Financial Wellbeing Calendar 2025

Financial Wellbeing for All

Introduction

Are you meeting the real financial needs of your employees?

With 52% of UK employees citing that financial pressure impacts their job performance, and almost 37% people taking time off work for financial reasons, it's clear that financial wellbeing is a crucial part of overall employee satisfaction and health. Yet, many feel that their financial goals are out of reach. Together, we can help change that.

Our 2025 UK Financial Wellbeing Calendar is designed to be your starting point, featuring key financial awareness dates and actionable tips to engage your team in improving their financial health.

At Lifetime, we offer support, coaching, and education to help employees across the UK make lasting improvements to their financial understanding and habits. By using the practical tips in this calendar alongside our award-winning employee benefit, you can create a more productive workplace, help your team manage financial stress, and position your company as an employer of choice.

We hope this calendar becomes a valuable tool in your planning for a happier, financially healthier 2025.

Warm regards,
Andrew Wealthall
Chief Operating Officer
Lifetime

Information and dates correct as of 21 December 2024.

Q1

Q	Month	When	What's happening	Things to think about
1	January	17-23	Energy Saving Week	Use this week to promote simple changes like switching off lights, unplugging unused devices and using energy-efficient appliances - all of which can help reduce costs, and help your team understand what financial support they may be entitled to.
		20	Blue Monday	We've all heard that Blue Monday is the most depressing day of the year, but did you know that it was created as a PR stunt in 2004 to sell holidays? There's no scientific evidence to point to the idea that the third Monday in January is different to any other - which is why it's important to have a year-round approach to wellbeing and support!
		27-2	CISI Financial Planning Week	
		24	International Day of Education	Lifetime's here to help support your team to develop their financial skillset through knowledge and financial education.

Don't forget to sign up to our Beat Blue Monday Webinar!

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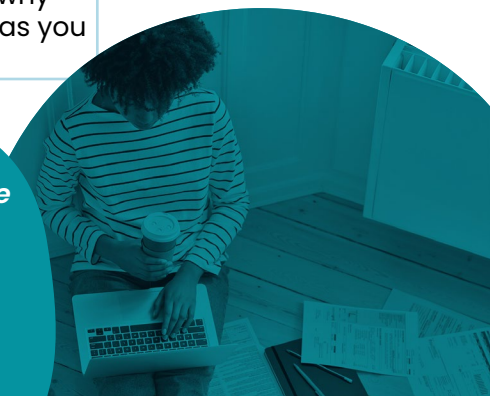
Q1

Q	Month	When	What's happening	Things to think about
1	March	TBC	Spring Budget	
		7	Employee Appreciation Day	Encourage your employees to develop their financial understanding. Lifetime's financial planning tools, webinars and articles, and educational bite sized video content can help improve financial literacy.
		8	International Women's Day	Highlight the importance of financial equality, and encourage employees to access financial wellbeing resources, with a focus on empowering women to take control of their financial futures.
		17-23	Global Money Week	Global Money Week is an excellent opportunity to boost financial literacy across your team. Encourage employees to explore resources on budgeting, saving, and investing.
		17-23	Debt Awareness Week	Did you know... Not all Debt is bad debt? Confused? speak to us today and see why some of your debt may not be as bad as you think. Book a chat with a coach now.

Lifetime tip:

Global Money Week
Keep an eye out on Lifetime's social media channels and on the Hub, as we'll be releasing content based around Global Money Week!

We're here to provide financial wellbeing for all, that means all ages and social demographics.



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Q2

Lifetime Tip:

Stress Awareness Month.
Over 61% of people report that they often experience sleepless nights and stress because of money worries. This month would be a great time to help your team combat money-related stress.

