TOGETHER WE CAN END DIGITAL POVERTY

Join us for End Digital Poverty Day 2023
digitalpovertyalliance.org
INTRODUCING

Join us for End Digital Poverty Day on 12th September 2023. This nationwide event is dedicated to raising awareness, promoting fundraising efforts, and encouraging practical actions to eliminate digital poverty and make a real impact in our communities. We are thrilled to have you join us in our mission to eradicate digital poverty and create equal opportunities for all.

In this fundraising pack, you will find a wealth of ideas, resources, and tools to help you champion this cause. We encourage you to explore the possibilities and become an advocate for ending digital poverty. Your contributions, whether through donations, fundraising activities, or advocacy, will play a vital role in transforming lives and creating a brighter digital future.
Digital poverty is the inability to interact with the online world fully, when, where and how an individual needs to.

In a society that believes in justice and compassion, it’s not right that over 40% of children are growing up without proper access to the digital world and the life changing benefits it brings. Nor that broadband costs are simply out of reach for too many.

Importantly, to solve poverty in the UK, we must address digital exclusion. Whether it’s accessing education, social security systems, job opportunities or cheaper gas and electricity, it’s a core part of how we live. Digital exclusion compounds and exacerbates poverty.

*All statistics are based on research in the UK.*

**WHAT IS DIGITAL POVERTY?**

- **2.6 million** people are still completely offline.
- **11 million** people don’t have essential digital skills for life such as being able to turn on a laptop, with lack of education, lower incomes and older age all contributing.
- Up to **42%** of young people lack either a home broadband connection or a computer.
- **1 in 5** children who had been home schooling during the pandemic did not have access to an appropriate device.
- **2.5 million** people are behind on their broadband bills.
In today’s digital age, access to technology and the internet has become an essential part of everyday life. It empowers us with knowledge, connects us to opportunities, and allows us to thrive in an increasingly digital world. However, millions of people across the UK are still left behind, experiencing digital poverty.

Digital poverty disproportionately affects marginalised groups, including low-income families, rural communities, older people, and disadvantaged youth. Without access to these fundamental tools, individuals face significant barriers in education, employment, healthcare, and social inclusion.

Ending digital poverty is not just about providing devices and internet access; it is about empowering individuals and communities to thrive. Every individual deserves the chance to acquire digital skills, explore educational resources, pursue meaningful employment, and stay connected with their loved ones, regardless of their background or circumstances.
ABOUT US

The DPA was established in 2021 by the Learning Foundation, Currys plc and the Institute of Engineering and Technology.

We pull together existing activity, avoiding duplication and working across industry, government and the third sector to align approaches to tackling digital poverty based on the five determinants of it.

Our vision.
To live in a world which enables everyone to access the life changing benefits that digital brings.

Our mission.
To end digital poverty once and for all by 2030.

What we do
We convene, collaborate and increase sustainable capacity within the digital ecosystem. We are a member-based organisation, building collective action, learning and sharing with UK-based and international organisations.
We authored the National Delivery Plan 2023, based around six missions to end digital poverty by 2030, which sets out both short-term and long-term actions for Government, industry and the third sector to tackle digital poverty.

We created a Community Hub to bring our partners together. Alongside this, we've formed a Research Directory to be the source of reliable and impartial evidence on digital poverty. Alongside this directory, alongside Dr Kira Allmann, we also authored the UK Digital Poverty Evidence Review in 2022 which painted a picture of the digital poverty landscape in the UK.

We have kicked off four Proof of Concept projects to demonstrate how widespread change can be made with simple interventions. All have formal university led evaluation and then white papers setting out evidence for interventions in tackling digital poverty.

We might be new, but with a goal to end digital poverty by 2030 we need to work fast.

