

OUR APPROACH TO IMPACT ASSESSMENT

WizeUp's mission is "to give young people the essential financial skills they need for adult life." This commitment is reflected not only in programme delivery, but also in how WizeUp evaluates and improves its work. The charity's impact evaluation approach, developed by Bean Research, reflects and enhances WizeUp's four core values:

Inclusiveness: WizeUp ensures financial education is accessible to all young people, using FSM and IDACI data to reach those who need support most while recognising diversity across schools and backgrounds.

Adaptability: The programme flexes to suit different settings, from mainstream to SEND and PRU schools, with tools and feedback designed to reflect varied communication needs and learning styles.

Engagement: WizeUp makes evaluation participatory and transparent, giving schools access to live data through its Power BI dashboard and embedding feedback from students, teachers and partners.

Impact: Grounded in its Theory of Change, WizeUp measures both outcomes and lived experiences, helping young people build confidence, change behaviours and make lasting improvements to their financial futures.

The Impact Framework

WizeUp's impact framework was designed to assess the key student and teacher outcomes which have been shown through academic research to change financial behaviour in the long term. Through this approach to evaluation, we can be clear that WizeUp's influence in increasing competence, confidence and immediate behaviour change in the short term will significantly contribute to long-term positive financial behaviour change, providing an important signal of likely long-term impact, strengthening intention and accountability.

In this way, WizeUp's evaluation remains proportionate to its delivery, yet embedded in long-term financial behaviour change theory.

This year's impact report is based on an independent evaluation conducted by Bean Research, with 6,154 students and 46 teachers providing detailed feedback on their experience.

