

IncomeMax

Est. 2009.

#steadyyourship

TEN YEAR STORY

Celebrating 10 years of getting
income for our customers



OUR JOURNEY

In 2009 at the same time as WhatsApp and Uber were being created, Lee Healey set up IncomeMax as a response to a change in society that needed to be addressed. Following the financial crash of 2008, the government attempted to stimulate the economy with £75bn of quantitative easing and interest rate cuts. Despite this, households started to notice a direct impact on their incomes and many of the most vulnerable started to suffer.

Noticing the sea change in political attitudes towards state benefits, digitisation of the state welfare services, coupled with the many misdiagnosed cases that they dealt with, IncomeMax challenged itself to actively help more of those people maximise their income at a time of hardship.

With the support of key partners who signposted their vulnerable customers to IncomeMax, they have far exceeded their expectations. All done with the support of an amazing team of Case handlers, that has grown over the years and without reducing the level of incredible service.

That's why they are delighted to celebrate their **ten year anniversary** knowing that they have significantly helped so many.

They look forward to the next ten years and maximising more incomes.

**£20.2
million**

of **extra income** found for
IncomeMax customers
since 2009

79,863

**Customers helped with
their finances**

**over
500,000**

Phone calls made to help get the
right money back to customers

We know what it's like. Another letter appears on the doorstep and it feels like you are drowning in a sea of worry.

At IncomeMax we approach your life events, debt, money management and support differently. We know it sometimes feels like no one wants to help or has an answer.

So we created IncomeMax in 2009 to do just that - help and guide you through those choppy waters.



2009

- Made **London Leader**

2011

- Signed second major contract with **EDF Energy** to support their customers

2010

- Major project with **Southern Water** with their customers to maximise income
- Win **Shackleton Foundation Award**

2012

- Winner of **Santander Social Enterprise Development Award**

2014

- **SSE** join the growing IncomeMax partnerships

2013

- **Nationwide** sign up their customers to our service

2015

- Win best **Vulnerable Customer Service Initiative Award**

2016

- Founder Lee Healey appears as **Social Welfare Expert** on Channel 5

2017

- Develop a financial education project for **Lloyds Banking Group**

2018

- Appointed key partner of **British Gas Energy Trust**



Through our **friendly and highly trained experts** we provide a thorough independent personal review of your circumstances, your income and what you are spending.

Then we look at what support you might get to help you through your situation and show you how to get assistance.

We make no promises, but we have a history of throwing a lifeline to nearly **80,000 people** in the UK with better ways to manage their money or increase their state income.

That's why we are here to steady your ship, help you get back to dry land and breathe again.



OUR PROCESS

- 1 Referral created by an IncomeMax partner
- 2 A Case handler is then assigned to call the customer
- 3 IncomeMax case handler will give the assigned customer a call
- 4 Case handler review all the customer's information about their expenditure and income

Case handler reviews what income the customer is receiving; including a benefits check. They then look at what they can reduce spending on, including utility scheme, tariff changes, energy and water efficiencies. In some cases they will even look at charity grants for the most vulnerable.
- 5 Case handler explains to the customer how to claim the new identified income or sends applications forms



Assisted support for the vulnerable

We do offer a service for the most vulnerable customers that need further assistance. Please talk to your case handler for more information.

The background features a stylized illustration of a call center agent on the left, wearing a red headset and a yellow shirt, and a customer on the right, wearing a red shirt and a light blue wig. The agent is looking towards the customer. A large white speech bubble is positioned above the customer, containing text about follow-up calls. Another white speech bubble is positioned between the agent and customer, containing a statistic about the number of calls per day.

Follow up call

Here at IncomeMax we want to make sure that the customer has successfully claimed the new source of income we have found for them.

IncomeMax will assist with **any questions** and see if the customer is happy with how everything has gone. We love to celebrate successful cases and many of our customers let us know new income we have found for them is in place.

