

# Tackling Stigma

#TakeWhatsYours stigma campaign  
supporting Londoners with financial  
hardship

Summer 2025



# About Clean Slate and Quids in!

## Our mission

- Helping people on low income become more than better off and in control of their financial wellbeing

## Clean Slate Training & Employment

- Social enterprise working across UK to help people in hardship through money guidance, employment, and getting people online

## Quids in! Money Guidance

- Money Guidance initiative: Magazine, 1:1 money coaching, drop-in centres, money/employment workshops, guides, e-newsletter



# *#TakeWhatsYours Campaign Overview*

**Aim:** Tackle poverty stigma and financial hardship in London, especially around accessing support for money and mental wellbeing. Help people from all backgrounds feel seen, heard and included, and know what help is available.

**Approach:** A co-designed, paid social media campaign developed with people who have lived experience and backed by 45 local community, housing and health partners.

**Focus:** Ten London boroughs facing high hardship: Newham, Hackney, Tower Hamlets, Westminster, Kensington and Chelsea, Brent, Ealing, Lambeth, Southwark, Lewisham.

- Multilingual content (Bengali, Urdu, Arabic, Spanish, Somali).

**CTA:** Visit our webpage for borough-specific support.

- 386k reached, 10k+ clicks, 5.5k+ page visits.

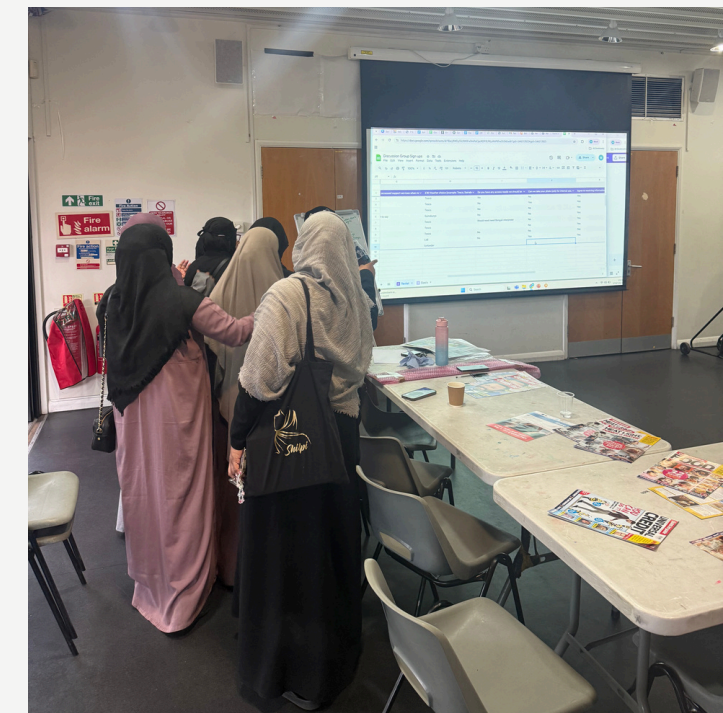
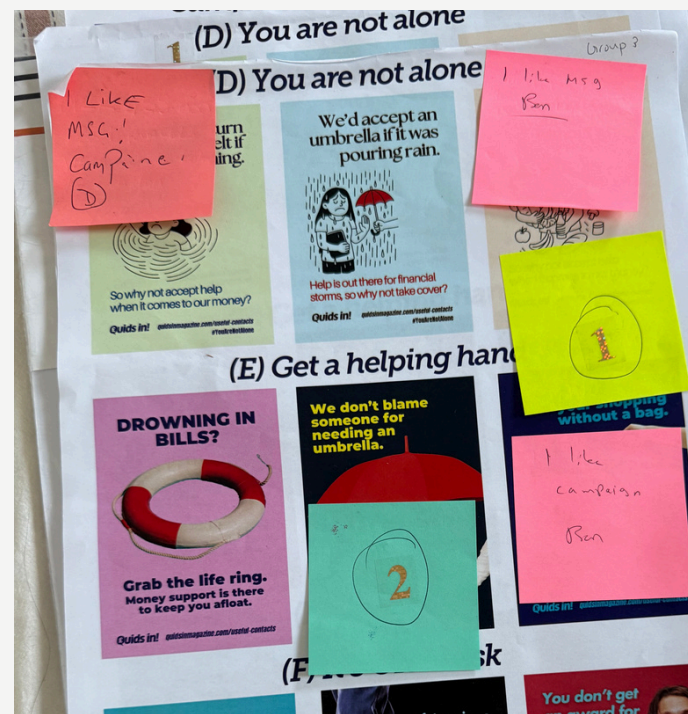


# Community consultations

4 x two-hour sessions in community spaces and foodbanks engaging 51 participants with lived experience of poverty.

