



Financial Wellbeing Calendar 2026

Financial Wellbeing for All

Introduction



We know that money worries can affect everyday life, from sleep and wellbeing to confidence at work. But many employees aren't sure where to start or feel embarrassed asking for help. That's where employers can make a real difference.

Our 2026 UK Financial Wellbeing Calendar is designed to help you create a workplace culture that encourages open conversations about money and wellbeing. It highlights key awareness dates and offers simple, practical ideas to engage your team throughout the year.

This calendar can be used by HR leaders, managers, team leaders, supervisors and anyone who wants to take proactive action to support their own or their employees' wellbeing.

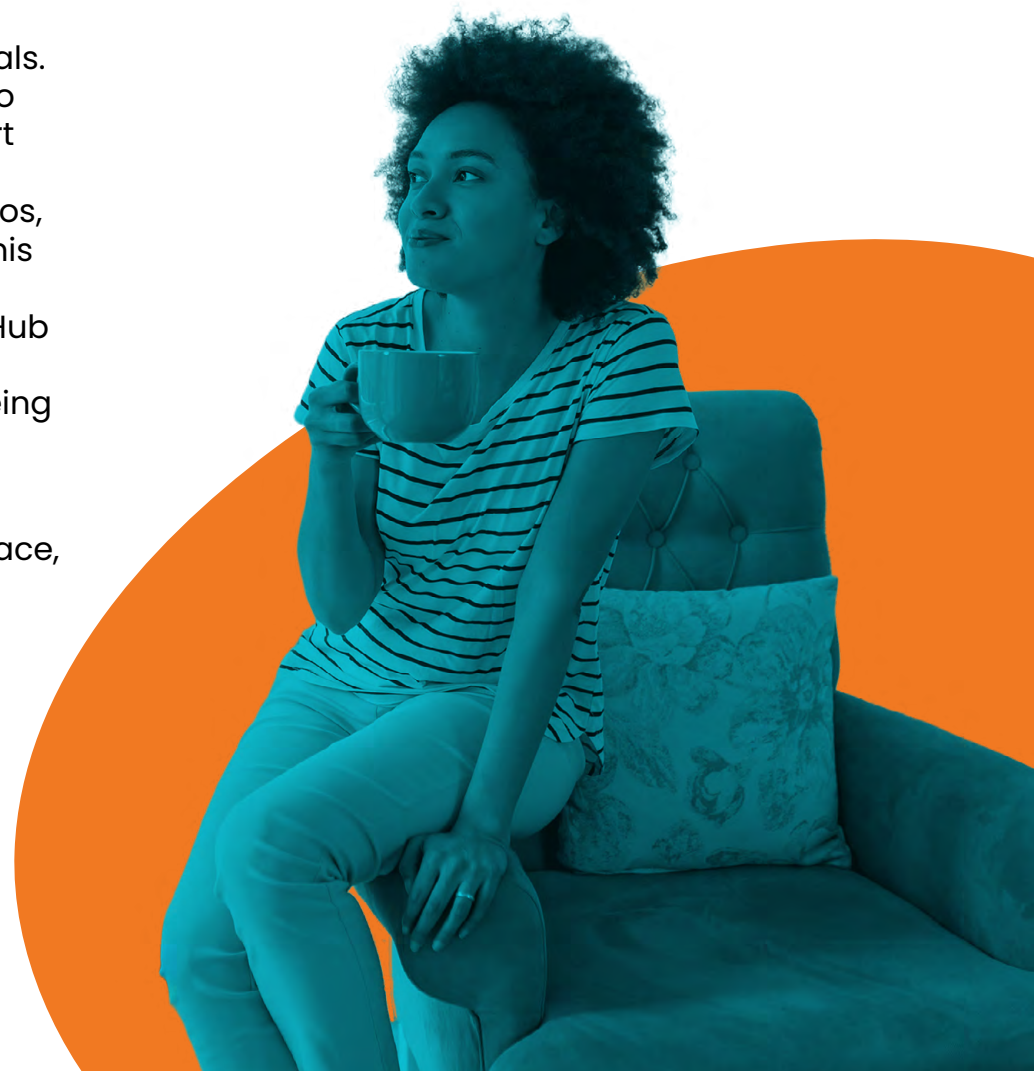
At Lifetime, we believe that with the right support, people can feel more confident with their money, reduce stress and take positive

steps toward their financial goals. Our mission has always been to educate, empower and support financial wellbeing through coaching and jargon-free videos, webinars and articles. We do this through the [Lifetime Financial Wellbeing App](#) and Employee Hub (available on the App and Play Store) to make financial wellbeing accessible for everyone.