On average we make

358

calls per day

OUR REACH



SCOTLAND

£27k

Cases: 52

NORTH EAST

£688k

Cases: 3516

NORTH WEST

£1.3m

Cases: 4490

NORTHERN IRELAND

£27k

Cases: 52

YORKSHIRE AND THE HUMBER

£702k

Cases: 2842

WEST MIDLANDS

£975k

Cases: 4030

EAST MIDLANDS

£747k

Cases: 2611

WALES

£700k

Cases: 2527

EAST ENGLAND

£1.3m

Cases: 4800

SOUTH WEST

£2.6m

Cases: 9442

SOUTH EAST

£5.9m

Cases: 26332

GREATER LONDON

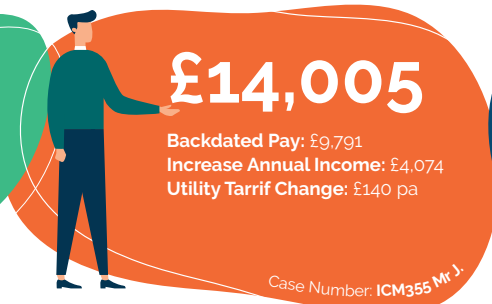
£4.6m

Cases: 16298

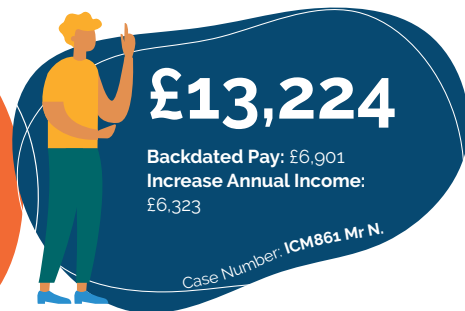
OTHER AREAS: £700k



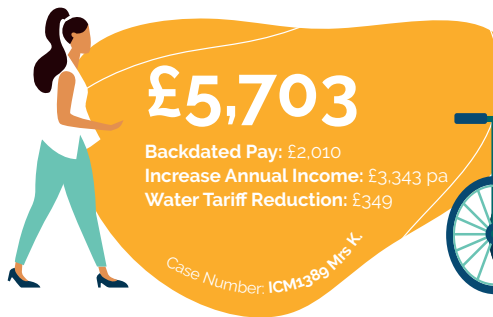
Retired couple referred by AgilityEco. Not receiving Attendance Allowance and Pension Credit.
Peterborough, East Midlands



Gentleman on employment support allowance and PIP due to disability. Missing two premiums.
London



Young man claiming ESA and support for his rent. Missing PIP and Severe Disability Premium.
Cheshire, NorthWest



Lady on ESA but not diagnosed as severely disabled. Missing ESA premium.
Cardigan, Wales



Severely disabled lady, renting alone, missing out on an additional premium.
Bradford, Yorkshire and Humber

According to the DWP*, millions of households could be missing out on

£13.5bn

of means tested benefits.

7 of our customers found new income over

£30k

WHAT OUR CUSTOMERS ARE GOING THROUGH

The impact of managing finances, when you are not in control or dealing with other personal issues, can leave you feeling out to sea.

IncomeMax aims to help navigate customers back to shore with our help and support.

*Department of Work and Pensions

TEN YEAR STORY #STEADYYOURSHIP | INCOMEMAX

COMPLEX SYSTEMS

£19 billion of benefits is going unclaimed every year in the UK. (Turn2Us)

CONFUSION

10.2 million people lack both confidence and skills in using numbers in everyday life. (Money and Pension Service)

MENTAL HEALTH & MONEY PROBLEMS

People in problem debt are **2.5 times** more likely to experience mental health problems, **2 times** more likely to be in poverty and **3.5 times** more likely to be in problem debt. (Money and Mental Health Policy Institute)

10.2m

people in the UK are struggling to manage their finances and **36%** have a long standing disability

INDEBTEDNESS

Up to 8.3 million people in the UK are struggling to pay debts or household bills, according to a report from the National Audit Office. (NAO)

CHALLENGING LIFE EVENT

1 in 3 adults in the UK will experience time off work for an unexpected critical illness such as cancer or an accident, leaving them with **30% less income and 40% more debt**. (Aviva)



OUR CUSTOMERS

CASE STUDY ONE

Mr and Mrs K were very proud of managing their money for the past 45 years and they tried to cope on their pension and disability benefits. However, the arrears started to build up and **The 'Let's Talk Fund' signposted them to IncomeMax** for help. Their advisor immediately recognised from their circumstances that they were missing two severe disability premiums within their pension credit. They got to work on a call with **DWP** and got it sorted with them, increasing their **weekly allowance by £124**. IncomeMax then gave them the forms to apply for backdated pay and called them again to follow up a week later. When IncomeMax heard that only £4k was backdated, they sensed that this was not correct. A second backdated application was submitted and DWP realised they had calculated it wrong. **Should have been £16k!**

£24,382

Backdated Pay: £16,086
Increase Annual Income:
£8,296 pa

Case Number: ICM1389 Mrs K.

We would never have known to ask the first time, let alone challenge it when they sent the first backdated offer. You really know your stuff. We have both bought mobile scooters and now we can get around once again. You've changed our lives.



