had our first RedSTART day the US hosted by our fantastic partner First Quadrant.
- We still have our sights set on engaging and educating **one million** young people on how to save, budget and give back by 2025.

What's coming up in the next year?

Charity Status

- We are very excited to announce that this summer RedSTART will become a registered charity!
- We have been working towards this for the past year, and hope that this will give us a good platform from which we can build and reach our target of educating one million young people by 2025.
- To mark the occasion, we will be releasing the very first RedSTART video, showing RedSTART in action, and setting out our aspirations.

RedSTART in the US with First Quadrant





Please Get In Touch!



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