



10 July 2025

£4 million charity fund launched to bolster financial resilience

- New research shows over half of financially vulnerable people feel embarrassed to seek financial support
- Charities are the second most trusted source of advice after family
- In the past three years over four million people sought assistance from UK charities due to financial hardship

Today, Lloyds Banking Group and its four charitable Foundations have launched a new joint Financial Resilience fund, with £4.2 million available to the charity sector to help empower those most in need by gaining confidence and skills to manage their finances, reduce reliance on debt and achieve long-term financial stability.

The creation of the fund follows new research from Lloyds Banking Group and the charitable Foundations which found that in the past three years, 4.3 million individuals have sought assistance from UK charities due to financial hardship.

Charities a vital resource for the most financially vulnerable

Over two-thirds (69%) of those surveyed said seeking financial advice was the most important reason for seeking support from charities.

The survey, Financial Resilience and the Role of Small Charities, found that over half (51%) of those taking part felt stigma and embarrassment about their finances, which was the main barrier preventing them from seeking support.

The research also showed that charities are the second most trusted source of advice after family.

Charities can, and do, change people's lives for the better

Of those surveyed, 90% of people who have visited charities and received financial support were satisfied and are significantly more likely to say that they feel more financially stable than before, compared to those who haven't visited charities. Despite this, charities still face a lack of funding, staff capacity and resource meaning that they feel less able to deliver the services that they would like.

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Previous research has shown that the most financially vulnerable in society are more likely to turn to a charity than to their bank for help with their finances¹.

The Financial Resilience fund will reach charities through the Lloyds Bank Foundation for England and Wales, Lloyds Bank Foundation for the Channel Islands, Bank of Scotland Foundation and Halifax Foundation for Northern Ireland. Each of the four Foundations will receive a portion of the £4.2 million and will make a total of 57 grants which are expected over the next 2-3 years.

The aim of the fund is to reach people in new settings, for example via foodbanks or as part of mental health recovery. The fund will have two distinct strategies of support that charities can access, 'overcoming setbacks' for individuals in particular circumstances relating to debt or financial distress and 'establishing a foothold' which will encompass more general advice and financial support.

By working with communities, the aim is to help empower people by gaining confidence and skills to manage their finances, reduce reliance on debt and achieve long-term financial stability. Every charity that is supported through the fund will have access to Lloyds Banking Group's Academy resources and skilled staff as mentors and coaches.

Lloyds Banking Group has a long-standing commitment to supporting the charity sector, having donated £800 million to its charitable Foundations over the last 40 years enabling them to support nearly 70,000 charities across the UK and Channel Islands. The Group has also committed to provide £100 million to the Foundations by 2030.

Sir Robin Budenberg, Chair, Lloyds Banking Group said: "Our four charitable Foundations play a vital role in communities across the UK and the Channel Islands – enabling grassroots organisations to maximise their impact through direct funding and practical support. The launch of the joint £4.2 million Financial Resilience fund will support small charities and community-led organisations to deliver financial education, inclusion and guidance – assisted not only with funding, but also the expertise and dedication of our colleagues. This is a significant commitment to strengthening financial resilience for people and communities."

Matt Hyde OBE, Chief Executive, Lloyds Bank Foundation for England and Wales said: "Small charities and community led organisations are doing incredible work supporting people to build their financial resilience and make sure they're in a good place. We are proud to work alongside them, offering not just funding, but practical support and partnership, so that they can do even more for the people who need them."

¹ Societal Wellbeing Segmentation Research, Gusto Research, October 2023

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How the Foundations are making a difference

Lloyds Bank Foundation for England and Wales have provided a £75,000 grant to WODIN (Women and Digital Inclusion), a charity run by and for migrant women in Liverpool, supporting women with digital skills training, alongside practical and emotional support.

In the past 18 months, WODIN has helped 47 women secure paid or voluntary work, provided emergency support to 185 families and delivered food parcels that have reached more than 1,900 people across Merseyside.

Through the Foundation's Skills Exchange Programme, Lloyds Banking Group colleagues volunteered with WODIN to support the CEO with managing the charity's finances. The volunteers helped build a fully customised Excel-based cash flow system meaning that WODIN now has a high-level view of their finances and, as a result, the confidence to make strategic decisions.

Ends

About Lloyds Banking Group

Lloyds Banking Group is the largest UK retail and commercial financial services provider with around 27 million customers and a presence in nearly every community. We are proud to support British businesses, with nearing one million UK businesses supported by our leading digital and relationship banking services. Our main business activities include retail and commercial banking, general insurance and long-term savings, provided through well recognised brands including Lloyds, Halifax, Bank of Scotland and Scottish Widows.

Our purpose is Helping Britain Prosper. We have served Britain through our products and services for more than 320 years, across every community, and millions of households. Our success is interwoven with the UK's prosperity, and we aim to help Britain prosper by operating as a responsible, sustainable and inclusive Group.

About the Foundations

Over the last 40 years, Lloyds Banking Group has donated £800 million to its charitable Foundations, who have supported nearly 70,000 charities across the UK and Channel Islands.

Joint research commissioned by:

- Lloyds Banking Group
- Lloyds Bank Foundation for England and Wales
- Lloyds Bank Foundation for the Channel Islands
- Halifax Foundation for Northern Ireland

Contact



- Bank of Scotland Foundation

Sourcing

Foundations Research, Gusto Research, April 2025

Societal Wellbeing Segmentation Research, Gusto Research, October 2023

Methodology section for Foundations research

Consumer survey

This research was undertaken by Gusto Research for Lloyds Banking Group. Gusto Research conducted a survey with an online sample of 900 UK adults 18+ between 25th March and 8th April 2025 and a telephone sample of 100 UK low or no digital usage adults 18+ between 4th and 14th April 2025. All were potentially low financial resilient with less than 3 months of essential spend saved, and a household income of less than £50,000. Quotas applied: 50% of the sample had used a charity in the last 3 years when facing financial challenges and 50% not to have used a charity in the last 3 years.

Charities survey

This research was undertaken by Gusto Research for Lloyds Banking Group. Gusto Research conducted a survey with a telephone sample of 200 small charities with an income of less than £500,000 who provide support for individuals' financial wellbeing between 24th March and 17th April 2025.

Consumer survey on nationally representative sample

This research was undertaken by Gusto Research/Yonder for Lloyds Banking Group. Gusto Research/Yonder conducted a survey with an online sample of 2091 UK adults 18+ between 4th and 5th June 2025. Data is weighted to be representative of the population of the UK. Targets for quotas and weights are taken from the latest ONS Census data (2021/22) and the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults. Yonder is a founding member of the British Polling Council and abides by its rules. For further information see <http://www.britishpollingcouncil.org/>

Contact