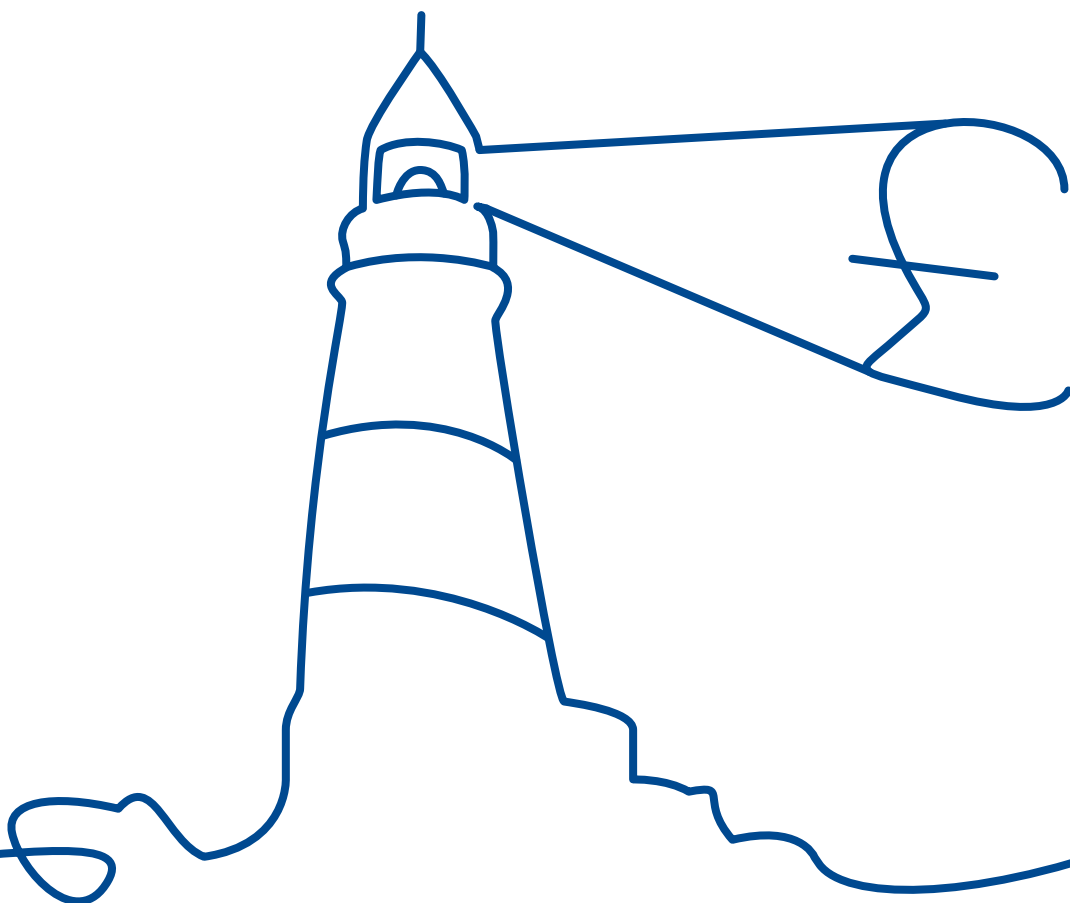





finance

Because it's what we do

Finance is what we do. Our three key areas of responsibility are: supporting people when they are in debt; providing people with the skills and knowledge to avoid financial difficulty; and providing clear, transparent products.



Supporting people when they are in debt

People get into difficulties for any number of reasons such as redundancy and illness and not just because they have simply borrowed too much. We know that. Which is why we think it's so important to be fair and supportive.

With our Homeowner Mortgage Charter we promise to work with and support customers experiencing a hard time financially and to do all we can to keep them in their homes.

You can find it at www.nationwide.co.uk/payment_difficulties.

Of course, prevention is better than a cure. Our mortgage arrears are a quarter of the national average. Probably because when we sit down with our customers to discuss their borrowing requirements, we try to ensure they don't get in over their heads. We lend responsibly.

Mortgage Charter

Providing people with the skills and education to avoid debt

Debt is the Citizens Advice service's No.1 issue. In October 2008, we announced our £3million 'MoneyActive' partnership with Citizens Advice, which will increase the number of volunteers trained to deliver proactive, financial education from 100 to 1400. The programme hopes to reach 100,000 people and help them avoid problem debt.



Providing clear, transparent products

This is partly about product design and partly about being totally clear with our customers on what they can expect from us and we from them. So for example, our 'Trust Us, Trust You' campaign provided credit card customers with tips on borrowing responsibly and highlighted Nationwide's responsible approach to lending.

We were winners of the Responsible Credit Card Lending Award for the second year running at the 'Card Awards' in February 2009.



In 2008/9 Citizens Advice advised on
1.93 million
 new debt problems,
 an 11% increase on 2007/8

Case Study



NationwideEducation.co.uk

Making Finance Fun

Despite being a key life skill, finance can be one of the most challenging topics to teach young people. So in consultation with teachers, parents, education professionals and government agencies, we decided to expand our investment in Nationwide Education and create a new programme - Financial Capability.

In September 2008, Nationwide Education became the first - and continues to be the only - free, educational website with comprehensive finance modules for ages 4-16, full of interactive games, fact sheets and work sheets.

We've always recognised that teachers and parents are the experts in educating children, not us. That's why the website is linked to the National Curricula and has specific sections with hints and tips to help bring finance to life.

Since its launch, our Financial Capability programme has been accredited by the Personal Finance Education Group and has received positive feedback from teachers across the UK - "Nationwide Education has given our pupils and teachers improved confidence and understanding," says Glyn Bishop, Head Teacher, Normanton Common Primary School.

Finance is a serious subject but we hope Nationwide Education offers young people a fun and engaging way of learning and will help them manage their money responsibly and independently in the future.



“ The launch of the new Savings & Lifeskills programme will play a pivotal role in helping young people become more aware of their finances and learn the value of savings. ”

Barry Sheerman MP,
Chair of the Children, Schools and Families Select Committee.



Coming soon...

Nationwide Education's 'Finance World' programme for ages 16+

Macmillan help branch staff understand the issues facing customers with cancer

2009 AGM donation funds Macmillan advisors who deliver vital financial support to cancer patients and carers

New partnership with Skill Force to provide financial education to young people at risk of exclusion