



OUR VISION, PURPOSE AND VALUES



ABOUT US

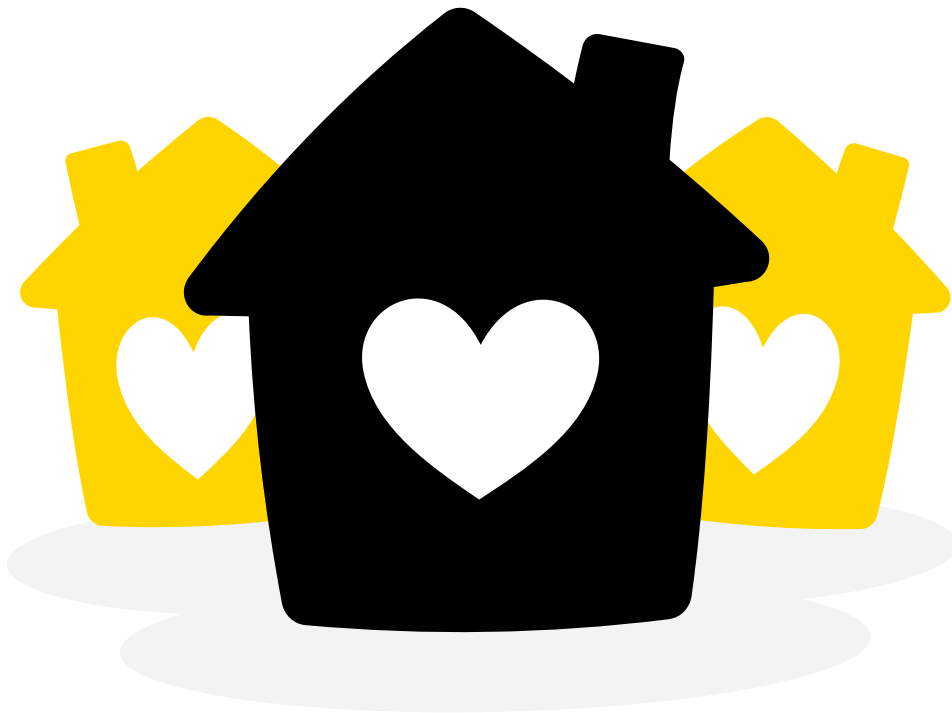
Every day, countless people in the UK are forced to live without heat, light, and power at home because they must prepay for energy but cannot afford to. **We call this fuel crisis.**

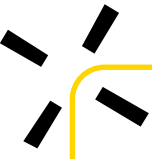
People facing fuel crisis have slipped through every safety net and have often run out of options. But when their water runs cold, and their fridge, washing machine, and radiators won't switch on, we are there for them.

We are the only UK charity that supports people living in fuel crisis.

We gift our clients around ten days' worth of energy and help them get back on their feet in the long term by providing actionable money and energy advice.

However, the causes of fuel crisis run far deeper than money and energy management. Policy and systems change is needed to solve the problem at its roots.





Through campaigning and lobbying, we're working to unite the Government, energy companies, and industry bodies like Ofgem under a single goal:

To end UK fuel crisis for good.

A MESSAGE FROM MATT

With our network of over 850 partners across the UK, we have supported over 2.5 million people who have to prepay for their energy, living in fuel crisis, and we're committed to helping millions more.

The rate is accelerating, and each year, we see demand for our services increase. The cost-of-living crisis and rising energy bills have put fuel poverty in the spotlight, creating greater awareness and understanding of the challenges faced by people on lower incomes.

We are extremely grateful to all who support us and have helped us along the way. We've made some significant, positive steps forward, but there's still a lot more to be done.

With the support of our partners and stakeholders, we will work tirelessly to put an end to people living in fuel crisis.

Matthew Cole

CEO, Fuel Bank Foundation



Our Vision

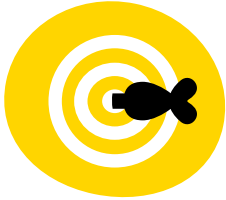
Our ideal world

When everyone who prepays for energy can warm their homes, keep the hot water flowing and essential appliances running without fear of losing access to the energy that makes it all possible, our work will be done.



