

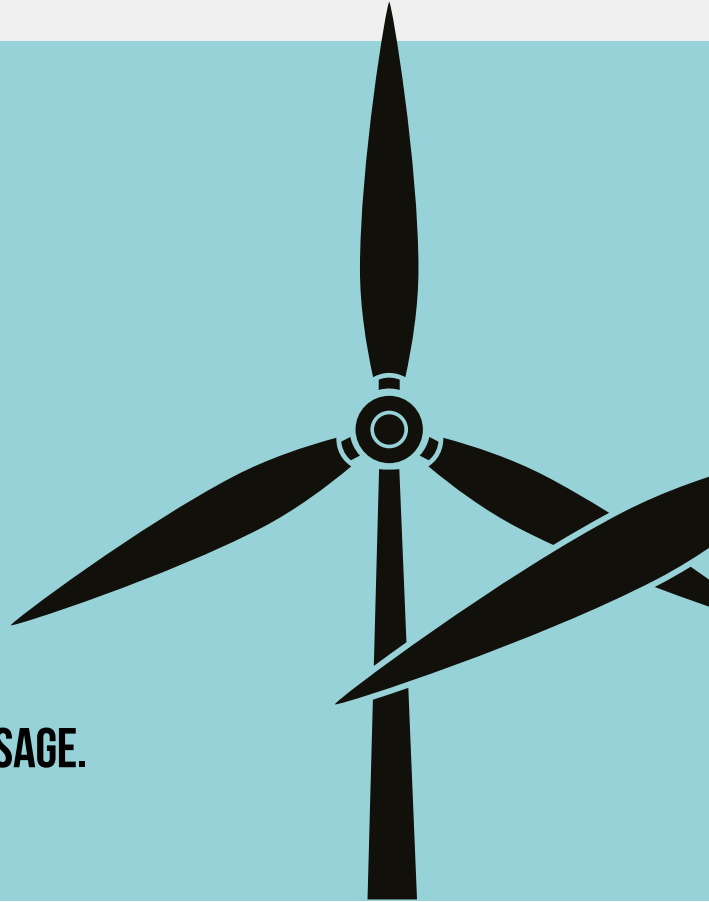


Make My Money Matter

HOW YOU CAN HELP AMPLIFY OUR LAUNCH

ON JUNE 30TH, WE'RE LAUNCHING A NEW CAMPAIGN TO ENSURE THE £3 TRILLION IN UK PENSIONS IS INVESTED IN LINE WITH OUR VALUES, HELPING TO BUILD A BETTER WORLD.

WE NEED YOUR SUPPORT TO AMPLIFY THIS MESSAGE.



WHY THIS IS SO IMPORTANT

There's £3 trillion in UK pensions, and it's money owned by us. It's more than enough to help tackle climate change, develop new vaccines and build clean infrastructure across the country.

But despite investing in many vital businesses, UK pension funds have also been fuelling some of the most unsustainable and exploitative industries on the planet.

From tobacco to fossil fuels, weaponry to gambling, pension funds have invested trillions on our behalf without ever asking us the crucial question – do these investments create a world we actually want to live in?

Why is it that the UK's 3.5 million vegans are accidental investors in factory farming? How can it be that the pensions of scientists researching cancer treatments help fund cigarette companies? And why is it that the pensions of our most sustainable businesses and our greenest MPs contribute to coal mining, oil extraction and deforestation?

HOW YOU CAN HELP

This June, we're launching a campaign to let people know that through our pensions we have power, and that we can use this power to build a better world. We need your help to get this message out there.

By amplifying our messages on social media, and sharing your own interest in Make My Money Matter, we'll be able to start a vital conversation about where our money goes and its role in building back better from this devastating pandemic. We'll also show the pensions industry and the government there's real public demand for pensions to be proud of.

We've included some more information below, including examples of things you can do and say to show your support, as well as some eye-catching assets you can share on your accounts.