Q	Month	When	What's happening	Things to think about
2	April	5	End of the Tax Year	Have your employees got a good understanding of their finances, post-Spring budget? Book a demo to see how we can help.
		6	Start of the New Tax Year	
	May	12-18	Mental Health Awareness Week	During Mental Health Awareness Week, remind employees that financial stress can impact mental wellbeing. Promote resources to support financial literacy and stress management. Encourage open conversations about financial and mental health.
		15	International Day of Families	Encourage employees to start conversations about money with their children. Share tips on teaching basic financial concepts like saving, budgeting, and goal-setting.
			Global Accessibility Awareness Day	
	June	5	World Environment Day	This World Environment Day, encourage employees to explore sustainable investing options. Highlight how aligning investments with environmental goals can support long-term financial growth while making a positive impact.

Your financial plan isn't just for you! With Lifetime, you can share your financial plan and educational resources with your family. Download the Lifetime Financial Wellbeing app today to share these resources with your friends and family.

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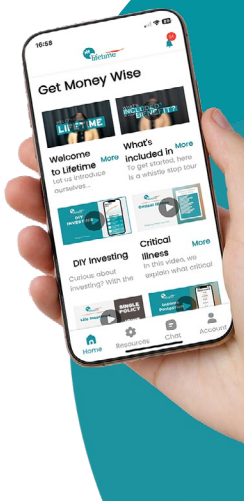
Q2

Q	Month	When	What's happening	Things to think about
2	June	14	Global Wellness Day	
		24-30	World Wellbeing Week	
		28	Insurance Awareness Day	On Insurance Awareness Day, remind employees of the importance of protecting their financial future. Encourage them to review their insurance needs, from life to health and home coverage. Share resources to help them understand their options, ensuring they can make informed choices for long-term financial security.



Did you know?

You can access all these tools and resources via the Lifetime Financial Wellbeing app, available on the App and Play store. Join thousands of people today, who are taking control of their financial future.

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Q3

Q	Month	When	What's happening	Things to think about
3	September	15-19	**Pension Awareness Week**	Support your employees' financial wellbeing during Pension Awareness Week by encouraging them to review their retirement plans. Share simple resources on pension options, tax benefits, and long-term planning. Highlight your company's pension benefits and other essentials like writing a will.
		15-21	**National Inclusion Week**	
		18	**International Equal Pay Day**	

Our Pensions webinars are one of the most popular topics each year! If you'd like to sign up to attending the next one, drop us a line at hello@lifetime-fm.com.

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Q4

Q	Month	When	What's happening	Things to think about
4	October	6-10	**International Week of Happiness at Work**	Encourage employees to reduce financial stress by utilising available resources on budgeting, saving, and investing. Promote open conversations about financial and mental health to foster a happier, more supportive workplace.
		10	**World Mental Health Day**	
		31	**World Savings Day**	Look out for our topical webinars at this time of the year. We have a number of useful resources for Employers who access our financial wellbeing benefit.
	November	3-8	**Talk Money Week**	Share resources on budgeting, debt management, and saving for the future. Creating a supportive environment where financial topics are discussed can help reduce stress and empower your team to make informed financial decisions.
		20	**World Children's Day**	On World Children's Day, encourage employees to talk to their children about the importance of money management. Share simple financial tips for teaching kids about saving, budgeting, and setting goals. Helping the next generation build healthy financial habits can set them up for a secure and successful future.

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Q4

Q	Month	When	What's happening	Things to think about
4	November	TBC	**Autumn Budget Statement**	
		28	**Black Friday**	Each year, millions of people get swept up in the frenzy of Black Friday deals. Having a spending plan can help avoid the temptations. Get in touch with a coach today to find out how you can benefit. Or if you're a HR leader and want to get your employees a long-term employee benefit that truly improves their wellbeing, book a demo now.
	December	1	**Cyber Monday**	Encourage employees to practice mindful spending. Share tips on budgeting for sales, avoiding impulse buys, and finding deals that align with their financial goals. Remind them to be cautious of scams, and highlight Lifetime's educational resources to help make smarter, safer financial choices.
		3	**International Day of Persons with Disabilities**	

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