**BRIGHTENING FUTURES.
SOLVING FUEL CRISIS
FOR UK FAMILIES.**

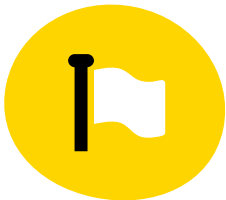




Purpose Our 'why'

Creating a United Kingdom free from fuel crisis.

We exist to make it possible for everyone in the UK who prepays for energy to have sustainable access to the heat, light, and power they need to live a happy, healthy, and productive life.



Mission How we're achieving this

Our mission is to:

- ✓ help people escape immediate fuel crisis;
- ✓ empower them to stay connected to their energy supply in the long term; and
- ✓ to influence the Government, energy suppliers and the regulator to unite and solve the root causes of fuel crisis for good.



THE VALUES WE HOLD OURSELVES TO



EMPATHY

We work from a place of empathy, not sympathy or judgment. We strive to truly understand our clients' and stakeholders' worlds—the barriers they face, their aspirations, needs, and concerns—so we can create impactful yet practical solutions that work for everyone.

How it shows up in our big decisions and everyday actions

For our clients, empathy means keeping it simple, delivering same-day help in a crisis, and responding to changing needs. And for suppliers, the regulator and policymakers, it means using our knowledge of the energy sector to offer practical and realistic solutions, rather than demanding the impossible.



COLLABORATION

Big problems are never solved alone. We believe in building bridges, working together, and bringing people along on the journey rather than dictating the route.

How it shows up in our big decisions and everyday actions

We collaborate with the community and voluntary sectors to deliver face-to-face support, and develop new partnerships to solve emerging problems. Internally, we work in cross functional teams, listen well, and share our knowledge selflessly.



COMMERCIAL HEAD, KIND HEART

Although we're a charity at heart, we run our organisation with a commercial head.

How it shows up in our big decisions and everyday actions

We find ways to deliver big impacts while making the most of our budget, and meet change head on. We flex the value of our support to meet changing needs through the year, and look for new ways to help our client group - like offering free heated throws during the coldest months. We update our technology to help us work smarter, and invest in our team and services.



AMBITION AND BRAVERY

We're never afraid to take on big problems, challenge the status quo, or influence big organisations to join us in creating positive change.

How it shows up in our big decisions and everyday actions

Despite our small size, we're tackling a huge challenge. Because we aren't satisfied with short-term fixes, we go beyond providing vouchers and drive lasting change through energy and money education, and lobby big organisations for systemic change.

We come up with innovative ideas, try new things, and bridge new relationships to make change happen.

THE PEOPLE WE SUPPORT

Behind every crisis fuel top up, there's a person with a story. Sadly, they're seldom heard or seen.

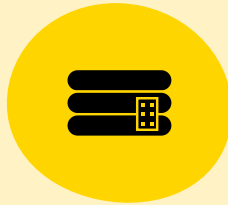
Since launching in 2015, we've helped over 2 million people, what is even more concerning is that over one third of those have been helped in the last 12 months.

In 2025 we...



HELPED ALMOST 500,000 PEOPLE

by providing a crisis fuel top-up. 60% of those people were adults, and 40% were children¹.



GIFTED A FREE HEATED THROW

to almost 6,000 vulnerable people across the UK so they can spend less on staying warm and well by 'heating the person, not the home'¹.

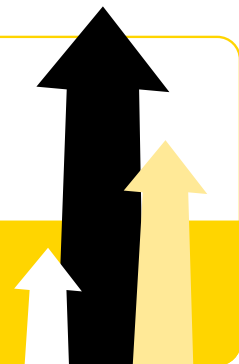


PROVIDED EMERGENCY FUEL

deliveries such as coal, wood, or heating oil to over 5,000 people living off the mains gas grid so they weren't forced to live in a cold, damp home¹.