WHAT YOU CAN DO

From 9am on Tuesday, June 30th, we want you to:

1 SPREAD THE WORD

Amplify our work to your followers, and share our exciting films and media on your social channels (LinkedIn, Facebook, Instagram and Twitter)

2 JOIN THE CONVERSATION

Many people on social media will be discussing the power of our pensions. Join them, and make sure you tag us **#PensionsWithIntention**

3 MAKE A COMMITMENT

If your organisation isn't yet part of the campaign, get in touch at **info@makemymoneymatter.co.uk** to become one of our Pledge Partners, committing to align your pension with your values

WHAT WE'RE TRYING TO ACHIEVE

- Social media buzz and awareness
- Thousands of people signing our online petition
- New partners signing up to make commitments on their pensions
- Increased pressure on government and the pensions industry to ensure sustainable investment remains front and centre, even during this crisis



EXAMPLE POSTS

Twitter



Great to see the launch of Make My Money Matter calling for the £3 trillion invested in UK pensions to help build a better world. Who knew pensions could be so powerful!? **#PensionsWithIntention**

LinkedIn (for organisations)



We've committed to join the Make My Money Matter campaign and align our pensions with our values. It's time you did too! Find out more here: **www.makemymoneymatter.co.uk/organisations #PensionsWithIntention**

LinkedIn (for individuals)



It's time we all had pensions to be proud of! Great new campaign from Make My Money Matter calling for the £3 trillion in UK Pensions to build a better world. See how you can be part of it here: **www.makemymoneymatter.co.uk #PensionsWithIntention**

Instagram



What's the most powerful thing you can do to change the world? Get **#PensionsWithIntention**. Great new campaign from Make My Money Matter to make sure the £3 trillion in UK pensions helps build a better world. Join the movement here: **@mmmoneymatter_**

All

Our pensions are powerful. Let's use the £3 trillion in UK pensions to help build a better world. It's time to Make Money Matter. Click here for more info: **www.makemymoneymatter.co.uk/sign-the-petition/ #PensionsWithIntention**

CONTENT TO SHARE

As a supporter: share these posts on Facebook, Instagram, LinkedIn and Twitter to show your support

As a partner: show your commitment to the campaign by amplifying these posts



[CLICK TO DOWNLOAD](#)



[CLICK TO DOWNLOAD](#)

All, please watch and share our brilliant video explaining why we all need **#PensionsWithIntention!**



[CLICK TO DOWNLOAD](#)

FOR MORE INFORMATION

If you want to know anything else about the campaign – or have any questions – please get in touch at info@makemymoneymatter.co.uk, or check out our website.

WWW.MAKEMYMONEYMATTER.CO.UK

FOLLOW US HERE, AND REMEMBER TO TAG US IN YOUR POSTS

- @MMMoneyMatter
- mmmoneymatter_
- make-my-money-matter
- MMMoneyMatter

CAMPAIGN OVERVIEW

WE WANT TO MAKE MONEY MATTER

Make My Money Matter is a people-powered campaign fighting for a world where we all know where our money goes, and where we can demand it's invested to build a better future.

WE'RE GOING TO CREATE PUBLIC DEMAND TO INVEST IN PEOPLE AND PLANET

Starting with pensions, we're going to make sure people find out where their money's going, and we're going to help them to demand it does better. We're going to connect this movement with decision makers in the public and private sector. And together, we'll demand that the financial system transforms to put people and planet on a par with profit.

Doing this, we'll help move trillions of pounds – away from the destructive, harmful investments of the past – and into those which help build a future we can all be proud of.

BUILDING BACK BETTER WITH PENSIONS

There's £3 trillion in UK pensions, and it's money owned by all of us. help tackle climate change, develop new vaccines and build clean infrastructure.

But despite investing in many vital businesses, UK pension funds have also been fuelling some of the most unsustainable and exploitative industries on the planet. From tobacco to fossil fuels, weaponry to gambling, pension funds have invested trillions on our behalf without ever asking us the crucial question – do these investments create a world that we actually want to live in?

Why is it that the UK's three and a half million vegans are accidental investors in factory farming? How can it be that the pensions of scientists researching cancer treatments help fund the tobacco industry? And why is it that the pensions of our most sustainable businesses and our greenest MPs contribute to coal mining, oil extraction and deforestation?

THE TIME FOR CHANGE IS NOW

At this critical moment, where the decisions we all take will shape our lives for decades to come, our money matters more than ever. Do we continue to invest against our values, and fund the dying industries of the past, or do we commit to building a better future? After all, what's the point of saving for retirement if we don't have a world we want to retire into?

WHAT ARE WE DOING ABOUT IT

At Make My Money Matter, we're helping build a world where we can all be proud of our pensions. That's why we're calling for the following:

1 INDIVIDUALS

We want everyone to have a pension they can be proud of – one which builds a better world without compromising on returns

2 ORGANISATIONS

We believe every organisation, from businesses to universities to NGOs, should align their pensions with their values

3 GOVERNMENT AND INDUSTRY

We're calling on government and industry to make sure pension funds put people and planet on a par with profit

