

CHALLENGE POVERTY WEEK



What is Challenge Poverty Week?

In Scotland, we believe in justice and compassion.

So it's wrong that 1 in 5 people are locked in poverty and struggling to get by every day.

More and more of us are being pulled towards a current of poverty, by rising costs and inadequate incomes that simply don't meet our needs.

Challenge Poverty Week is an opportunity to raise your voice against poverty and unite with hundreds of organisations across Scotland in calling for a more just and equal society.

Challenge Poverty Week is an annual event which is coordinated and delivered by The Poverty Alliance.

The first Challenge Poverty week took place back in 2013 and has become a core event for those doing anti-poverty work.

For more information about the work of the Poverty Alliance and if you would like to find out how to become a member visit: www.povertyalliance.org

Challenge Poverty Week is funded by:



JOSEPH ROWNTREE
FOUNDATION



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CHALLENGE
POVERTY
WEEK



What is Challenge Poverty Week?

Aims of CPW:



To raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland.



To build awareness of and support for solutions to poverty.



To change the conversation around poverty and help end the stigma of living on a low income.

Challenge Poverty Week continues to be an important week across civic Scotland and in 2023 more organisations than ever before got involved!

500 organisations got involved representing the third-sector, trade unions, education, businesses, local authorities, faith groups and more.

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Key Messages...

It is unjust that so many people in Scotland are trapped in the grip of unjust poverty.

Challenge Poverty Week is our chance to say that Scotland doesn't have to be like this. We hope you will join us in sharing our key messages, supporting events and activities, and raising your voice with organisations across Scotland.

We can build a society where everyone has the incomes they need to live in freedom, dignity and security.

We can strengthen our social security safety net, pay at least the real Living Wage, build high-quality public services...

...and redesign our economy to meet people's needs.

Together, we can solve poverty in Scotland!



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Why get involved?

In 2023, 500 organisations from across Scotland were involved in Challenge Poverty Week, all joined together in a unified voice and taking action to end the injustice of poverty.

Challenge Poverty Week presents an opportunity to showcase work you are already doing in the community or to kickstart a new project or initiative.

**“We want to leverage social and political change in our region - it is important for community organisations to increase influence locally to bring about change”
-CPW23 Survey Response**

**“If we all work together it will strengthen us in the future and build stronger communities”
-CPW23 Survey Response**

**“As a small charity, we struggle with raising the awareness of the brilliant work we do and this campaign allowed us to share the compelling stories from the people we work with”
-CPW23 Survey Response**



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Policy Asks

Every year, Challenge Poverty Week places emphasis on a number of key policy asks that will help us to free people from the grip of poverty.

These policies are designed to turn our shared values of justice and compassion into action, and to highlight to our politicians what action is required to build a Scotland free from poverty.

The Poverty Alliance create briefings for each policy ask which are available on our website.

For more information on these please contact our Policy Officer: chloe.campbell@povertyalliance.org



Want to learn more about our policy asks? The Poverty Alliance host online daily Breakfast Briefings during Challenge Poverty Week which are open to all to attend. Sign up via our website!



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Themes

Our themes can help you to plan your activity for Challenge Poverty Week. We hope you can use our policy asks and themes but it isn't necessary. You can focus on any issue you like, on any day.

Monday	Housing A Scotland where we have safe, secure, and sustainable homes
Tuesday	Transport A Scotland where we can all get where we need to go
Wednesday	Adequate Incomes A Scotland where we all have enough to live a decent and dignified life
Thursday	Food A Scotland where we live without hunger
Friday	Communities and Volunteers A Scotland where we value our communities and volunteers
Saturday & Sunday	Weekend of Reflection

There's lots more resources to help you use our policy asks and themes on our website: www.povertyalliance.org/CPW



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There is no action too small!

Every year organisations across Scotland host events and activities for Challenge Poverty Week and it is this combination of actions and activities taking place that makes the week so impactful!

Photo Opportunities



Hold a photo opportunity in your organisation and share on social media or with local press. You can use the #CPW23 when sharing.

Bringing people together for a photo is a great way to highlight your involvement and support for Challenge Poverty Week.

The photos can be used on your social media, in newsletters, or sent to the local press. Our website will have sample press releases you can use as the week draws closer!



Top Tip!

Photocalls can be organised in advance ready for sharing on socials, newsletters and far and wide through your networks during the week itself.



Get in touch with our Campaigns Officer if you would like an A3 sized 'Challenge Poverty Week' photo board posted out to you (supplies of these are limited so it helps to get your request in early).

