

NASP welcomes funding from the Aviva Foundation to strengthen financial wellbeing through social prescribing

The National Academy for Social Prescribing (NASP) today announces funding from the Aviva Foundation to deliver a new programme focused on strengthening the financial wellbeing of people living with multiple long-term conditions.

NASP is the UK's leading charity dedicated to ensuring everyone can access social prescribing, particularly those experiencing health inequalities. Social prescribing connects people to community activities, groups and services that meet practical, social and emotional needs, through trusted Link Workers who take the time to understand each person's circumstances and connect them to the right support.

Social Prescribing Link Workers – sometimes known as social prescribers or community connectors – help to address things that affect patient health that can't be fixed by doctors or medicine alone, such as loneliness, isolation, or problems with money, housing, education or employment.

The three-year investment will enable NASP to equip more than a thousand Social Prescribing Link Workers with enhanced skills and confidence to address money worries as part of everyday support, helping people whose health concerns are directly linked to financial stress, debt or the cost of managing their conditions.

According to [NASP's 2025 survey with Link Workers](#), financial concerns are one of the most common reasons for people to be referred, and most link workers currently do not receive specialist training on how to address these.

The programme recognises the close link between financial resilience and health, and aims to support more holistic, person-centred care across England.

By building financial support into social prescribing, the programme aims to help identify money worries earlier, provide practical guidance, and connect people to specialist advice before issues reach crisis point. This is especially important for people with multiple long-term conditions, who often face higher living costs, reduced income and additional barriers to staying well.

Charlotte Osborn-Forde, Chief Executive of the National Academy for Social Prescribing, said: "We are delighted to receive support from the Aviva Foundation. This funding will help us equip Link Workers with the skills and tools to address financial wellbeing as part of holistic care. By embedding financial support into social prescribing and sharing what works, we can help people feel more in control of their finances, reduce stress, and achieve better health outcomes."

Alex Christopoulos, Aviva Foundation Lead said: "The Aviva Foundation is proud to support NASP in embedding financial resilience into social prescribing, helping people get ready for the future with greater confidence. When people are under financial strain, it can become much harder to manage long-term conditions or stay

well – and vice versa. We believe social prescribing is well placed to spot these pressures early and connect people to the right support. Through this partnership, the Aviva Foundation is helping to test, strengthen and scale new models of support, and we hope the evidence we build together will lead to better, more connected support for the people who need it most.”

About the Aviva Foundation

- The Aviva Foundation aims to support people across the UK by funding practical solutions to today’s challenges and investing in long-term change.
- Founded and proudly supported by Aviva, the Aviva Foundation makes funding decisions with one clear purpose: to maximise social impact. We focus on helping people build financial stability and supporting community-led climate action.
- We share insights and evidence from our work back into Aviva and the wider financial services sector. By doing so, we aim to shape more effective ways of supporting people – especially those facing the greatest challenges or with the most pressing needs.