We hope this calendar inspires positive change in your workplace, one conversation at a time.

Warm regards,
Keerti Baker
Marketing Director
Lifetime

Information and dates correct as of 21 December 2025.



Blue Monday
Financial wellbeing isn't about having it all figured out, it's about taking one small step at a time. Consider sharing one practical tool to support your team this January.

Q	Month	When	What's happening	Things to think about
1	January	19	Blue Monday	Support your team with tools to tackle the January money blues as it's a great time to reframe financial goals and give them the tools to empower them.
		24	International Day of Education	Financial education isn't just for students. Share a useful resource or tip with your team. There are several resources and quizzes available on the Lifetime Financial Wellbeing app!
		28	Data Privacy Day	This is a good opportunity to review your digital footprint, make yourself and your team aware of financial scams and what they can do to protect their personal data.
	February	All Month	LGBT+ History Month	Money stories are personal, so make space for inclusive conversations that reflect all lived experiences.
			9-15	National Apprenticeship Week

National Apprenticeship Week
Did you know? Financial confidence is a learned skill, and starting early can shape lifelong habits. Simple tools, open conversations, and practical guidance can make a big difference at the start of a career.

Q	Month	When	What's happening	Things to think about
1	February	9-15	Student Volunteering Week	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.
		17	Random Acts of Kindness Day	Encourage micro-giving, coffee-sharing, or team shoutouts as all acts of kindness count and the best part? It doesn't have to cost much!
		18	Equal Pay Day (UK)	Days like this are a vital reminder that time is a valuable currency too. Support your team members who make space for the younger generation to take their first steps into the workplace with volunteering experiences.
	March	All Month	Women's History Month	Shine a spotlight on female financial (or otherwise!) trailblazers in your organisation and support the next generation of them.
		8	International Women's Day	Is there a gender gap when it comes to financial education and access to information? Open up conversations around pensions, pay gaps, and long-term financial planning for women.

International Women's Day
 Keep an eye out: To mark International Women's Day, we'll be releasing a special podcast episode with one of our partners sharing insights and experiences.



Global Money Week

Global Money Week is a chance to make money conversations the norm, not a taboo. Host a lunch & learn, share a podcast like Lifetime's Money Talk, or run a quick poll to get people talking.

Q	Month	When	What's happening	Things to think about
1	March	15	World Consumer Rights Day	From subscriptions to scams, empower employees to be smarter and more confident consumers.
		16-22	Global Money Week	Make money conversations the norm and let's not see this as a "taboo subject." Host a lunch & learn, drop a podcast recommendation (check out Lifetime's Money Talk on Spotify) or run a poll.
		17-23	Neurodiversity Celebration Week	Tailor your financial wellbeing support as one size doesn't fit all and when it comes to neurodiverse people, you have to consider that everyone's brain processes money matters very differently when compared to neurotypical people.
		Late March	End of tax year planning period	Now's the time to check pension contributions, tax-free allowances and end-of-year goals. Don't forget, if you have the Lifetime financial wellbeing benefit, you can speak to a coach and start your personalised financial plan, if you haven't already! If you already have a plan, you can update this each year at no additional cost to you.



Q	Month	When	What's happening	Things to think about
2	April	All Month	Stress Awareness Month	Money stress affects us all. Run a poll, share a story or check in with your team. For ideas, drop us a line and we can send you an internal "money stress" quiz to use.
		All Month	Financial Literacy Month	Financial literacy is not about knowing it all, but making bite-sized, jargon-free resources accessible to everyone to make their own learning easier.
		6	Start of UK Tax Year	There's never a better time to re-engage your team with simple nudges around money confidence from the topics of mortgages, ISAs, pensions to money goals.
		22	Earth Day	Sustainability isn't just environmental, it's financial too. HR leaders can spotlight ethical savings, ethical shopping, reducing wastage and impactful investing.

New Tax Year

A new tax year is a natural reset for money confidence, from ISAs and pensions to setting realistic financial goals. With our Learning Hub your employees can have access to bite-sized, jargon-free content that helps them make sense of money decisions at their own pace, with expert support available when they need it.