6 MILLION HOUSEHOLDS IN THE UK ARE IN FUEL POVERTY, UP FROM 4.5 MILLION IN OCTOBER 2021²

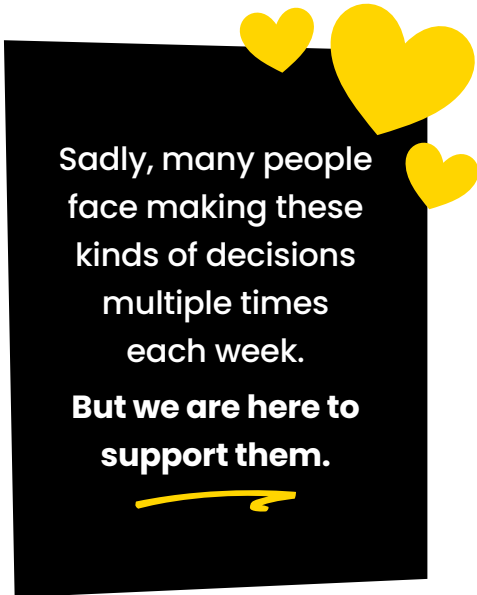
Four million homes have a prepayment energy meter³



ANITA'S STORY

Anita lives on the poverty line in an inefficient home. She manages her money closely, and makes a lot of financial sacrifices like eating less to save money on food, doing fewer laundry loads, and only having the heating on if it's very cold. Yet, she still sometimes finds herself with less than a day's energy on her prepayment meter and just £10 or less in the bank.

Today, she must decide whether to buy food for her family and a bus ticket to work the next day. Or, if instead, she should top up her meter so the kids can do their homework online and she can tell the local council via the portal that she'll be late paying her council tax this month.



Sadly, many people face making these kinds of decisions multiple times each week.

But we are here to support them.

BROADCASTING OUR MESSAGE

Around 6 million UK households are living in fuel poverty.

Right now, we only reach a small percentage of people who need our help. But we're working hard to do more.

Through our campaigning, we're broadcasting our message to engage more people who need us, and more organisations that can help us. That includes influencing governments, Ofgem and energy companies to deliver meaningful interventions.

We do this by sharing stories, carrying out research, identifying solutions, making recommendations to the Government, Ofgem and suppliers, issuing regular press releases, newspaper articles, and radio and TV interviews with the CEO of Fuel Bank Foundation, Matthew Cole.



HOW WE WORK

It starts with a conversation...

When people need help, they often turn to a trusted organisation in their community. Our partner network of over 800 community-based organisations assess clients' energy needs, and refer them to us if they face living in fuel crisis.



Around ten days' energy security and breathing space

We provide clients with around ten days worth of energy, giving them security and time to address the issues within their control that are propelling them into fuel crisis.



Campaigning for systemic change

We raise awareness of fuel crisis, and lobby NGOs, Government Policy Makers and energy sector decision makers for systemic changes that will reduce clients' risk of being pushed into fuel crisis.



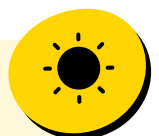
Understanding the causes and identifying solutions

Through research, we uncover the systemic causes of fuel crisis. Then, we use our knowledge of the energy sector to identify impactful yet practical solutions.



Empowering clients to make positive changes

With advice and hands-on support, we help clients get back on top of their energy and household bills, and to maximise their income.



WHO WE WORK WITH

Fuel crisis is an enormous problem that we simply cannot solve alone. We collaborate with a range of people and organisations who help us deliver against our values and work towards our purpose.



Our people

Our internal team and trustees, and research, creative, and media partners. Working together, we create, manage and deliver a programme of fuel crisis support and prevention.



Our partner network

Our network of over 800 community-based organisations refer people facing fuel crisis to us for support.



Our clients

The people we support prepay for fuel, but cannot afford to. Without our help, they face living without heat, light, and power.



Our funders

Energy suppliers, the UK, Scottish and Welsh Governments, corporate funders, the ever-generous general public, and many more organisations who fund our fuel crisis programme.



Our stakeholders

The organisations we lobby for systemic change, and those we work alongside to solve the problems that converge to push UK families into fuel crisis.



REFERENCES

¹ People supported from 1st April 2025 to 31st March 2026

² <https://www.nea.org.uk/>

³ Ofgem, 2023 figures

FOR MORE INFORMATION

If you would like to know more about Fuel Bank Foundation, its work, and how you could support us:

Visit: fuelbankfoundation.org

Email: help@fuelbankfoundation.org

Fuel Bank Foundation is a registered charity in England & Wales (1175049) and Scotland (SCO48330)
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