



Financial Wellbeing Services

EMPOWER YOUR
COLLEGE & UNIVERSITY
STUDENTS



ABOUT US

We empower young adults across the UK with the knowledge and confidence to take control of their finances. Our mission is to equip students with practical skills for lifelong financial independence.

Partnering with colleges, universities, employers, and educators, we integrate financial wellbeing into learning and professional development, fostering a culture of financial confidence.

Through interactive workshops and webinars, we deliver engaging, expert-led education with a fresh, gamified approach –making financial literacy accessible, practical, and enjoyable. Let's work together to support student success.



OUR MISSION

Our goal is to make financial literacy engaging, practical, and accessible for young adults.

By partnering with colleges, universities, and communities, we provide fun, inclusive, practical and community-led content that makes learning about money both meaningful and enjoyable.

EMPLOYEE WELLBEING

On-demand & live personal
finance workshops and webinars

95%

of students felt
stressed by
their financial
situation

63%

Do not fully
understand
bank accounts

67%

Feel their financial
situation negatively
impacts on their
degree studies

Why Financial Wellbeing Matters

Every September, thousands of students embark on their university journey, experiencing financial independence for the first time.

With student loans and newfound freedom, managing money becomes a crucial yet often overlooked skill. Without guidance, many struggle to balance spending, budgeting, and saving—leading to financial stress and long-term debt.

This cycle can impact both academic success and mental wellbeing, highlighting the urgent need for financial education and support.

Starting With Freshers' Week

We understand that transitioning to university is a major life change, bringing new responsibilities, especially when it comes to managing finances. It's natural for students to feel uncertain, which is why we're here to support freshers with essential resources, including:

- ✓ Financial Wellbeing Festival
- ✓ A 1-hour Financial Wellbeing course
- ✓ Your ultimate University Toolkit
- ✓ A savvy Money Management course
- ✓ Free budget planners to keep afloat

What Raving Students Say About Us!



NANCY

🗣️ The Money Mindset Session was very informative, engaging and practical, I got to learn about my relationship with my finances and practical ways to budget and manage my finances. I'd definitely recommend it! 🗣️



CLAUDIO

🗣️ Godman is a great speaker. He went through the four principles of effective money management the average person could understand to better manage their personal finances. I look forward to his future events, as they're usually packed with wisdom and knowledge. 🗣️



NADINE

🗣️ Through the money mindset course with Genmoney, I now have a stronger more positive approach towards managing my money. Definitely recommend! 🗣️



MICHAEL

🗣️ Godman's finance presentations demonstrate his extensive knowledge and experience, benefiting both novices and those experienced individuals who struggle with money mindset and management tools to reach their financial goals. 🗣️

WORK WITH US

GenMoney embodies a relatable, inclusive, slightly informal, and community-driven approach to learning and talking about money - we'd like to show you how today!



STUDENT LEARNING FORMAT



LIVE WEBINAR

Interactive and engaging, offering real-time Q&A to clarify any student concerns.

WORKSHOPS

Hands-on learning environments where students can create budgets, understand payslips, and track expenses.

ON-DEMAND COURSES

Self-paced, on-demand content for students who want to learn at their own pace.

GAMIFIED CONTENT

Fun insightful Quizzes

Savings Challenges

DURATION

1-Hour Sessions



Never begrudge the money you spend on your education - Jim Rohn



YEAR 1 & 2 STUDENTS



FOCUS ON HEALTHY MONEY HABITS

FRESHERS WEEK

- Nurturing Healthy Money Habits
- SMART Budgeting Exercises
- How Bank Accounts & Overdraft Work

FINANCIAL WELLBEING 101: BUILDING A SOLID FOUNDATION

- Money Mindset Mastery Masterclass
- Intro to Money Personalities
- Managing Expectations (Needs vs Wants)

MASTERING STUDENT FINANCE

- Loans, Grants, Maintenance Explained
- Good Debt vs Bad Debt

SMART BUDGETING

- Setting SMART Budgets
- Navigating the Cost of Living Crisis
- Setting Financial Goals

“

Know what you own, and
know why you own it -
Peter Lynch

”



FINAL YEAR STUDENTS

FOCUS ON FINANCIAL CONFIDENCE

MASTERING THE TRANSITION: STUDENT TO PROFESSIONAL

- **Managing finances post-graduation (budgeting for a full-time salary)**
- **Setting long-term financial goals and a savings plan for the future**
- **Preparing for the first payslip: tax codes, pensions, and benefits**

UNDERSTANDING PAYSLIPS

- **Explore pension contributions, benefits, and tax codes**
- **Track income and expenses within the first three months**
- **100-days healthy money habit challenge**
- **Understand income tax and its differences from student taxes**
- **Importance of saving for retirement, SIPPs, and**
- **Maximizing workplace contributions (case study-based)**

COST OF LIVING & MANAGING MONEY IN THE REAL WORLD

- **Assess living costs when relocating or starting a new job**
- **Money-saving tips for young professionals**
- **Manage rent, utilities, and living expenses**
- **Learn to build and use credit responsibly**

INVESTING 101

- **Intro to long-term investing**
- **Stocks & Shares ISAs explained**
- **The power of compound interest**



CROSS-YEAR WORKSHOPS

FOCUS ON FINANCIAL EMPOWERMENT

LIFE AT WORK: MONEY IN THE PROFESSIONAL WORLD

- Understanding workplace benefits (healthcare, pensions, insurance).
- How to manage your salary, budget for monthly expenses, and avoid lifestyle inflation.
- Tips for paying off student debt while balancing work and savings.

CREDIT & LOANS: MAKING SMART DECISIONS POST-UNI

- Introduction to credit scores and the importance of maintaining good credit.
- Understanding credit cards, loans, and how to borrow responsibly.
- Steps to take if you want to buy a car, house, or need a loan in the future.

THE IMPACT OF FINANCIAL STRESS ON MENTAL HEALTH

- How financial stress can affect your wellbeing.
- Strategies for reducing financial anxiety.
- Accessing financial support and counseling services.
- Creating a healthy mindset around money management.

“ Financial education is more valuable than money ”

EMPOWER YOUR STUDENTS WITH GENMONEY

Partner with GenMoney and equip your students with essential financial skills for life. Our tailored workshops, webinars, and interactive tools help young adults learn and practise healthy money habits.

Together, we can build a future where students thrive financially, throughout college, university and beyond.

Let's collaborate to make financial wellbeing a priority—get in touch today!



GENMONEY LIVE

- **Workshops & Webinars**
- **Courses & Masterclasses**
- **Freshers' Week Financial Wellbeing Festival**



FINANCIAL WELLBEING STRATEGY

- **Year-round personal finance awareness campaigns**
- **Bite-sized prompts via email throughout the year**



GAMIFIED CONTENT

- **Fun insightful personal finance quizzes**
- **Gamified Savings Challenges**
- **Personal Finance Celebrity Case Studies**



COACHING & ACCOUNTABILITY PROGRAMMES

- **Financial Mentoring Programs**
- **Budgeting Coaching**