

# Evaluation of Just Finance Foundation's LifeSavers Programme

LifeSavers is a values-based financial literacy programme for primary schools, which aims to give children the knowledge, skills and attitudes to manage their money wisely. The values-based approach to financial education explores what it means to be wise, generous, just and thankful with money, recognising that attitudes are as important as knowledge and skills in shaping financial behaviour.

In 2021, Just Finance Foundation commissioned Public Perspectives, an independent research and evaluation organisation, to evaluate a defined element of its LifeSavers Programme. This evaluation covers a specific component of LifeSavers that was funded to recruit 40 new schools between October 2019 and October 2022. The evaluation focussed on experience, outcomes and impact.

The evaluation employed a mixed method approach, deploying quantitative and qualitative techniques, including reviewing programme data, case study visits, a pupil survey, school and teacher survey and in-depth qualitative interviews with LifeSavers School Champions and LifeSavers staff.

## Key achievements

Since 2019, this LifeSavers programme successfully achieved the following:

**13,432**

pupils from over 484  
classes participated in  
the programme across  
Key stages 1 and 2

**139**

active LifeSavers schools  
participated in the  
programme, of which 44  
were newly registered  
schools.\*



This includes 31 schools on-boarded in the school year 2021-22, most of which began delivery of LifeSavers in that financial year, with the remainder on-boarded in the school year 2022-23

## Key outcomes and impact

### Highly rated resources:

- Schools and teachers rate highly the resources and support, which give them the confidence, skills and resources to deliver financial education effectively

### Positive outcomes for pupils:

- The majority of schools/teachers identify positive outcomes for their pupils both in terms of financial education and wider outcomes



- 73% of pupils said overall they are more confident using money and 70% said they have more knowledge about money
- 73% of pupils said they are more confident making decisions about money

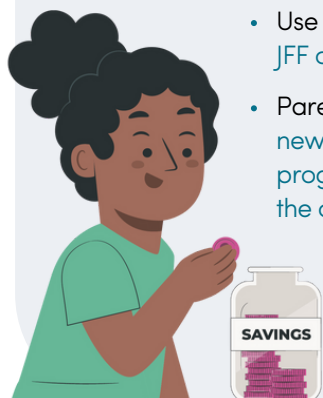
## Positive impact on schools:

- Schools identify positive impacts around financial education and wider school life, including improving the skills, knowledge and confidence of teachers to deliver financial education
- Schools and teachers support, understand and embed the LifeSavers values and their use in financial education
- Schools agree that LifeSavers has increased the quantity and quality of financial education, rate LifeSavers highly and consequently plan to continue delivering LifeSavers

## Areas for future development

LifeSavers seeks to improve their offer to teachers by asking them what developments they would like to see.

- Savings Clubs: Supporting new schools to set up and maintain new savings clubs
- Use of Assembly resources: These resources have been shown to be highly beneficial and JFF could encourage more schools to make use of them
- Parental and community engagement: This area was challenging due to Covid-19 but with new forms of engagement through savings clubs and MoneyBox productions the programme can help reinforce financial education learning and behaviours at home and in the community
- Resources Development: Teachers expressed the importance of keeping resources up to date
- Support around progression: More guidance around using the resources to support pupil progression



*"LifeSavers is a high-quality programme with great and easy to use resources that are very relevant for our school, pupils and their families, especially with the cost-of-living.. It's now part of our school life and something we're committed to. We did look at other programmes, but LifeSavers seemed the best with its value-based approach, flexibility, well-developed resources that links to the curriculum, and support, and it helped that it was free! I want to embed it further, linking it to other parts of our curriculum and school activities... Our aim is that every pupil will have gone through LifeSavers from Reception through to Year 6 and leave this school with a sound understanding of money and finances."*

**LifeSavers Champion**

## Conclusion

Despite the challenges of the Covid-19 pandemic, LifeSavers exceeded the number of schools it aimed to support and achieved a number of positive outcomes. In addition, the programme has continued to develop and grow its resources and the number of schools it is able to support. LifeSavers is working to secure long-term funding to become sustainable and has ambitious future plans for expansion.

**100%**

of teachers rated Lifesavers as Good or Very Good and would recommend it to other schools

**89%**

of teachers agreed that Lifesavers had improved the pupils' knowledge about money

**79%**

of teachers said Lifesavers helped them embed financial education into the school curriculum

