



What is Challenge Poverty Week?

**This year Challenge Poverty Week takes place from:
Monday 7th October - Sunday 13th October**

Challenge Poverty Week is an annual campaign week and 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.

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.

Why should ATCs get involved?

Football clubs and their associated trusts are rooted in the communities which experience hardship and deprivation most. They are therefore in a unique position to contribute to actions to reduce poverty and to help communities thrive.

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.

'If you live within 10 miles of an SPFL stadium, you are three times more likely to experience poverty.'
-SPFL Trust 2022-2025 Strategy

#ChallengePoverty #CPW24

Join us for CPW...



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

Challenge Poverty Week presents an opportunity to showcase the work you are already doing to tackle poverty or to raise awareness of poverty in your community.

Planning your day-to-day activities and charity fundraising activities during Challenge Poverty Week would be a great way to participate.

Save time by using our suggested social media posts & our bespoke graphics designed especially for ATCs.

Find them at:

www.povertyalliance.org/CPW

You could highlight your involvement by:

- Sharing key messages, activities and events across your own platforms using #ChallengePoverty
- You could share your involvement in some of the SPFL Trust's programmes which challenge poverty and its impacts like:
 - Cashback off the Bench,
 - Kick Off Your Career,
 - Football Fans in Training.

Actions you can take

- Work with your club to arrange a foodbank or kit collection on a matchday during Challenge Poverty Week. You can distribute your collected items through your own charity, or donate to a local organisation.
- Hold a photo opportunity at your club - perhaps including players or fans - and share on social media or with local press. You can use the #CPW24 when sharing.
- Schedule some social media activity to raise awareness of poverty utilising local statistics or Challenge Poverty Week resources.

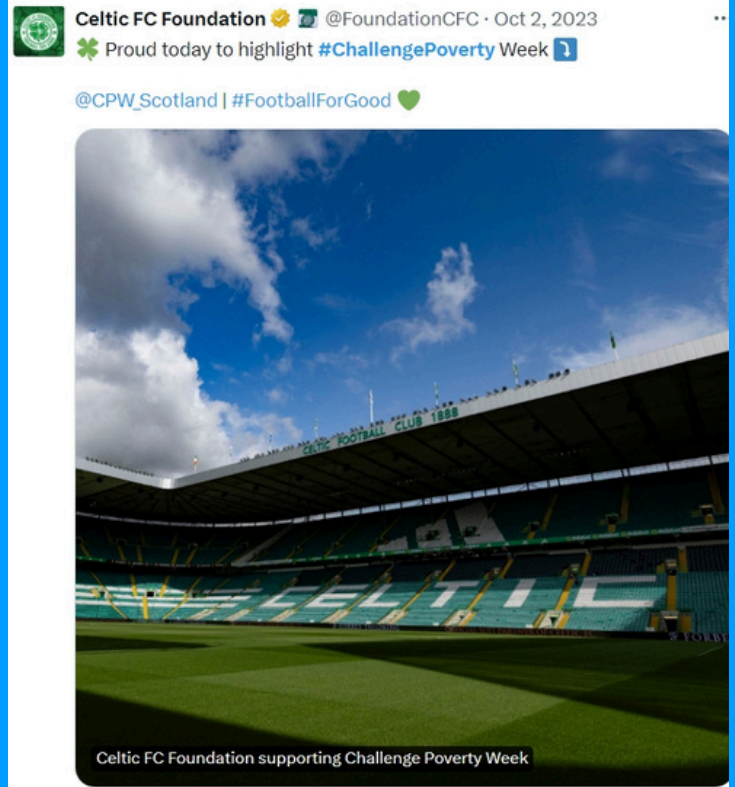
#ChallengePoverty #CPW24

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

Challenging Poverty through the The SPFL Innovation Fund



During CPW 2023 The SPFL Trust launched the Innovation Find, which Nicky Reid, CEO described as being: “about enabling creative thinking and innovation, so that community trusts can demonstrate impact, and show that their ideas can work”



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

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

#ChallengePoverty
#CPW24

40 children received new school uniforms and winter jackets

CHALLENGE POVERTY WEEK



2 - 8 October 2023



povertyalliance.org/CPW

#ChallengePoverty



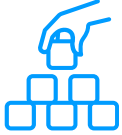
Just like Big Hearts did to highlight the work they were doing during CPW23!

#ChallengePoverty #CPW24

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.

Keep in touch



povertyalliance.org/CPW



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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!

#ChallengePoverty #CPW24

