

Surviving Winter Partner Brief

About this year's appeal

Over the past 12 years, Suffolk people have come together and given so generously to our county's Surviving Winter Appeal.

Our 'DON'T NEED IT DONATE IT' message is simple, if you are in receipt of a non means tested government Winter Fuel Payment or are able to make a donation to the appeal, our partners at Citizen's Advice all over the county will distribute your gift to heat the home of somebody else in the county who is not able to make ends meet.

The Appeal is a joint initiative by Suffolk Community Foundation and Citizens Advice branches across Suffolk and is sponsored by MSC and Pound Gates.

The appeal is also supported by our business partners The East of England Co-op and Suffolk Building Society.

In 2022/23, the Appeal raised over £340,000 and provided warmth to thousands of homes across Suffolk.

The latest national statistics * tell us that there is a rise to 14.4% of households living in fuel poverty. Applying this worrying statistic to the population of Suffolk estimates that over 100,000 people in our County will now not be in a position to heat their homes in the coming months.

Our challenge now is to ensure that this year's appeal is our most successful yet and this is where we need your help please.

How you can help

Could you or your business raise funds by organising an event in your community or workplace – a quiz, a cake sale, a cosy winter walk – fundraising is a great way to bring people and communities together with a real purpose.

You can also help us by sharing details of the appeal on your websites and across your social media platforms throughout the winter months.

We've produced some social media assets you can utilise and we will continue to add to these resources.

In the next few weeks - we'll be focusing our efforts on the messaging around '**donating**' and it would be great if you could do the same please.

Assets available

Download the assets here...

<https://www.suffolkcf.org.uk/partner-resources/>

For the main call to action on any messaging - a good place to link back to is our SW page here...<https://www.suffolkcf.org.uk/surviving-winter-appeal/>

It has a clear link to DONATE - plus a link to Citizens Advice for people who need support.

Delivery partner social media handles

Twitter

@suffolkgiving

@ipswichcab

@SuffolkbuildSoc

Facebook

@suffolkfoundation

@SuffolkBuildingSociety

@IpswichCitizensAdvice

Instagram

@Suffolk_giving

@suffolkbuildingsociety

SUGGESTED POSTS

The 13th Surviving Winter appeal has launched and we need it to be the most successful yet.

Help support hard working low-income families keep warm this winter

Find out more and donate <https://www.suffolkcf.org.uk/surviving-winter-appeal/> *****

It is estimated that 100,000 Suffolk homes will reach fuel poverty this winter and will be faced with choices around heating or eating. If you can help by making a donation of any amount, please do so.

Find out more and donate <https://www.suffolkcf.org.uk/surviving-winter-appeal/> *****

If you don't need your Winter Fuel Payment from the Government - please consider donating it to The Surviving Winter Appeal.

Find out more and donate <https://www.suffolkcf.org.uk/surviving-winter-appeal/> *****

Every donation is a gift of hope!

It really is that simple - any amount, large or small will go towards helping Suffolk people to stay warm and well this winter. Please give what you can.

Find out more and donate <https://www.suffolkcf.org.uk/surviving-winter-appeal/> *****