

## Our Charitable Objects

“are to provide advice, counsel, support and assistance according to their needs to people (and their carers and/or their support agencies) in the United Kingdom who are having difficulty managing their financial affairs because of illness (mental or physical), poverty, old age, or economic abuse and to make such representations, application, education and training provision, policy guidance and research on their behalf (and similarly affected people) to appropriate parties as are relevant to these objects. And to undertake such actions as are necessary to support these Objectives, which are not specifically mentioned”.

**MONEY  
ADVICE  
PLUS**

## Our Vision

Our vision is for everyone to have the advice and support they need to manage their own money effectively.



## Our Mission

Our mission is to help people manage their money effectively. We will deliver person-centred money advice services. We will actively engage with those who find this the most difficult, improving wellbeing and financial resilience.



## Our Values

Quality is core to our work and ethos.  
Our clients are our priority  
We embrace difference and diversity  
We work in partnership  
Integrity is behind all that we do

