

Made of Money's aim:	
Enable positive financial changes for low-income families and individuals by talking and learning about money, its wider implications, and impact on their lives.	
Made of Money's outcomes	Key results in 2016/17
Enable families to have more open communication around money and the issues it raises within the home.	<p>93% of parents say they now talk more about money as a family. (41 respondents)</p> <p>Family learning packs help parents to discuss money with their children at home</p> <p>Direct delivery workshops reached 311 families:</p> <ul style="list-style-type: none"> • 302 families on low incomes, • 9 women accessing DV services
<p>a) <i>Increased confidence in ability to communicate effectively.</i></p> <p>b) <i>Increased satisfaction with family communication.</i></p>	
Empower parents and carers to feel in control about their finances, and its wider emotional impact.	<p>96% of parents say they are managing their money better. (121 respondents).</p> <p>91% of parents think they are better off now (usually meaning they have more to spend on essentials). (58 respondents).</p> <p>86% are saying they now feel less stressed and anxious about money. (100 participants).</p> <p>Free practical tools, such as spending diaries and meal planners, help families monitor future spending habits.</p>
<p>a) <i>Increased knowledge and skills in money management and confidence to take action in relation to money issues.</i></p> <p>b) <i>Increased insight into and control of own financial situation—application.</i></p> <p>c) <i>Improvement in emotional well-being around money and its wider impact.</i></p>	
Help children understand there are choices to be made around money.	<p>92% of parents say that their children better understand decisions that have to be made about money. (59 respondents).</p> <p>68% feel children are able to better cope with pressures of advertising. (68 respondents).</p>
<p>a) <i>Increased awareness of and understanding of the uses and power of money.</i></p> <p>b) <i>Greater understanding of the peer and advertising pressures they face around money and spending.</i></p>	