

**Tell JO**  
– Are you ok? –



**Annual Report**  
**2023**

# Introduction

TellJO proactively uses technology to improve customer wellbeing and prevent crisis situations, such as debt and homelessness.

As a social impact organisation, we are committed to the United Nations Sustainable Development Goals (SDGs) that unite global stakeholders to end extreme poverty, fight inequality and injustice, and protect our planet. This report will detail our work to advance the SDGs that we are able to contribute to.



## Key Facts



**82,136**

people completed a wellbeing check



**505,889**

digital signposts to support services

After completing the wellbeing check how much better do customers feel?

**8.6 out of 10**



**12 new**

physical and mental health signposts added



**59.83**

tonnes of CO2e avoided

On a scale of 1-10 how likely are customers to contact the signposts given?

**9.8 out of 10**

1 NO POVERTY



## End poverty in all its forms everywhere.

### Over 80,000 people completed a wellbeing check in 2023

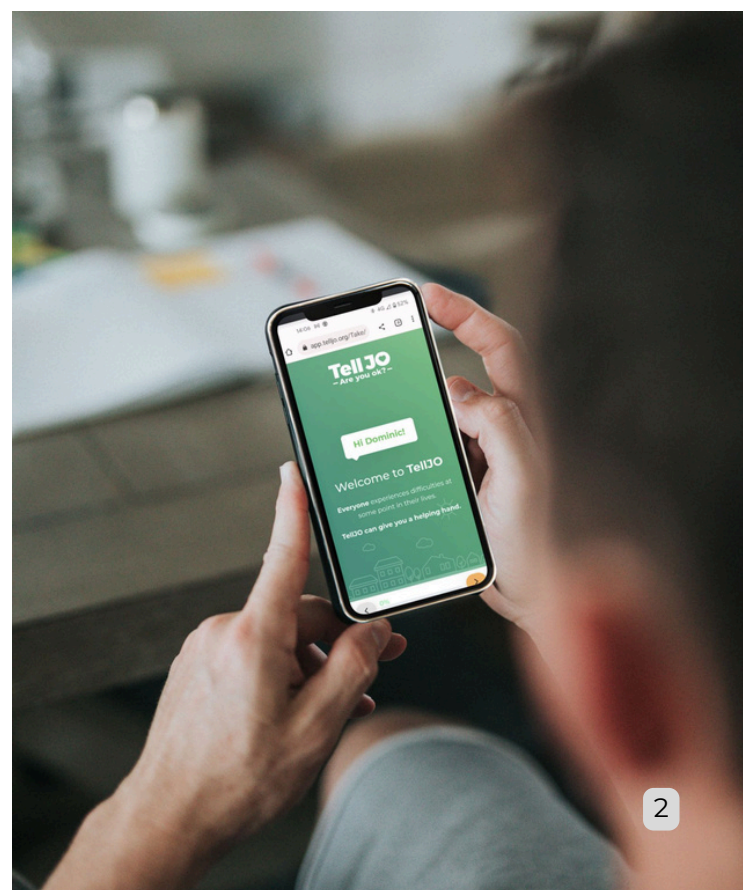
Over **97.5%** of people who complete a wellbeing check are identified as **highly vulnerable**, with **57.6% choosing heating or food** and **25.71% using a food bank**. As the cost-of-living crisis continues to push people in the UK into poverty, TellJO works to support those who complete a wellbeing check with personalised signposts to financial, physical and mental health support (for example, the Money Advice Service, NHS and the Samaritans). At the end of 2023 we have **generated over 500,000 digital signposts to support services**.

### Case study

#### Helping residents access food vouchers with Adur and Worthing Council and the Household Support Fund

In September and October 2023, we worked with Adur and Worthing Council to offer triage calls to residents who had been referred to the council by their GP as part of social prescribing.