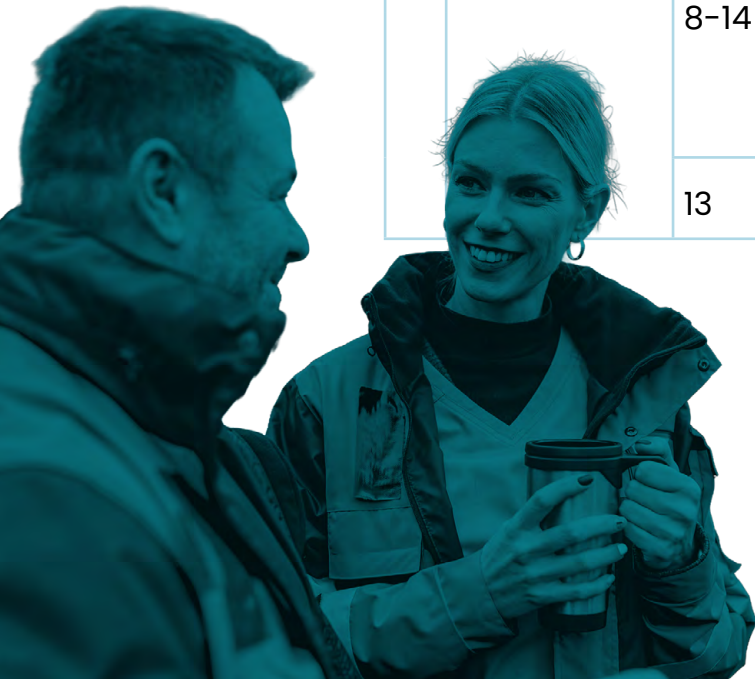
Mental Health Awareness Week

Financial stress and mental wellbeing are closely linked, affecting focus, relationships, and confidence. Creating space to talk about money supports better mental health. Employees can access Lifetime Coaches for confidential, one-to-one support to build confidence at their own pace.

Q	Month	When	What's happening	Things to think about
2	May	11-17	Mental Health Awareness Week	A BIG week to highlight how financial stress, mental wellbeing, workplace productivity and interpersonal relationships are all deeply linked and what support is available.
		18-24	Learning at Work Week	Money is one of the most important things we don't learn about in school. Offer a bite-sized workshop, webinar, video, or 1:1 chat. Don't forget, you can access a lot of free resources on the Lifetime Financial Wellbeing app and Hub. Drop us a line to get an access code.
		15	International Day of Families	Talk about the cost of raising a family, from juggling childcare to planning for long-term financial stability.
		21	Global Accessibility Awareness Day	True financial wellbeing means making support inclusive and accessible for everyone, whether it is across learning abilities, learning styles and life stages.

Q	Month	When	What's happening	Things to think about
2	June	5	World Environment Day	The choices we make with our money can reflect the world we want to live in. Spotlight ethical banking or green pensions.
		9-13	My Money Week	Time to focus on everyday money skills from budgeting, saving and setting small realistic goals. Make it simple, relatable and shame-free.
		8-14	Men's Health Week	Mental health and financial pressure often go hand-in-hand. Create a safe space for the men in your organisation to talk about money stress without stigma.
			Carers' Week	Don't forget , many employees are also unpaid carers. Acknowledge the emotional and financial toll that this takes and share support resources.
13	Global Wellness Day	True wellness includes financial security, so take a holistic view of wellbeing with your team.		

My Money Week
 Money skills aren't about being perfect, they're about small steps. June is a chance to focus on everyday habits like budgeting, saving, and setting realistic goals that work for you.



Q	Month	When	What's happening	Things to think about
2	June	16	International Day of Family Remittances	For those supporting family abroad, money can carry deep emotional weight. Recognise and respect it with any corresponding resources.
		22-28	World Wellbeing Week	A perfect moment to share stories, tips, or tools that build confidence and reduce anxiety around money.
		28	Insurance Awareness Day	Nobody gets excited about insurance... (until we need it!), but everyone should understand it. Offer your team a quick explainer or myth-buster session around this topic.

World Wellbeing Week

Share our *World Wellbeing Week Check-In Sheet* to help your team take simple, meaningful steps to support their mental, physical, and emotional health.



Q	Month	When	What's happening	Things to think about
3	July	4	International Day of Cooperatives	This is a nice opportunity to highlight shared ownership, employee benefits, or mutual models in finance.
		15	World Youth Skills Day	Talk about financial education for young people and how early habits shape future confidence.
		24	International Self-Care Day	Self-care isn't just bath bombs, candles and books. It's prioritising your wellbeing on all fronts including financially. Think budgeting, boundaries and not saying yes to everything!
	August	12	International Youth Day	Support young people to build money confidence early. For instance, you could run a budgeting challenge or share stories and best practice.
		14	National Financial Awareness Day (US-origin, optional UK use)	Even if it's US-based, this day is a great excuse to drop a practical tip or challenge to boost financial wellbeing.
		19	World Humanitarian Day	Encourage mindful giving such as giving the gift of time and skills as part of a rounded wellbeing and volunteering plan.

