YEAR SIX DIVIDEND CAMPAIGN

DELIVERING FINANCIAL EDUCATION TO EVERY YEAR SIX CHILD IN LONDON

The Challenge

- Most children form money habits by age seven, long before financial education begins.
- Teachers recognise its importance but often lack the time, training, and materials.
- Few primary schools deliver structured, engaging lessons on money.
- Many pupils reach secondary school without basic budgeting or saving skills.
- Low financial literacy is linked to problem debt and low financial resilience in later life.

The Year Six Dividend campaign will:

- Provide every London state primary school with a £1,000 grant to prioritise this essential life skill.
- Equip teachers with clear guidance, training, and ready-to-use classroom materials through a three-lesson programme.
- Build a scalable, evidence-led model that can be expanded across the UK.

Source: APPG Inquiry on Primary School–Aged Financial Education, May 2021

www.yearsixdividend.com

Every child deserves to understand money before they have to use it

THE YEAR SIX DIVIDEND
Bridging the Square Mile and the School Yard

By the time most children start secondary school, their money habits are already set. Primary school is where confidence, curiosity, and lifelong financial behaviours take shape.

Early action matters

When we teach children about value, saving, and choices at this age, we help them grow into capable, independent adults who can shape their own financial future.

THE PROGRAMME:

c1,800 schools

c65,000 children

Click here for campaign video

WHO WE ARE

CHRISTIAN MAY | EDITOR-IN-CHIEF, CITY AM

A strong economy begins with informed citizens. Financial education is not a luxury, it is a foundation.

City AM is London's business newspaper, giving a daily voice to the people and institutions that shape the capital's economy.

It covers finance, technology and enterprise through the lens of how business decisions affect society and opportunity.

The paper believes that education is central to a thriving economy and that financial understanding should start early.

By shining a light on initiatives that link business and learning, City AM champions a future where knowledge and opportunity are shared more widely across the city.

CITY AM

QUENTIN NASON | FOUNDER, CITY PAY IT FORWARD

This campaign brings together the Square Mile and the education sector in a bold initiative, showing how real change happens when ambition meets action in the classroom.

City Pay it Forward is an independent, volunteer-led charity that partners with leading educators and the business community to bring financial literacy into primary schools. We believe learning about money is not only about pounds and pence, but about confidence, curiosity, and trust.

Working hand in hand with teachers, we deliver simple, engaging and impactful lessons that make money management real and relevant for every child. Our goal is that by the time children leave primary school, they understand how money works and how it can shape their choices and futures.

City Pay it Forward

SPONSORSHIP

The Year Six Dividend campaign is a citywide partnership bridging the Square Mile and London's state-funded primary schools, showing that, when business and education come together, meaningful change is possible.

Your support helps schools prioritise financial education, answering the call from the All-Party Parliamentary Group for early, consistent teaching of money skills in primary schools.

£25,000
Principal Partner

- Homepage logo with priority placement on leaderboard
- Sponsored op-ed in City AM digital edition
- Social media campaign recognition

£50,000
Strategic Partner

- All Principal Partner benefits
- VIP invitation to City AM Awards ceremony
- Studio interview distributed across all City AM platforms
- Named recognition in press releases

£100,000
Platinum Partner

- All Strategic Partner benefits
- Private group lunch with City AM Editor-in-Chief
- Bespoke print and digital announcement of partnership
- Full-page advertisement in City AM newspaper
- Campaign co-branding opportunities
- First-right on future programme expansion

The three largest sponsors will be recognised at the City AM awards

Additional levels of sponsorship available beyond the standard tiers

SCALABLE IMPACT

- This campaign offers a rare combination of meaningful reach, educational rigour and real-world relevance:
  - **Reach:** Focused on c65,000 Year 6 pupils across c1,800 state-funded primary schools in Greater London
  - **Rigour:** Developed with educational experts and supported by measurable before and after delivery data
  - **Relevance:** Aligned with the financial sector's wider commitment to inclusion, responsible citizenship and the UK's long-term financial resilience
- This campaign presents a rare opportunity to capture large-scale, real-time data on financial literacy at primary level. The insights will be some of the most significant ever collected for this age group in the UK.
- Fulfils our collective responsibility to help this become engrained for the benefit of the younger generations, especially in a rapidly changing world of finance.
- For sponsors, this means clear, measurable outcomes. It is a scalable initiative with real reach, offering both proof of delivery and insight into where financial education is most needed.
- Supporting this initiative places your institution at the centre of a growing movement to close the financial skills gap early. The campaign is visible, practical and built to deliver measurable outcomes for schools that need it most.
- We invite you to help drive the next chapter of this effort and to stand alongside the schools, teachers and students who are shaping the financial futures of our communities.