One area we were able to help residents was with applications for food vouchers as part of the Household Support Fund. So far, feedback has told us that we helped residents access **£475 worth of food vouchers to help those struggling with the cost-of-living**. This number is expected to rise as we complete more follow-up calls with residents.





## End poverty in all its forms everywhere.

### Case study

## Saving vulnerable Southern Water customers money with TellJO and Adur and Worthing Council.

In 2023 we worked with **Adur and Worthing Council** and Southern Water to send a wellbeing check to **5,000 Southern Water customers** who receive Council Tax Support (a discount on Council Tax for people in receipt of benefits and/or pension credit). Following the wellbeing check and support signposts customers also received a **wellbeing triage call from TellJO** to allow us to refer them to specific advice and to Southern Water for advice on bills.

### Project outcomes



**4,106** signposts and referrals generated including:

- **391** referrals to the energy network priority services register
- **61** referrals to debt advice.



Customers **saved £16,177** through access to discounts, debt support payments, capped bills for medical conditions and hardship grant account write offs.

“

Can I just say a huge thank you for all the help you've given me, as I've never had help like this before and it's made me feel a bit emotional.

And thank you to Southern Water as well [because] they've helped me so much and I really appreciate it all. It means so much to have all this help and support and I'd highly recommend all of you. ”

TellJO wellbeing check recipient





## Ensure healthy lives and promote well-being for all at all ages.

### Signposting for physical and mental health support

As part of each wellbeing check we ask users about their physical and mental health and any lifestyle factors that might affect this including addiction, loneliness, and exercise. Our data reveals that **73.26% of respondents are living with an illness or disability that has a daily impact, 62.39% have a diagnosed mental health condition, 9% would say they have an alcohol addiction, and 41.28% are experiencing loneliness.** For full wellbeing indicators view our Wellbeing Index dashboard [www.telljo.org/wellbeing-index/](http://www.telljo.org/wellbeing-index/).

When a customer tells us about a health issue they are experiencing **we signpost them to relevant services** for further advice or to find a community who can help to support them, with the **ultimate aim of improving their wellbeing.**

### 12 new physical and mental health signposts

In 2023 we added 12 new signposts for health conditions, to **increase our opportunity to offer health-based support**, and in turn the opportunity for the organisations we work with to offer support or services tailored to customers' health.

The new signposts are for conditions including:

- Cancer
- Asthma
- Diabetes
- COPD
- OCD
- Bipolar
- PTSD
- Autism
- Cerebral Palsy
- Downs Syndrome
- ADHD
- FASD





Ensure healthy lives and promote well-being for all at all ages.

### Case study

## Supporting You project with Chichester District Council

In 2023 we worked with Chichester District Council on their ‘Supporting You’ initiative, a two-year project to **help Chichester’s residents with cost-of-living support**. We helped them to engage with residents like Emma, who had been diagnosed with stage four bowel cancer and was struggling with bills following treatment.

Hear more about Emma’s story [www.telljo.org/?case-study=1842](http://www.telljo.org/?case-study=1842)

“

TellJO helped me with my finances, being able to advise me with my personal situation with my cancer, a disability allowance, claiming for a blue badge, capability to work, ESA (employment and support allowance) when I got to that point, my housing, my council tax, anything you can possibly think of.

”

Emma, TellJO wellbeing check recipient





## Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

### Ensuring digital inclusion

We continually monitor feedback from users and have made several updates to the wellbeing check in 2023 to make it as **user-friendly** as possible. The data collected shows that it is **successfully used and completed by people of all ages and abilities**. By sending the wellbeing check via phone and email we give those who would struggle to pick up the phone and tell someone about their problem, whether this is because of avoidance or due to a developmental or mental health condition, the chance to share it digitally.

Equally, if someone wants to complete the wellbeing check but doesn't feel capable of doing so on their phone or computer, our Wellbeing Coach can complete it over the phone with them.