Email: Alyson.Laird@povertyalliance.org

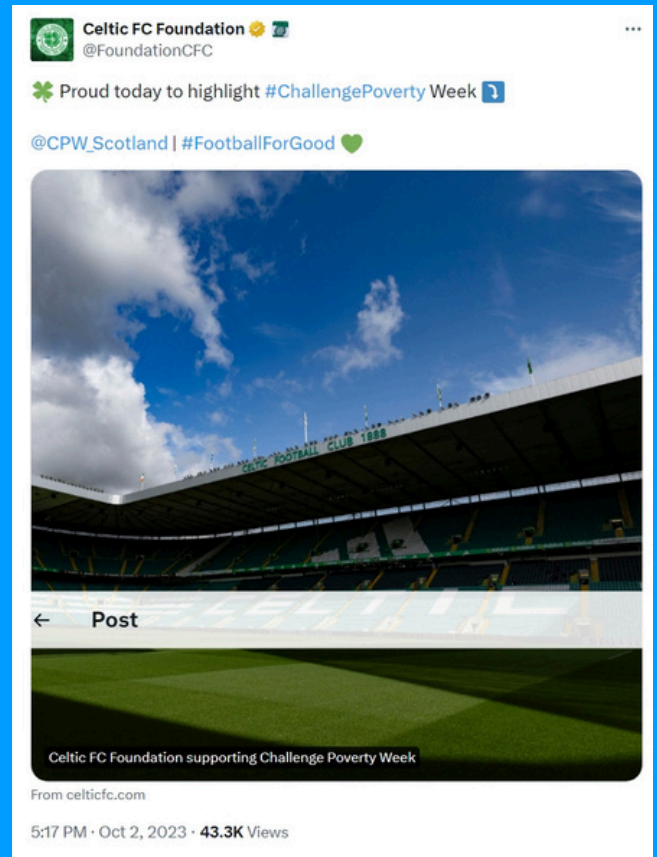
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Make some noise... ...on social media!

Social media can be powerful and is a big part of Challenge Poverty Week.

We would encourage you to share key messages, activities and events across your own platforms. In the lead up to Challenge Poverty Week we will have suggested social media posts which you are welcome to use or amend.

Our brand guidelines and social media assets can be found on our website.



Celtic FC Foundation use their social media to highlight the start of CPW23



GCVS highlight key messages during CPW23

And make sure you get noticed and use our # on your social media!

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#CPW24

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Make change happen online

Pushing for change through digital media can be just as successful as traditional methods and it's an opportunity to connect with lots of people and spread your message in creative ways.

What online actions could you take part in?

- Host an online discussion or webinar focussing on poverty
- Record a video discussing an issue you care about
- Create a reel on Instagram, or use TikTok to make your activity stand out!

Some tips for making your online activity stand out!

Be brief: the most shared content is content that says only what it needs to say.

Target key influential social media accounts

If you want to get your local MSP to make a commitment on tackling poverty, tag them in your post.

Tell your story: this will evoke emotion and encourage action

Give your target a reason to respond, you could tag a local journalist



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Bringing Communities Together

Bringing people together is very much in the spirit of Challenge Poverty Week, and we know that this is something that won't be unfamiliar to many of you!

Many organisations host events such as conferences and themed roundtables to discuss solutions to poverty and to share the initiatives and work that is being done within their organisation.

In-person events which have the potential to reach the whole community are incredibly effective in raising the profile and aims of Challenge Poverty Week.

Charitable organisations can use these events as an opportunity to further support their local communities. These events can be as fun and creative as you like!

Use CPW as a Launch Platform

Will your organisation be publishing research or a report on a topic related to poverty? Will you be launching a new campaign or initiative?

The focus on poverty-related issues during CPW is an ideal platform to launch any work your organisation may be undertaking.

We can help promote your action online and with the news media, so let us know if you plan to launch something during the week by contacting david.eyre@povertyalliance.org.

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Themed Discussion, Lecture or Conference

Organise a discussion about local or national issues, speaker events, or lectures exploring new research on the lived experiences of poverty. These are a great way to build support for solutions to poverty and can encourage people to get more involved.



Target audiences may include:

- Professionals in your area
- School, college or university students
- The wider public
- Politicians and civil servants
- People in your local community
- Work colleagues



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Meaningful Community Initiatives

As part of Challenge Poverty Week schools, community centres and other community groups host activities throughout the week which can be helpful and mindful of those in the community who may be experiencing poverty.

What about hosting:

- A school uniform/sports kit recycling initiative
- A foodbank collection (distribute food to a local foodbank in need of supplies)
- A community breakfast or coffee morning



(Left) Stirling Albion FC host a kit recycling event at a weekend game during Challenge Poverty Week 2023

Pre-owned clothing gifted to **Big Hearts'** participants.



