



The FairLife Charity

FairLife College, University & Students' Union Marks

Executive summary

These FairLife marks are for educational establishments that help students to be smart with their money. It's crucial that the next generation understands the importance of actively managing their money and protecting their credit rating. By supporting the FairLife Charity you are also helping to promote a culture of fairness in the British finance industry, which will give all students a brighter financial future.

Criteria for the FairLife College, University and Students' Union Marks

The FairLife Mark is free to colleges, universities and students' unions and is awarded based on the institution's own declarations.

1. The first criterion is that the management, the students' union or both agree to support the FairLife initiative.
2. The second criterion is actively helping students to understand and manage their personal finances.
3. The third criterion is to raise awareness of the FairLife Charity on campus and in the wider community.

Students can be part of shaping the world they live in; helping to create a national initiative that improves fairness in society. By getting involved you are helping to encourage the finance industry to embrace a culture of fair trading and to offer products that are well above the legal minimum requirements.

FairLife colleges, universities and student unions can help to give students the knowledge and life skills they need to manage their finances. This, in combination with FairLife-marked products and commitments made by companies, will help to create a life path for everyone that is fair and dependable.

Criteria detail and examples

1. The first criterion is that the management, the students' union or both agree to support the FairLife initiative.

Where there is no active students' union, the college or university may apply solely for the relevant mark. Should the institution be supportive but the students union is not, the institution may apply providing it intends to meet the three stated criteria. Conversely where the students' union is supportive but the institution is not, the union may apply independently for the FairLife Students' Union Mark.

2. The second criterion is actively helping students to understand and manage their personal finances.

Your organisation may already have established programmes, which we would encourage to display the relevant FairLife Financial Education or Guidance mark.

- Other steps toward meeting this criteria could include:
 - Highlight to students the help that is available on campus e.g. NASMA members offering advice.
 - Raise awareness of personal finance issues affecting the student community – provide helpful information including links to external sources of help.
 - Engaging with external groups such as StepChange (Debt Awareness Week) or The Money Charity (Student Money Manual).

The FairLife Charity encourages universities & colleges to share their best ideas and will be extending its website to facilitate this.

3. The third criterion is to raise awareness of the FairLife initiative within the institution and in the wider community.

- This can be done opportunistically and could include:
 - Displaying FairLife posters (downloadable from the website).
 - Displaying information about the FairLife initiative at Freshers' Fair or putting a flyer in a welcome pack.



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- Encouraging students to seek FairLife student current accounts.
- Adding information about the Charity to University literature.
- Displaying FairLife information during open days
- Encouraging students to become Ambassadors for the FairLife Charity (see appendix 1).
- Encouraging groups like the alumni to get involved
- Asking suppliers and local firms to support the initiative
 - A simple email of support allows us to add their organisation to our growing supporters list.
 - A poster or window sticker helps to raise awareness.
 - They could also consider taking a FairLife Commitment Mark. The Pension Funding Mark is available to any employer that pays or matches pension contributions of 5% or more and the Fair Creditor Mark to any companies that offer credit or allow customers to pay in arrears.
- Encouraging local finance firms (from banks to credit unions) to consider offering FairLife products. Ask them to get in touch or better still pass on their contact details (admin@fairlifecharity.org).

Obtaining the mark

The licence can be downloaded and printed from the FairLife Foundation website at www.fairlifecharity.org /Education & Guidance Marks/Universities & Colleges.

Contact details

Telephone: 020 366 40377
Address: Unit 40A, The Grove, Hatfield, AL9 7RN
Email Addresses: admin@fairlifecharity.org



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Appendix 1: Student Ambassadors

The FairLife Charity is giving selected students the chance to gain real life work experience as a Student Ambassador. This can be done directly or via a volunteering programme.

As a Student Ambassador you can:

1. Contribute and develop your skills in business, finance and charity work.
2. Help to build a major new brand that improves fairness in society.
3. Get credit for your volunteering and have fun!
4. Help yourself and fellow students to make the most of their money.

There are a host of areas you can help with. Examples include:

- Raise awareness of FairLife student current accounts.
Put up posters during Freshers' week or around the college/university; raise awareness on social media. If you can create media of any kind, or have ideas for raising awareness on campus, please pass them on. Your ideas will help to define how the charity grows and gets its message out.
- Encourage other students and groups to get involved or simply to support the initiative.
It's in everyone's interest to grow fair trading in finance.
- Encourage your college or university to join the FairLife initiative.
The first step is to talk with your student union, to see if they are minded to support the initiative.
- Help with creating information for FairLife primary and secondary schools.
We're after ideas to help teach school children about looking after money (competitions, quizzes, puzzles, games, posters). Can you help tomorrow's students to be smart with their money?
- Encourage local firms to support the FairLife Charity.
Any business can support the charity by adding their name to our supporters' page. Encourage local finance firms (from banks to credit unions) to offer FairLife products. Encourage anyone offering loans or credit to students to be a Fair Creditor. Just ask them to contact us or better still send us their contact details.

As a Student Ambassador you'll gain experience and education in addition to structured credit for your extracurricular activity. For more information please contact

admin@fairlifecharity.org



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Appendix 2 The FairLife Foundation (background)

The FairLife Charity is a fair trading initiative designed to benefit everyone in the UK by improving everyday financial products and educating the public.

The charity is applying the principle of fair trading to the banks and finance institutions of the British economy; awarding its trademark logo, the FairLife Mark, to products and services that meet defined criteria. The FairLife Mark is a mark of integrity. Providers self certify and agree to follow the spirit as well as the letter of the rules (although procedures are in place to investigate breaches).

The mark will span all areas of finance, eventually forming an umbrella of trust known as the FairLife Family, and will ultimately help to highlight minimum standards of sound practice. The Mark will act as a beacon, helping to guide consumers, whilst allowing competition and customer choice to flourish.

Together with raising standards, the FairLife Charity is encouraging companies, including those outside financial services, to make commitments in areas such as pension funding, adult education and the treatment of vulnerable customers. The criteria of these different marks can be interlinked to deliver outcomes for the public that are otherwise hard to achieve.

There are three types of FairLife Mark:

- Product and Service Marks highlight where companies have signed up to help establish fair trading in finance at the product level.
- Commitment Marks highlight where companies have made an organisational-level commitment to improve peoples' lives financially.
- Guidance & Education Marks are awarded in recognition of educating or directing the public in the responsible management of their financial affairs.

The FairLife College, University And Students' Union Marks are an Education and Guidance Marks.

The FairLife Foundation is being gifted to the nation by passing ownership to leading charities. The charities arm of the National Union of Students' became a Member in January 2015. Through their affiliates they represent some seven million students.

More information is available on the charity's website at www.fairlifecharity.org