TIMING

11 NOVEMBER – CAMPAIGN LAUNCH

The Year Six Dividend is a campaign from City AM and City Pay it Forward aiming to ensure that every Year 6 child in London receives a financial education.

NOVEMBER TO DECEMBER

Citywide fundraising campaign to ensure that financial education is taught in every London primary school by July 2026. Businesses, institutions and individuals across the Square Mile will be invited to pledge their support to this collective effort.

SPRING AND SUMMER TERMS 2026

Schools across London will deliver the three-lesson Programme, bringing real-world money skills into the classroom and helping every child build confidence in how they manage and think about money.

GRANT PAYMENTS

Grants will help schools on tight budgets prioritise this important life skill, providing £1,000 in unrestricted funds upon completion of the Programme.

THE YEAR SIX DIVIDEND

Bridging the Square Mile and the School Yard

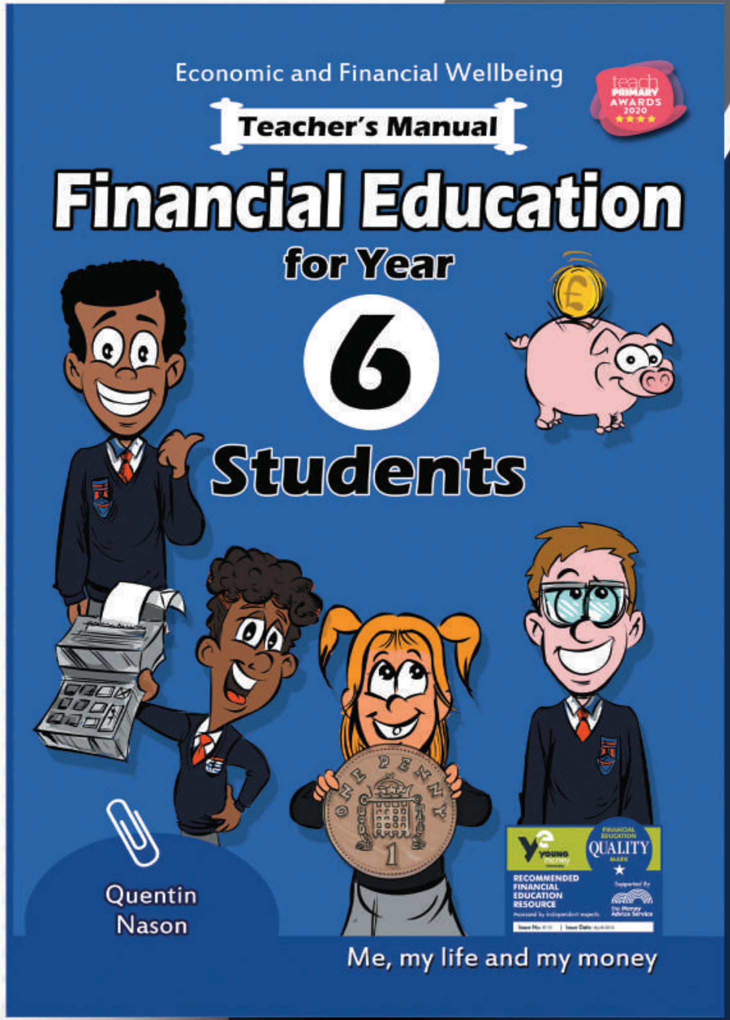
THE CURRICULUM

TEACHER FEEDBACK

We teach our pupils how to read and write, but understanding money is just as essential. This programme has given our teachers the tools and our pupils the confidence to think differently about their futures.

It is rare to find something so easy to deliver and genuinely impactful.

Avis Hawkins, Head Teacher
Christ Church Primary School, RBKC



THE CURRICULUM AT A GLANCE

A three-lesson curriculum that makes money real:

LESSON 1: HOW MONEY WORKS

- From barter to banknotes to digital payments. Understanding trust, value, and the foundations for better decision making.

LESSON 2: SMART CHOICES

- Saving, spending, and the 24-hour rule. Building healthy habits and learning trade-offs.

LESSON 3: ENTERPRISE & DEBT

- Gaining practical insight into budgeting, borrowing, and entrepreneurship.

Every state school receives ready-to-teach resources, teacher training support, and pre-/post-impact surveys to track real outcomes across London.