

Financial resilience campaign for trustees

Partner pack



CHARITY COMMISSION
FOR ENGLAND AND WALES

Financial resilience campaign for trustees

With growing evidence of financial pressures across the sector, our financial management guidance is here to support.

Navigating financial difficulties can be challenging and stressful, however, being prepared for such situations can make a real difference—our guidance can help trustees approach them with confidence and clarity.

Our Trustee Finance Toolkit is designed to bring all our help and support into one place. There is advice about internal financial controls, reserves and even a financial health checker which suggests tailored reading based on answers.

Please help spread the word about our campaign using your direct communications with charities and trustees.

This partner pack offers the following:

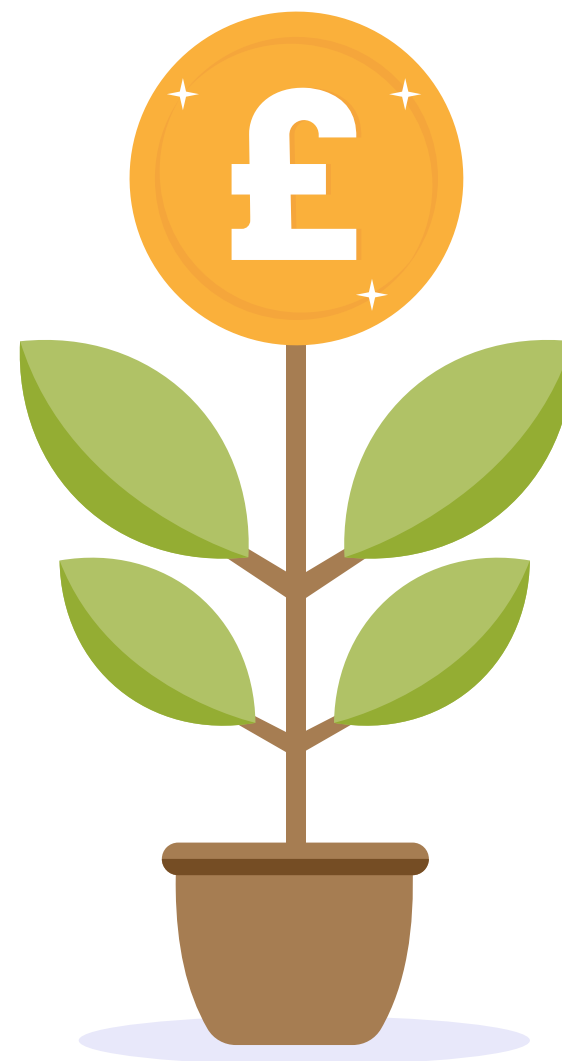
- Social media - sample posts
- For charities/trustees – newsletter copy
- For your staff – a campaign briefing

With your support, we can help more trustees gain greater confidence in the financial management of their charities.

Thank you for helping us reach out to trustees.

For more information, please contact
jennifer.cahill@charitycommission.gov.uk

Find us here [on X](#) and [LinkedIn](#)



Social media assets

Look out for updates from our social media channels, we will be promoting both the Finance Toolkit and health checker. Please share and pass the message on via your own channels.



Finance toolkit 1

This handy financial toolkit from the Charity Commission includes tips and guidance to give trustees practical support with their charity's finances.

beingacharitytrustee.campaign.gov.uk/trustee-finance-toolkit

Finance toolkit 2

Have you seen the Trustee Finance Toolkit from the Charity Commission? Created to support trustees as they navigate their charity's finances.

beingacharitytrustee.campaign.gov.uk/trustee-finance-toolkit

Health checker 1

Take the Charity Commission's quick financial health checker and get a clearer picture of your charity's finances and what to do next.

beingacharitytrustee.campaign.gov.uk/trustee-finance-toolkit

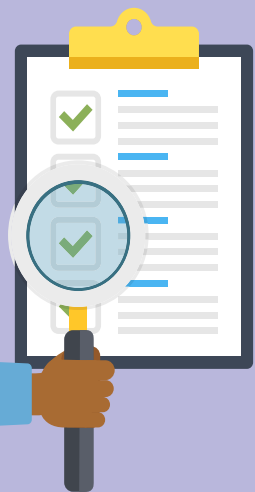
Health checker 2

Try the financial health checker from the Charity Commission and get matched with the guidance your charity needs.

beingacharitytrustee.campaign.gov.uk/trustee-finance-toolkit

For your staff campaign briefing

Some suggested copy that you
can use to update your staff
about our campaign.



Have a clear
picture of your
charity's finances

Charities are facing significant challenges in the current climate. During these uncertain times, supporting trustees to lead their organisations with confidence has become more crucial than ever.

Research indicates that some trustees have lower confidence in managing finances compared to their other responsibilities. Trustees are often busy volunteers and it can be difficult to know where to start.

This is why we're working alongside the Charity Commission to encourage trustees to take a look at the **Trustee Finance Toolkit**.

The page brings together a quick financial health check and resources to help trustees plan and manage their charity's finances, including:

- Financial health checker
- Finance 5-minute guide
- Internal financial controls for charities
- Reserves policies
- Improving charity finances
- 15 questions trustees should ask

You may already be aware of this guidance but in matters of finance, it is better to be prepared and for trustees to have the knowledge they need to act.

Find out more: beingacharitytrustee.campaign.gov.uk/trustee-finance-toolkit

For your trustee audience

Some suggested copy you could use in your newsletter

As trustees, you carry responsibility for ensuring your charity achieves its mission and a large part of this is down to its finances.

During these challenging times, you'll want assurance that you're making the right decisions and ways you can prepare for unexpected challenges that may come your charity's way. Whether you're newly appointed or have extensive trustee experience, the Charity Commission offers comprehensive guidance and support to assist you. The Trustee Finance Toolkit has links to key pieces of guidance when it comes to financial resilience.

- 5-minute guide to managing finances - understand your responsibilities for ensuring your charity's money is safe and properly used and accounted for.
- Internal financial controls for charities - explains the different types of internal financial controls your charity should have to help you protect your charity from fraud and loss.
- Reserves policies - find out what charity reserves are and how to develop and report on your charity's reserves policy.
- Improving charity finances - advice on how you can improve your charity's finances and protect against financial difficulties, including what to do if your charity can't pay its bills.
- 15 questions trustees should ask - want to check your charity's financial effectiveness? Use the 15 questions guide.

Get a read on your charity's financial health with the quick financial health checker. This tool will match you with the guidance your charity needs based on your answers. Find out more: beingacharitytrustee.campaign.gov.uk/trustee-finance-toolkit



Protect your
charity's finances

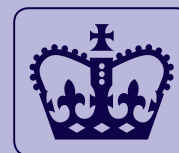
Campaign creatives

You can find these creative assets attached in your partner pack email





Help your charity
weather a storm



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