

UNDER EMBARGO UNTIL 00.01 29th JANUARY 2019

CTF Ambassador programme to link millions of young people with their money

- New schools-based volunteer campaign to wake up awareness of the Child Trust Fund
- Young people born between 2002 and 2011 could otherwise miss out on windfall at 18
- Launch of Ambassador programme aims to help young people find their money and plan to make best use of it

[The Share Foundation](#) - the charity which runs the Child Trust Fund (CTF) and Junior ISA schemes for young people in care in the UK on behalf of the Department for Education - is launching a new campaign to raise general awareness of the CTF.

CTFs were put in place for all children born between 1 September 2002 and 2 January 2011 provided they were living in the UK and not subject to immigration controls. This equates to over six million CTFs created, worth over £9 billion. It's estimated over one million of these accounts are 'Addressee Gone Away' – lost to the young person concerned – and a further possible two million young people have little awareness of the money entitled to them. The oldest child is now well into their 17th year and should be getting access to their money in September 2020.

To help re-unite children with their CTFs, The Share Foundation has today launched a new programme, [CTF Ambassadors](#), to recruit volunteers to increase awareness. The goal is for people who are motivated by a common interest to help young people to be better prepared for the financial challenges of adult life, to step forward and become a CTF ambassador. Ambassadors will arrange visits to secondary schools and talk to young people, their parents and teachers about the CTF and how they can use it to start managing their money in adult life.

Gavin Oldham OBE, Chair of The Share Foundation, said:

“When launched, the CTF was a significant initiative designed to help children get into the habit of saving and to help them understand personal finance. However unless young people connect with their CTF and, if missing, find their accounts swiftly, its impact will be lost. Many of the lost accounts were 'Revenue-allocated' when first issued: that's why their families are often unaware of their significance.

“We hope our CTF Ambassadors programme will raise the profile of Child Trust Funds massively across the UK. We just need volunteers to help move it forward!”

Anyone wishing to volunteer should visit and apply through www.CTFAmbassadors.org.uk

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Notes to editors

The Share Foundation (www.sharefound.org): is a registered charity which operates two major schemes on behalf of the Department for Education designed to improve the life skills and financial resources of Looked-After children throughout the United Kingdom: the Junior ISA (since Q4 2012) and Child Trust Fund (since Q4 2017) schemes. These arrangements have thus far benefited over 100,000 children and young people in care, and include an incentivised learning programme, the 'Stepladder of Achievement', for those aged 15-17.

We have an **ISDN line** for radio interviews and a live in-house broadcast camera via the **Globelynx network** for television interviews. Please contact globelynx@globelynx.com to make a booking.

For additional information, please feel free to contact:

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