International Youth Day
Building money confidence early helps shape habits that last a lifetime. A good moment to support early financial education, from sharing best practice to running a simple budgeting challenge.

International Self-Care Day
Self-care isn't just rest and recharge, it's feeling in control of your money too. A good moment to remind teams that financial wellbeing is part of looking after themselves.

Pension Awareness Week

Pensions don't have to be painful or dull. Clear, real-life examples can help demystify pensions and build long-term confidence. A great opportunity to host or share a join one of our webinar or Q&As to help teams understand pensions in a practical, jargon-free way.

Q	Month	When	What's happening	Things to think about
3	September	All Month	World Alzheimer's Month	Support the people impacted, whether through personal planning, caring responsibilities or (often difficult) financial decisions.
		5	International Day of Charity	Highlight workplace giving or charitable payroll schemes as generosity is a powerful motivator.
		9-15	Pension Awareness Week	Pensions don't have to be painful or dull! Get people talking and use real-life examples or short videos to demystify this topic.
		10	World Suicide Prevention Day	Money pressure is a serious factor in mental health struggles. Share support links and remind people that they're never alone.
		18	International Equal Pay Day	This is a time to reaffirm your commitment to fairness, pay transparency and closing the gaps.
		15-21	National Inclusion Week	Financial wellbeing is personal. So, make sure your support is relevant and accessible to everyone.

Q	Month	When	What's happening	Things to think about
3	September	21-27	UK Savings Week	Small habits = substantial impact. Create a team savings challenge or prompt a discussion. The more we talk about it, the less taboo it becomes!
		expected 23-27	International Week of Happiness at Work	Celebrate the link between financial security > emotional wellbeing > workplace productivity. This is all more connected than you think.

UK Savings Week

Saving isn't about how much you put away, it's about getting started. UK Savings Week is a reminder that small, regular savings can add up over time.



Q	Month	When	What's happening	Things to think about
4	October	All Month	Black History Month (UK):	Celebrate stories and address inequalities, including access to financial advice, housing and wealth building.
		10	World Mental Health Day	Money anxiety is real and has a profound impact on all areas of life. Make space for honest talk and real support in the workplace.
		TBC	Financial Planning Week	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.
		TBC	National Work Life Week	Talk openly about how money and workload affect the quality of life and if your boundaries and work-life balance are healthy or heading towards burnout.
		28 Sept - 4 Oct	Good Money Week	Help your team align money with values and explore ethical investing and sustainable choices.
		31	World Savings Day	Remind your team to check in on their savings goals and don't forget to celebrate progress.

Financial Planning Week

Good financial planning can support peace of mind and confidence about the future. A great moment to offer a practical workshop (in-person or virtual), share a planning tool from the Lifetime app, or encourage teams to pause and reflect on their financial goals.

Q	Month	When	What's happening	Things to think about
4	November	TBC	Talk Money Week	This is a big week to run "money" sessions, share stories or use humour to break the ice. Make talking about money feel normal.
			Movember	Highlight the connection between financial wellbeing/stress and men's health.
		TBC	International Fraud Awareness Week	Scams are evolving and scammers are getting smarter. Share tips on staying safe and spotting red flags.
		20	World Children's Day	Talk about saving for kids, building their money confidence or balancing family financial goals.
		27	Black Friday	Encourage mindful spending without the shame and guilt and focus on awareness instead. Also remind teams with digital security tips and savvy spending reminders.
		30	Cyber Monday	
		TBC	Autumn Budget	Send out an internal update on any key changes from the budget that might affect personal finances, but make it digestible.

Talk Money Week

Share our Talk Money prompt cards to help managers and team leaders open supportive conversations around money, mental health, and wellbeing, with empathy and confidence.

Q	Month	When	What's happening	Things to think about
4	December	3	International Day of Persons with Disabilities	Talk about inclusion and accessibility in financial wellbeing tools, communications and advice.
		2-8	UK National Grief Awareness Week	Grief impacts every part of life, including finances. Share support resources and acknowledge the quiet struggles. Talk to your team about the importance of having a will in place.
		10	Human Rights Day	Financial security is a basic right, and this is a good moment to reaffirm values.
			Holiday financial wellbeing period	Christmas doesn't have to mean getting into debt for the sake of keeping up appearances. Share guilt-free budgeting tips and gifting ideas.



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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