



The FairLife Charity

FairLife School Mark

Executive summary

The FairLife Schools Mark is for schools that share our passion for helping children learn about money. Everyone knows how important money is. It's important to save money and very important not to waste it. Understanding a little more can help children to make smarter choices later in life and to avoid costly mistakes.

Evidence suggests that children's long-term attitudes to money can be formed early in life, so the sooner we can get children thinking about money the better. The key is to make the learning fun and engaging, so that everyone gets involved and learns something.

By becoming a FairLife School you are also helping to promote a culture of fairness in the British finance industry, which will give all school children a brighter financial future.

Criteria for the FairLife School Mark

The FairLife Mark is free to schools and is awarded based on the school's own declarations.

1. The first criterion is that the Head Teacher supports the FairLife initiative.
2. The second criterion is actively encouraging children to learn basic financial skills.
3. The third criterion is to raise awareness of the FairLife initiative within the school and in the wider community.
4. The fourth criterion is to support any pupils who have signed up to be FairLife School Ambassadors.

Your pupils can be part of shaping the world they live in; helping to create a national initiative that improves fairness in society.

FairLife Schools will help give children the knowledge and life skills they need to understand about money. 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 example

1. The first criterion is that the Head Teacher supports the FairLife initiative.
 - With the permission of the Head Teacher the school can engage with the FairLife Charity solely via staff members or in collaboration with interested pupils (who may become School Ambassadors).

2. The second criterion is actively encouraging children to learn basic financial skills.

Your school may already have an established programme, which we would encourage to display the FairLife Financial Education Mark. There are many ideas the school might consider to help children learn about money. These range from:

- Displaying FairLife posters (available on the website) to engaging with external groups such as Red Start, MyBnk and Dragons Apprentice.
 - Volunteers are available through the FairLife Charity to give short talks during assembly, with the option of a workshop afterwards. These fun and informative talks are designed to get children thinking about money and to lay the foundations for financial management as adults.
 - Age-appropriate lesson plans are available together with ideas for competitions and puzzles. Teachers may also request certificates and prizes from the charity, for children who complete activities successfully.
3. The third criterion is to raise awareness of the FairLife initiative within the school 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 during open days.
 - Encouraging parent and groups like the PTA 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.
 - Adding information about the charity to school literature.



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- Encouraging local finance firms (from banks to credit unions) to review the FairLife Charity website and consider offering FairLife-marked products. Ask them to get in touch (admin@fairlifecharity.org) or contact us we'll contact the company.

4. The fourth criterion is to support any pupils who have signed up to be FairLife School Ambassadors.
 - Where the school agrees to support FairLife School Ambassadors, the charity will seek to empower these volunteers with ideas, prizes and materials. The volunteers themselves will gain an educational benefit as well as credit for their activity.

Obtaining the mark

The licence can be downloaded and printed from the FairLife Foundation website at www.fairlifecharity.org under Education & Guidance Marks, Primary Schools or Secondary Schools.

Contact details

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

Appendix 1: **School Ambassadors**

The FairLife Charity is giving children at each school the chance to become School Ambassadors for the Charity.

As a School Ambassador you can:

1. Help to raise awareness of the FairLife Charity in your school and surrounding area.
E.g. Run an event or competition suggested by your class, teacher or school council. Put up a poster. Ask the school's PTA for ideas to raise awareness, or think of fun ideas yourself, to teach children about money.
2. Design posters, adverts, competitions and fun ideas that we can add to the FairLife Charity's website for other Ambassadors to use.
3. Join with others across the country in encouraging national groups to get involved and to help educate children about money.

Take an active part in creating a national initiative that improves fairness in society and receive a certificate as a FairLife School Ambassador. There is more information about School Ambassadors on the charity's website, under the Get Involved menu.

How to become a Student Ambassador

If you want to apply to become a FairLife Student Ambassador please take this information and application form home to your parents. The FairLife Charity can only communicate with parents and teachers, so you will need a parent or teacher to support your application. We look forward to hearing from you!



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Appendix 2 FairLife Charity (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, awarded based on the provider's own declarations to firms that agree to follow the criteria and the spirit of the initiative.

The mark will span all areas of finance, eventually forming an umbrella of trust known as the FairLife Family, and will help to highlight minimum standards of sound practice. The Mark acts 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, financial 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 School Mark is an Education and Guidance Mark.

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 owners last year (through their affiliates they represent some seven million students) and AdviceUK joined this year (they represent groups that offer free debt advice).

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