## Explored:

- Poverty stigma & shame
- Barriers to money and mental health support
- What prevents people from seeking help
- Tested messages and campaign concepts





# *Stigma messaging that resonated the most:*


**DROWNING IN  
BILLS?**



**Grab the life ring.**  
Money support is there to  
keep us afloat.

**Quids in!** **#TakeWhatsYours**  
Money Guidance

**MONEY WORRIES  
POURING DOWN?**



**Take cover.**  
Money guidance can help  
us weather the storm.

**Quids in!** **#TakeWhatsYours**  
Money Guidance

**HIGH COSTS TOO  
MUCH TO CARRY?**



**Don't shoulder it alone.**  
Money support helps  
lighten the load.

**Quids in!** **#TakeWhatsYours**  
Money Guidance

**WE TAKE A  
HELPING HAND  
EVERY DAY.  
SO WHY NOT  
ACCEPT HELP  
WITH OUR  
MONEY?**



**#TakeWhatsYours**  
Go get a helping hand.

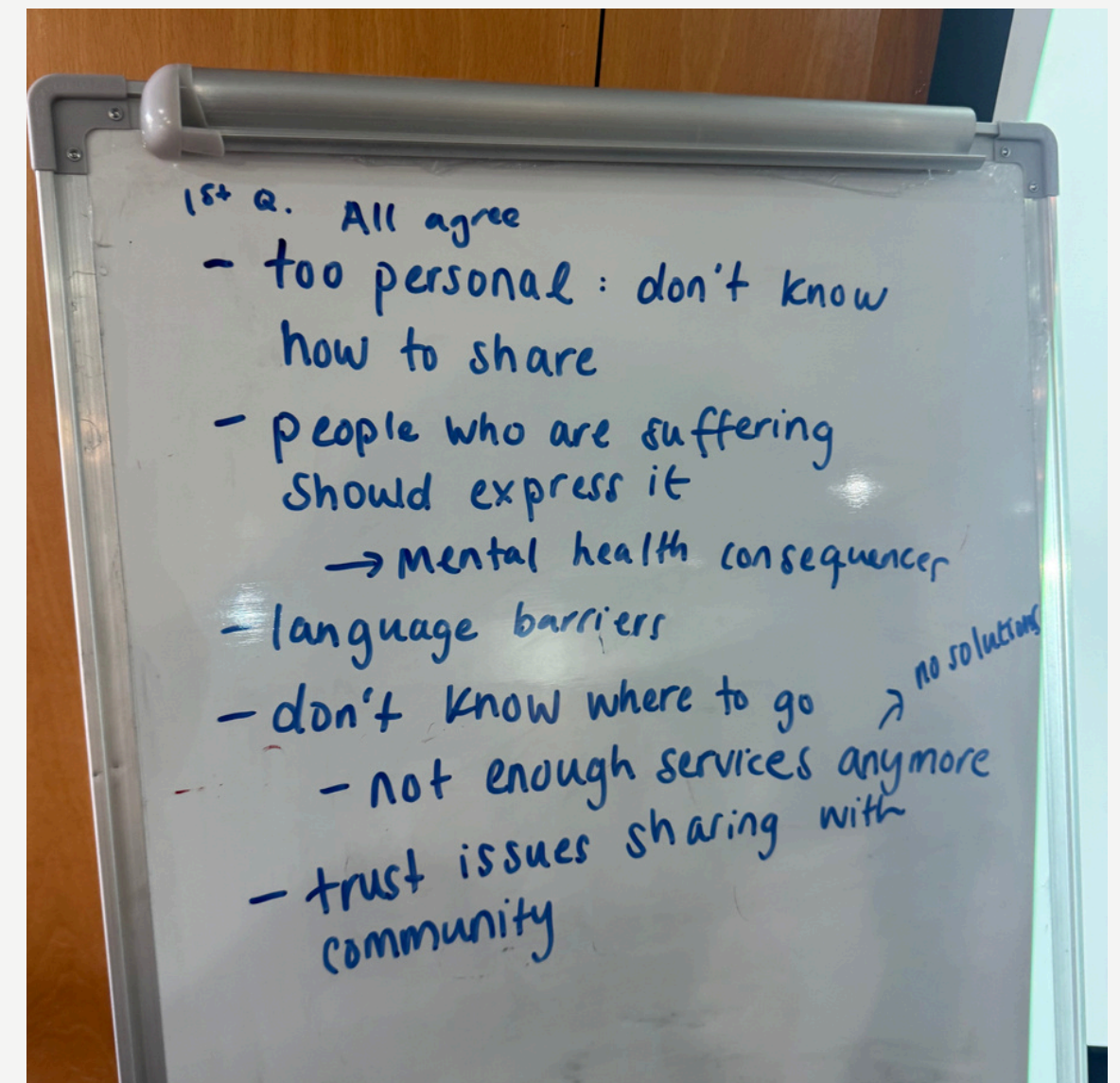


**Quids in!**  
Money Guidance

## (1) Stigma prevents people from opening up

**“I don’t know how to share.”**

- Shame, embarrassment and fear of judgement
- Perceptions of who is “deserving” vs “undeserving” influenced by working history, gender
- Cultural norms and community expectations shape help-seeking
- People stay silent when they believe support won’t help or might affect their benefits



