



# 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.

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 agreed to become FairLife School Ambassadors (see appendix 1).

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.
- 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.
  - 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](mailto:admin@fairlifecharity.org)) or contact us we'll contact the company.



# The FairLife Charity



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

To apply for the mark please go to the Join us section of our website ([www.fairlifecharity.org](http://www.fairlifecharity.org)) or contact us via the details below:

## Contact details

**Telephone:** 020 366 40377  
**Address:** Unit 40A, The Grove, Hatfield, AL9 7RN  
**Email Addresses:** [admin@fairlifecharity.org](mailto: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 to your teacher. The FairLife Charity can only communicate with teachers, so you will need a teacher to support you.