Oh my! I checked my bank balance today and it is showing over £1,000. I immediately paid off my loan and utility arrears and a few other debts. And I was able to buy a nice steak! I am very very grateful to you and the brilliant job you do.

CASE STUDY TWO

Being diagnosed with cancer didn't stop **Mr C** from trying to carry on. He was getting his statutory sick pay from work and then a work pension, plus help with his rent and council tax. Treatment continued for longer than six months and soon the support dried up. When he called IncomeMax for support, they first noticed that he was being overpaid on his housing and council tax benefit. They quickly arranged for that to be paid back. But their support continued. The advisor reviewed his **Personal Independence Payment** application jointly with him and reviewed his **ESA payment**, to help with a seamless transition of when his work benefits finished. A phone call to the customer later that month was rewarding for both of them. He had paid off his utility arrears with his backdated payment. Now that is sorted, the support continues. **IncomeMax are helping him apply for help with mortgage interest payments so it is another thing off his mind as he slowly recovers.**

£13,730

Repaid Overpayment: -£824
Backdated Pay: £4,725
Increase Annual Income:
£9,829 pa

Case Number: ICM420 Mr C

*I never knew any of this support existed if it wasn't for you. My son can now have his lollipops again.
Thank you!*

£9,439

Backdated Pay: £6,080
Increase Annual Income: £3,359 pa
The Lets Talk Energy Scheme:
New fridge freezer

Case Number: **ICM8158 Mrs W**

CASE STUDY THREE

Mrs W's life turned upside down when she lost her arm in an accident in 2012. Her recovery was slow and she still had to raise her 6 year old boy. Soon her savings ran out and the debt started to grow. It wasn't until 2014 that she made her first **Personal Independence Payment and Employment Seekers Allowance**. The final straw was when her fridge freezer stopped working and all her issues overwhelmed her. As soon as she called IncomeMax, they arranged a call with **DWP** to apply for an extra premium on her **ESA** they thought she should get. But they didn't stop there. IncomeMax also spoke to **The 'Lets Talk Fund'** and they offered to buy **Mrs W** a refurbished fridge freezer. **At last, she could stop worrying.**



£25,330

Backdated Pay: £21,134
Increase Annual Income:
£4,196 pa

Case Number: **ICM4945 Mr G**

I did it. I moved out of my filthy lodgings and got a little flat. Oh! Its so wonderful and all thanks to you. I think you are so lovely for being so patient with me.



CASE STUDY FOUR

At 47, escaping decades of abuse was supposed to be the end a nightmare for **Mr J**. However, an ongoing court case exasperated his PTSD and bi-polar condition. Gaining his trust was the advisor at IncomeMax's first challenge but over their weeks of daily conversations he realised that they wanted to help. It soon became apparent that he had shut himself off from a number of financial support avenues and was in dire straits. Together they slowly reviewed his benefits, from the little paperwork he had, which revealed that he was missing two disability premiums. A three way supportive call with **DWP** was arranged by IncomeMax to get that corrected. Continuing the support, the **ESA form** was completed on behalf of the customer and a warm home discount applied for. **He is now living on his own for the first time, supported by a little nest egg to help him rebuild his new life.**

*IncomeMax provide invaluable support to some of our most vulnerable members, to help identify and claim additional benefits, grants and services the member is entitled to. They genuinely put our members best interest at the heart of everything they do, very much aligned to Nationwide's own values, and demonstrate a level of care that is industry leading. **In February 2019** they hit the milestone of generating **£1 million of extra income for our members** - a fantastic achievement, and one we are very proud of.*

Jasper Davy, **Head of Collections & Recoveries,**
Nationwide Building Society

OUR PARTNERS

We value the support of all our partners. They are the ones who make our service to customers possible and, in turn, their customers are very grateful. Whether it is debt write off, debts repaid or discounts for our most vulnerable, the customer is getting back on their feet again through your support. **Thank you!**

*Our Local Energy Advice Partnership (LEAP) service has tripled in size since its inception and Lee and his team of experts have always gone above and beyond to help and support our LEAP customers - from clearing energy debts to finding life-changing amounts of back-dated additional income. By the beginning of 2019, IncomeMax had confirmed an astonishing **£1,0256,20 of extra income for LEAP's fuel poor and vulnerable customers**, which is an extraordinary feat.*

Gearóid Lane, **CEO of AgilityEco**

Good money advice and support changes lives. Without it, many people get deeper into arrears and this affects their mental health. That is why IncomeMax really does have an impact.

