



# JustMoney Movement Theory of Change

## Approaches

**Education and reflection** among diverse UK Christians and churches on using money for good – both practically and theologically.



**Communication** to reach diverse new audiences and engage existing supporters



Equipping individual Christians to **campaign** for a fairer, greener future



High level **influencing**: policy lobbying & media, for fairer policies and practices



**Thought leadership**: developing thinking and providing a credible, distinctive voice on Christian ethical approaches to money



## Activities

**Educational resources**, signposting, & events both online and in-person, including through MMC and in partnership with others



**Comms** engaging supporters via newsletter and events; reaching new audiences via website, social media, blog and events.



**Campaign** actions for individuals e.g. on ethical finance, fair tax, or corporate justice.



**Policy** reports, technical reports, **lobbying** meetings, **media** outreach, interviews & articles, high level events.



**Thought leadership** resources and events, often in partnership with others.



## Outcomes

Wide range of Christians see how they use money as part of their faith – understanding their responsibility and their power as citizens

Christians change their behaviour to align their money with their values.

Churches teach about money and make ethical decisions about their own finances

Christians have greater awareness of how money can shape a fairer, greener future.

Christian campaigns contribute to fairer tax policy and more ethical, transparent financial and corporate behaviour.

Stronger Christian voice in public discourse on money.

## Impact



**A larger, more engaged, and more diverse** movement of Christians is acting to ensure money is used for good



**Political space opens up** for policy and practice change.



**Fairer, greener policies and practices** in tax, ethical finance and corporate accountability, by governments, financial institutions, churches and companies



## Vision



A world where money is used to shape a **fairer, greener future**

