

# London Challenge Poverty Week 2022

## Get Involved Guide

### Aims of London Challenge Poverty Week

This will be the fifth annual London Challenge Poverty Week. It begins on Monday 17 October which is the UN international Day for the Eradication of Poverty and culminates on Sunday 23 October. It is an opportunity for all those who care about tackling poverty in the capital to come together to:



Increase the visibility of the reality of poverty in London



Encourage positive debate and discussion about poverty



Show what is being done to tackle poverty & call for the changes we need to end it.

### Why get involved in London Challenge Poverty Week 2022?

This year London Challenge Poverty Week takes place against the backdrop of spiraling prices, driving the worst cost-of-living crisis we have seen for over 40 years. This is weighing on the minds of many, but those living on the lowest incomes are under the most acute pressure and face going without essentials such as a warm, safe home and enough, healthy food. This is a denial of their human rights and stands in the way of them living a life of dignity, free from fear and want.



#LDNChallengePoverty  
#povertyfreelondon

The erosion of the social security safety net that ought to be there to protect us from poverty in tough times means that there is now not enough help available to prevent many more Londoners being drawn into poverty.

Community and voluntary sector organisations across the city are working hard to uphold people's dignity by combating the worst effects of poverty and helping people to challenge and overcome its causes. During London Challenge Poverty Week, we shine a light on the invaluable work of these organisations.

We also come together to raise our collective voices and demand that decision makers at all levels of government - national, regional and local - respond with compassion. Words are not enough, those decision makers must take urgent steps to protect people from effects of the cost-of-living crisis and fix the broken safety net so that Londoners can live lives of dignity, free from poverty.

## Ways To Get Involved

We know that you are working hard to tackle poverty in your community, so we want to use this week (17th - 23th October) to shout about your work. Taking part in **London Challenge Poverty Week** can be rewarding and impactful. From organising events or launching campaigns, to taking smaller, simpler actions – it all counts. The more people who take action, the more powerful they become.

Here are some examples of things you might be able to do, whether you are a voluntary organisation, community group, trade union, faith group or an individual:

- Hold an open day/morning/hour to showcase your work to those in your building, neighbourhood, or borough.
- Time the launch of a new report or project for during the week.
- Share key messages on social media during the week. Nearer the time we will provide content (e.g twitter cards and suggested tweets) to share. If you just do one thing, please do write about the week on the Monday morning (11 October) to kick it off.
- Speak about your own experiences at an event. If you don't have capacity to organise an event but would be interested in taking part in one, get in touch and we can put you in touch with anyone organising an event locally or on a theme you are interested in.
- Attend an event online and/or promote events to your colleagues, friends and family. There are many events taking place over the week. A full list with sign up details will be available at [www.londonchallengepovertyweek.org.uk](http://www.londonchallengepovertyweek.org.uk)
- Talk to the media. If you are planning events or activities during the week let local journalists know about them. We can support you with this. Or you could write to the letters page of your local newspaper, setting out what needs to change in your community to tackle poverty.
- Write a blog about how your work helps to challenge poverty in London, and what you'd like to see changed. Or invite someone else to write a guest blog, perhaps someone with lived experience of poverty.
- Hold a Question Time style event and invite local politicians (councillors, London Assembly Members and/or MPs) to come and answer questions about what they are doing to challenge poverty.
- Get creative; make a short film talking about your experiences of challenging poverty, write a poem, choreograph or perform a dance, or paint a picture.
- Speak to a local politician – either your councillor, London Assembly Member or MP. Visit their local surgeries or write to them and ask about what they could do to challenge poverty in your community. Visit [www.writetothem.com](http://www.writetothem.com) to find the right addresses.

These are of course, just suggestions and you will have other ideas that you might like to take forward. If you would like to discuss your idea with a member of the 4in10 team do get in touch.



## Themes For The Week

London Challenge Poverty Week has themes for each day of the working week. You can use these themes to tailor your messages and conversations.

**Monday 17 October:**  
**Cost of Living**

**Thursday 20 October:**  
**Poverty, Discrimination and Dignity**

**Tuesday 18 October:**  
**Housing and Homelessness**

**Friday 21 October:**  
**Income and Social Security**

**Wednesday 19 October:**  
**Poverty and Health**

These are just a guide, and you don't need to feel too constrained by them, if it works better for you to hold your activity on a day with a different theme then that is fine!

Across all these themes we encourage those taking part to consider the impact of various forms of discrimination on those experiencing poverty, including Black, Asian and minority ethnic families, lone-parent families, families with disabled children and those with no recourse to public funds.

## How We Can Help

- **Publicising your events and activities:** Please let us know about your plans so that we can include details about them on the London Challenge Poverty Week website: <https://londonchallengepovertyweek.org.uk/>
- **Email details of any events of activities you would like us to include to** [4in10team@childrenengland.org.uk](mailto:4in10team@childrenengland.org.uk)
- **Networking:** 4in10 has a network of over 400 members. We can help you make new connections with other organisation and individuals with similar interests who you might be able to work with to organise an activity.
- **Training:** In the run-up to London Challenge Poverty Week we hope to offer a number of learning opportunities to help you make the most of it. For example, in how to frame conversations about poverty and how to maximise your social media impact.
- **Resources:** Ahead of London Challenge Poverty Week we will make available a range of further resources, including Key Facts to include in publicity for your activities, social media resources and draft press releases.

Details of training and further resources will be posted on the London Challenge Poverty Website. To make sure that you are aware of them as soon as they become available make sure you sign up to become a member of 4in10's network and receive our bi-weekly newsletter: <https://4in10.org.uk/membership-form/>

## What happened during London Challenge Poverty Week 2021?

Last year, London Challenge Poverty Week 2021 took place 11th – 17th October. Thousands of Londoners took part, including dozens of elected representatives, charities, and organisations on the front line supporting people experiencing poverty. For inspiration about how you might get involved this year check out the story of London Challenge Poverty Week 2021 and it's continued legacy!

### Lewisham Local

Lewisham local and partners hosted a range of free activities related to food access and growing across Lewisham. All the activities provided a free lunch and were aimed at families who are on a low-income.

Wild Rangers ran a Grow your own micro-greens workshop to introduce families to a fun indoor growing activity. The workshop focused on how micro-greens can provide lots of nutrition for relatively little money, compared to how they are marketed in high-end health food shops.



### Barking and Dagenham Youth Dance



"Happy and relaxed after having fun. Will try new salad when shoots grown. More open to try veg and salad."

A thought provoking dance by young people. the piece of work encapsulates the thoughts and perceptions of young people growing up in a city with high levels of poverty.

To access all our resources, visit [londonchallengepovertyweek.org.uk](https://londonchallengepovertyweek.org.uk)