### Promoting lifelong financial education

TellJO refers those in debt, or struggling with money, to services that can help with the **ultimate goal of empowering them to get out of debt**. While debt isn't always linked to lack of **financial education**, the tools and advice users are referred to, aims to educate them on the support available in an accessible way.

“Information that I didn't have, I now have, and also can pass it on to other people.”

Emma, TellJO wellbeing check recipient



# 7 AFFORDABLE AND CLEAN ENERGY



Ensure access to affordable, reliable, sustainable, and modern energy for all.

## Supporting those struggling with energy bills

Data from our wellbeing checks show that **39.1%** of those who complete the wellbeing check **have utility debts** with **57.6% choosing heating or food**. By working with energy companies, we aim to help them **support customers who are struggling with bills**, whether due to financial, physical or mental health reasons.

### Case study

## Partnering with E.ON Next to support vulnerable customers

In 2023 we worked with E.ON Next to offer a wellbeing check to customers on their Priority Services Register. As a result, **TellJO doubled the number of people accessing cost-of-living advice** on their website.







## Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

### Helping organisations to innovate in care of vulnerable customers

TellJO's **innovative software is designed to help people at the earliest signs of crisis** and empower companies to prioritise customer wellbeing over traditional debt communications and collections.

If we can help organisations understand the reasons for a customer's non-payment, we can **help build long-term resilience and wellbeing for both the customer and organisation**. Saving the customer stress, reducing the risk of enforcement and associated costs for both the business and the customer.

A TellJO wellbeing check is 5x more likely to generate a payment arrangement than a traditional collection SMS. As well as supporting those who need it with an affordable way out of debt, payment arrangements also help create stronger organisations with less customer debt, and higher customer retention due to increased trust and wellbeing.

### Case study

#### Case study: Social impact funding to help make a difference.

In November 2022 we received social investment funding from the Sumerian Foundation which has allowed us to increase the scale of clients we can support, **growing from just over 2,000 wellbeing checks** in 2022, **to over 80,000** in 2023.





## Take urgent action to combat climate change and its impacts.

### Carbon emissions offset with Ecologi

We offset our carbon emissions from hosting and our office space by paying into a monthly offset program with Ecologi. So far, we have **funded 968 trees** and avoided **nearly 60 tonnes of CO2e**.



**59.83**  
tonnes of  
CO2e avoided



### Keeping our office green

Office furniture is **sourced second-hand** and IT equipment is refurbished second hand equipment where possible. We limit paper use, actively **recycle** and are constantly reviewing ways to keep our office as environmentally friendly as possible.

### Travel and transport

Our environmental policy actively encourages **cycle to work** and the office is in an area **accessible by public transport**. Company cars where practical will be electric, where not practical are hybrid.





## Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

### National and international partnerships

TellJO partners with companies in the UK from councils to housing associations and utilities companies, in 2024 we hope to work with our first international client.

### Case study

#### Going Local - Social Prescribing and Citizens Advice

As part of our work **partnering with councils and social prescribing teams** we're able to refer some customers who complete a wellbeing check directly to Citizens Advice, this can include help with Personal Independence Payments (PIP) claims and other benefits advice as well as support with housing and debt.

“

I was at rock bottom when I was introduced to TellJO. I can't describe what a relief it was to get some help.

My husband died recently and that was when I discovered that he had been a compulsive gambler all his life and the home that I thought we had brought 22 years ago was in fact rented, and even worse rented in his name only.

He also had several bank cards and loans that he owed thousands of pounds to. TellJO have helped me with all the forms I need and arranged Citizens Advice to help fill them in. I am now getting my widow's pension and I am trying to sort out my accommodation.

”

TellJO customer referred by the Going Local Social Prescribers' team as part of our work with Adur and Worthing Council.



[telljo.org](http://telljo.org)

[dominic.maxwell@telljo.org](mailto:dominic.maxwell@telljo.org)

01273 980797

Suite ff19, Brookland House,  
58 Marlborough Rd, Lancing BN15 8AF

**Tell JO**  
– Are you ok? –