



24 August 2021

## **Royal London launches Changemakers campaign and announces the 10 social enterprises it will fund to help build financial resilience**

- **To improve financial resilience in Ireland and the UK, Royal London has launched its Changemakers programme to partner with social enterprises making a difference, committing £1.5 million (€1.75 million) over three years.**
- **Tipperary-based, Jobs for Family Carers is one of the Changemakers involved.**

To help improve financial resilience in Ireland and the UK, Royal London has launched its Changemakers programme, committing £1.5 million (€1.75 million) over three years to support social enterprises that have created bold and innovative ideas to improve resilience and protect against life shocks, such as illness, divorce or change in income.

A survey by Ireland's Money Advice and Budgeting Service (MABS) last year found that almost 8 in 10 report their household financial circumstances have been impacted negatively due to the pandemic<sup>1</sup>. In addition, 73% of social enterprises work directly with individuals facing disadvantage<sup>2</sup>, putting them in a strong position to drive meaningful change and use business as a force for good. Through the pandemic, Government funded supports have cushioned some of the financial impacts on households and business, but these cannot last forever<sup>3</sup>.

Royal London has worked with the School for Social Entrepreneurs (SSE) to identify ten Changemakers; social enterprises creating unique solutions to build people's financial resilience. From providing sustainable employment to refugees on bread stalls across London to supporting family carers in Ireland, these Changemakers are already making a difference. They are:

- [Jobs for Family Carers](#)
- Flank
- [Page & Bloom](#)
- [The Growing Club CIC](#)
- [Before I Go Solutions](#)
- [Breadwinners](#)
- [Money A+E](#)
- [Pocket Power](#)
- [Easy As 123 Limited](#)

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<sup>1</sup> MABS urges those feeling the financial impacts of COVID-19 to seek help - MABS

<sup>2</sup> Capitalism in Crisis?: State of Social Enterprise Survey 2019

<sup>3</sup> Financial Stability Review 2021 | Central Bank of Ireland

- [Rosetinted Financial Services C.I.C.](#)

Fiona O'Neill, founder of Jobs for Family Carers, said:

*“Whilst some Family Carers in Ireland manage to sustain both caring and employment, often their career options, opportunities for promotion and earning potential are adversely affected by their caring activities. Care may be ‘free’, but there are costs to the carer, both direct and indirect. As a Family Carer myself, I’m acutely aware of the inequality experienced by many family carers.*

*“For many it isn’t possible to work full time, so securing part time employment is not only about supporting and building the monetary financial resilience of a Family Carer but financial resilience psychologically, socially and emotionally. We at Jobs for Family Carers give Family Carers a voice, whilst offering opportunities and support that they might not have had available to them previously.”*

Noel Freeley, CEO of Royal London in Ireland, said:

*“We know that the pandemic has hugely affected people’s financial resilience and that’s why we are investing in these inspiring Changemakers. At Royal London we’re committed to reducing the impact of life shocks for as many people as possible. We believe that these social enterprises can make a real positive difference, so we are excited to launch this programme and provide our support to help them achieve their great aims.”*

**ENDS**

#### **Notes to editors**

Find out more about each of the Changemakers and the project at [www.royallondon.ie/changemakers](http://www.royallondon.ie/changemakers)

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