## **(2) Accessibility barriers cause people to miss out on support**

**“Money is out there that people are eligible for, but no one tells you about it and it’s difficult to access.”**

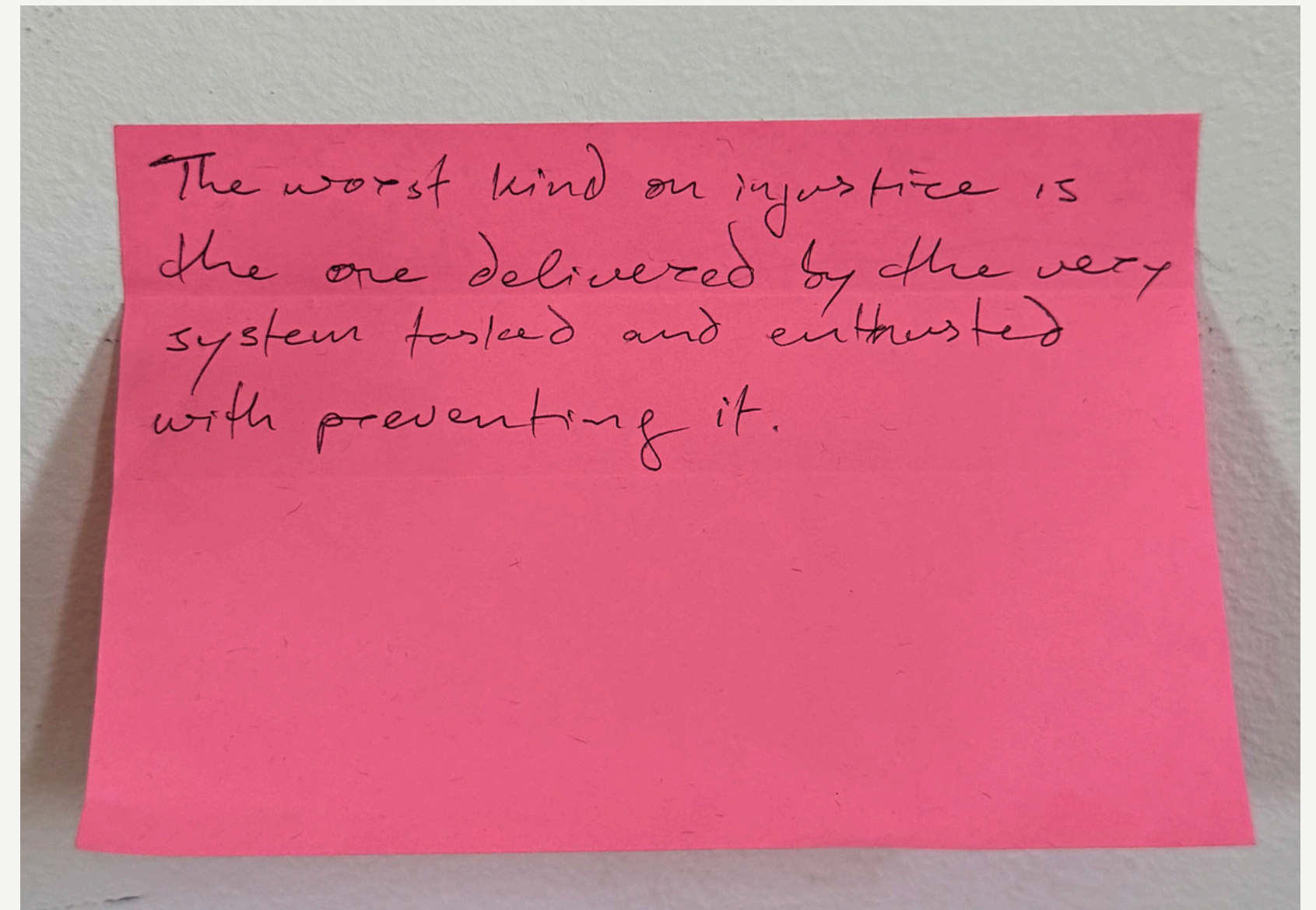
- Language barriers stop people accessing services
- Digital exclusion (lack of skills, devices, confidence) makes online-only systems inaccessible.
- Poorly written instructions and unclear processes lead people to give up.
- Disabilities (sight, hearing, dyslexia) and mental health challenges make navigation especially difficult.
- Offline options (phones, physical addresses) are essential, but often missing.



### (3) Services are experienced as unhelpful or obstructive

**“The worst kind of injustice is the one delivered by the very system tasked and entrusted with preventing it.”**

- People felt services often worked against them instead of helping
- Experiences of untrained staff and unclear instructions reinforced mistrust
- Navigating the benefits system was described as extremely difficult
- Trust in councils varied across boroughs





## *Where does the conversation need to go?*

**Anti-stigma work cannot stay focused on attitudes alone. We must look at how services, through design, access and delivery, unintentionally create or reinforce stigma.**