2 - 8 October 2023

povertyalliance.org/CPW

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(Above & Right) Big Hearts share various initiatives they are running on their social media as part of CPW23

40 children received new school uniforms and winter jackets



2 - 8 October 2023

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Talk to your local politicians

Challenge Poverty Week is about urging those in power to act. With justice and compassion at the heart of policy, elected representatives have the power to make long-lasting changes which to help release people from the grip of poverty.

We encourage organisations to write to their local and national elected representatives.

Invite them to your organisation:

- The Poverty Alliance contact elected members know about Challenge Poverty Week so it shouldn't be a surprise to them!
- Use this in-person opportunity to show them some of the work you are engaged in to help your communities

Tell them:

- How poverty is affecting the community you work in
- The initiatives and work you are doing to alleviate that
- The change that is needed for your community to thrive

Celebrate your success:

- Members of the Scottish Parliament can submit motions to highlight the success of organisations in their constituency or region.
- Let your MSP know about your participation in CPW, and the positive impact your work is having in your community.

Scottish Government and Scottish local authorities have a legal duty to reduce child poverty, so you have a right to hold your elected representative accountable for the individual actions they are taking to ensure the legal targets are met.



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Get Noticed...

...and push for change

Getting involved in Challenge Poverty Week isn't just about organising events or launching campaigns. You can push for change by taking small, simple steps.

The more people who take these actions, the more impact they have.



Top Tip!

Our Communications Officer can provide support with media training and promoting your activity in the news media. Email: David.Eyre@povertyalliance.org

Examples of simple actions:

- Write to your local MSP or MP to ask them to commit to end poverty. You'll find relevant resources on our website.
- Talk to the media about you or your community's experiences of poverty. We provide free media training to help you do this.
- Use social media to share anti-poverty content e.g. petitions, news articles, research, or local initiatives.
- Get involved with existing community initiatives or charities.

We can support you in this through our Values First Framing Training. This is training carried out by our Communications Officer which helps organisations to put our useful shared values at the centre of communications. Whether this is during Challenge Poverty Week or beyond.

This training has received exceptional reviews, with the majority of those attending indicating that they felt much more confident in placing values first and talking about poverty in their communications.



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'Get Heard' Community Discussion

Beyond Challenge Poverty Week

Get Heard Scotland is a program coordinated by the Poverty Alliance to facilitate discussions about how to address poverty. You can decide to organise a Get Heard meeting as part of Challenge Poverty Week.

The most appropriate audiences for these events are individuals with lived experiences of poverty and national and community organisations working to address poverty. Use our Get Heard toolkit to help you set this up, which can be found at povertyalliance.org/cpw.

Discussions should be focused around these three simple questions:

- What works in your community?
- What doesn't work?
- What needs to change?

Challenge Poverty Week is a fantastic opportunity to unite to spotlight poverty and showcase solutions. But to end poverty, we must sustain our efforts all year round.

Here's what you can do to keep up the pressure to end poverty in Scotland:

- Continue to share poverty-related articles and research
- Use Challenge Poverty Week to plan a local or national campaign
- If you write to your elected representative, follow up with them
- Continue to support local and national organisations in the fight against poverty

Get involved with our campaigns, our Community Activist Advisory Group or join the Poverty Alliance!

Visit povertyalliance.org to find out more.



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Get Noticed!

Whatever activity or event you are planning - please add it to our events calendar! It is a great way to promote your event and to show you are part of #ChallengePoverty week.

We also use the events calendar to highlight what is going on across Scotland and it is another way for us to keep track of who is taking part!

You can find the events calendar at povertyalliance.org/events-page/

Get support!

To support your involvement in #ChallengePoverty Week, we can:

- Promote your activity through social media, news media, and our events calendar.
- Provide free training on framing, media, and local media.
- Provide social media graphics, media templates and petition letters.
- Provide 1-2-1 advice from alyson.laird@povertyalliance.org



“Challenge Poverty Week is a much-needed opportunity for all of us to come together to reflect on the causes of poverty and to promote understanding and support for the solutions to it. This makes Challenge Poverty Week an important date in One Parent Families Scotland's calendar, and we look forward to getting involved again this year to change the conversation around poverty.”

One Parent Families Scotland

Keep in touch



povertyalliance.org/CPW



alyson.laird@povertyalliance.org



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@PovertyAlliance @CPW_Scotland



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The Poverty Alliance is a registered charity.

Challenge Poverty Week is a real, practical opportunity to build a stronger movement against poverty and demonstrate our values of justice and compassion. At a time when life is becoming tougher for many people, it is vital that we build support for ending poverty.

We can turn the tide on poverty!

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