

# London Challenge Poverty Week 2021

## Sample email

*Below is a draft email for you to use to highlight what you are doing to mark London Challenge Poverty Week to your local MP or councillors.*

*Please feel free to amend and tailor it to your own activities and local area.*



**#LDNChallengePoverty  
#povertyfreelondon  
#ifnotnowwhen**

Dear [insert name of MP or councillor],

[Name of your organisation] is hosting/holding/running [insert description of your event/activity] as part of this year's London Challenge Poverty Week, the London-wide campaign to shine a light on the experience of living in poverty in the capital, show what is being done at local level to tackle it and call for the systemic changes needed to end it. We would like to invite you to come to our event which is taking place at [insert, date, time, venue etc.]/support our campaign/visit our project.

Poverty rates in London are the highest in the UK, in [your borough] [look up figure here <https://www.trustforlondon.org.uk/data/boroughs/> ] % of people live in poverty. [Your borough] is well known for its strong community spirit. It's a place where people help each other and have compassion for their neighbours. But this year, London Challenge Poverty Week it is needed more than ever. Many in our city are facing the loss of £20 a week from their Universal Credit and increasing costs, including significant increases in fuel prices, will push people further into poverty.



**We are coming together with others across the city to demonstrate what this will mean: that more will go hungry, lose their homes or be cold this winter. And we are calling for an urgent commitment from politicians and decision makers to tackle poverty once and for all.**

**We hope you can support us and look forward to hearing from you at your earliest convenience. For more details about London Challenge Poverty Week please contact [4in10team@childrenengland.org.uk](mailto:4in10team@childrenengland.org.uk).**

Yours sincerely,

[INSERT YOUR NAME]

## How to find your local MP or councillors?

To find your local MP , and their email address visit:  
[www.members.parliament.uk/FindYourMP](http://www.members.parliament.uk/FindYourMP)

To find your local councillors and their email address visit:  
[www.gov.uk/find-your-local-councillors](http://www.gov.uk/find-your-local-councillors)