Liz Barclay, **Chair of Money Advice Liaison Group**

Money and mental health problems are a vicious cycle. Not having enough money to live on or to pay creditors can have an immediate and profound impact on our mental health. But equally, struggling with mental health problems can make it much harder to earn money, navigate the benefits system or understand a complex budget, leaving people over three times as likely to end up in problem debt. IncomeMax plays a vital role in helping to break this spiral, ensuring that people get the money that they're entitled to, even when they're struggling to make sense of the system or to make themselves heard.

Helen Undy, **Money and Mental Health Policy Institute**

EDF Energy, in partnership with our delivery partner IncomeMax, provide a comprehensive, independent and expert benefit entitlement check and support service for EDF Energy customer households that are either in fuel poverty or considered to be in a fuel poverty risk group. Together we have been able to find **£8.9m of additional benefits and tax credits for vulnerable customers**. This is incredible recognition of the amazing work undertaken and represents the power of a successful partnership.

Matthew Brown, **Operations Manager, EDF Energy**

We are proud to have worked with IncomeMax for over three years to deliver SSE's Benefit Entitlement Check service. During this time, more than 4,000 customers have been helped and **over £7.8 million has been identified in additional income**. We look forward to continuing to work together to ensure our most vulnerable customers have access to the specialist support and advice that IncomeMax deliver.

Tanya Robertson, **SSE Customer Service Manager**

This years results

93% of **EDF Energy** customers supported found new income averaging **£4k**, totalling **£2m**.

83% of **SSE** customers supported had new income identified, totalling **£1.6m**, with an average income of **£1,392**.

88% of **AgilityEco** customers supported found new income averaging **£3,429** per customer.

87% of **Nationwide** customers referred had new income identified, with an average of **£4,990** each.

93% of **Vanquis** customers who we supported found new income averaging **£4,701**, totalling to **£244,498**.

IncomeMax would like to thank the following organisations for their support during our first 10 years



OUR CULTURE

VISION

To bring income maximisation to every vulnerable customer or low income family in the UK.

MISSION

To take our proven and personal methodologies, coupled with our caring nature, and get the right financial support available to the British people, whether social welfare, utility and financial service with the goal of improving their mental and financial health.

PURPOSE

To improve people's mental and financial wellbeing by helping them to maximise their income and take control of their finances.

VALUES

Humans helping humans

There is no substitute for human interaction. Our highly trained advisors get to know you so they can quickly get to the heart of the issue.

Personal support

Income maximisation is best delivered when its personal. Everyone is unique and we are more than just about the numbers. We listen, we help you choose and we fight for you.

Expertise

There is an ocean of support and an ocean of information but sometimes its too much. So we train ourselves to know the detail, understand the rules and use them to get you the support you deserve.

Collaboration

We can't achieve our mission alone. That's why we have wonderful relationships with our partners and you to get the best for everyone.

Innovation

We continually challenge the status quo, finding better ways of supporting low income and vulnerable households. That's why we work closely with creditors, government and others to support income maximisation.



OUR VISION FOR INCOMEMAX – THE NEXT 10 YEARS



It has been a rollercoaster first ten years, establishing the business as a successful and sustainable social enterprise. I am extremely proud of the work done by my team too. They work tirelessly to assist our customers and I am grateful to every employee of IncomeMax for the amazing outcomes and social impact that we see demonstrated throughout this brochure.

However, our work is far from done. With millions of families in the UK struggling to stay afloat with their finances, coupled with billions of pounds of financial support unclaimed, it is vital that IncomeMax continues to help steady the ship of more people by showing them how to maximise their income and take control of their finances.

The world around us is changing rapidly. From the fears of climate change, to more economic worries and the digitalisation of all things, I believe that more and more vulnerable or low income families will need our help. That is why IncomeMax is here - to provide a human voice, empathy and support in these turbulent times.

So whether you are someone who needs help with claiming the right benefits, seeking a grant for a vulnerable situation, help to pay an essential bill or just learning the basics of budgeting and money management; the team at IncomeMax can provide that personal human assistance.

Want to become a partner of IncomeMax? We work in partnership with energy companies, water companies, financial services, charities and other organisations.

To find out more, contact me on **lee.healey@incomemax.org.uk**

We want to continue our vision to bring income maximisation to every vulnerable customer or low income family in the UK over the next ten years.

Lee Healey, **Founder & Managing Director, IncomeMax**

@leehealey_

Find us on



IncomeMax

www.incomemax.org.uk

IncomeMax CIC, 41-43 Brentwood Road
Romford, England, RM1 2EU

info@incomemax.org.uk

0300 777 7772