Some of our achievements so far are:
1. We authored the National Delivery Plan 2023, based around six missions to end digital poverty by 2030, which sets out both short-term and long-term actions for Government, industry and the third sector to tackle digital poverty.
2. We created a Community Hub to bring our partners together. Alongside this, we’ve formed a Research Directory to be the source of reliable and impartial evidence on digital poverty. Alongside this directory, alongside Dr Kira Allmann, we also authored the UK Digital Poverty Evidence Review in 2022 which painted a picture of the digital poverty landscape in the UK.
3. We have kicked off four Proof of Concept projects to demonstrate how widespread change can be made with simple interventions. All have formal university led evaluation and then white papers setting out evidence for interventions in tackling digital poverty.
MAKING A REAL IMPACT

End Digital Poverty Day has set ambitious goals encompassing raising awareness, increasing access, fundraising for the DPA, advocating for change, and promoting digital literacy. These aim to tackle the root causes of digital poverty and create an inclusive digital society.

You can make a tangible impact on individuals and communities by:
- **Increasing Access**: By fundraising to support our work you can help us to provide digital devices, access, and training to communities facing digital poverty as part of our proof-of-concept project work.
- **Promoting Digital Literacy**: By offering training and workshops, you can empower individuals with essential digital skills, enhancing their educational, professional, and personal opportunities.
- **Advocating for Change**: By raising awareness, we can drive policy changes and encourage Government, businesses, and educational institutions to prioritise digital inclusion. You can amplify the voices of those affected by digital poverty and help create lasting change.

By raising awareness, fundraising, advocating for change, and promoting digital literacy, we can create a society where every individual has equal access to digital resources and the skills necessary to thrive in the digital era. We invite you to join us in this transformative journey and contribute to building a more inclusive and equitable future for all.
HOW YOU CAN GET INVOLVED

As a supporter, you have the power to make a difference in ending digital poverty. Here are several ways you can take part in End Digital Poverty Day:

**RUN EVENTS**
Organise events in your community or online, to raise awareness and educate others about digital poverty. It could be a workshop, seminar, or panel discussion focused on the challenges faced by those affected by digital poverty and the solutions we can collectively implement.

**ATTEND EVENTS**
Participate in local events, workshops, and webinars organised across the country. By attending these events, you show your support and contribute to the collective effort in addressing digital poverty.

**FUNDRAISE**
Launch a fundraising campaign or event to help support initiatives that provide devices, internet access, and digital literacy programs to disadvantaged individuals and communities. Every donation helps us provide essential support to those in need, transforming lives and reducing the digital divide. You could even donate 1% of your sales on the day to the Digital Poverty Alliance.

**SPREAD AWARENESS**
Share the message of End Digital Poverty Day with your friends, family, and colleagues. Utilise your social media platforms, websites, or local networks to spread awareness about digital poverty and encourage others to join End Digital Poverty Day. Share educational resources, personal stories, and inspiring success stories to encourage others to act.

**VOLUNTEER**
Offer your time and expertise to local initiatives and organisations working on digital inclusion projects. By volunteering, you can help bridge the digital divide and empower individuals with digital literacy by teaching digital skills, providing technical support, or assisting with resource distribution.

**LEARN ABOUT DIGITAL POVERTY**
Understanding the scale of the problem is important to tackling digital poverty. You can learn more on our website, and also join our Community Hub to share experiences and ideas.
FUNDRAISING IDEAS

There are countless ways to contribute to this cause through fundraising. We’ve put together some ideas for you to take inspiration from.

**BAKE SALE / COFFEE MORNING**
Why not indulge your sweet tooth and support the initiative by running a bake sale, where you enjoy treats while raising funds, or fuel up by hosting a coffee morning.

**SPONSORED ACTIVITY**
If you’re up for a challenge, consider undertaking a sponsored challenge such as 100 squats a day, walking 50k in September, or even going the extra mile by taking part in a half or full marathon.

**CLOTHES SALE**
A clothes sale is a fantastic opportunity to declutter your wardrobe while helping those in need gain access to digital resources.

**CASUAL / NON UNIFORM DAY**
Gather your colleagues or school mates and host a casual day at work or a non-uniform day at school, where donations are encouraged.

**NO DIGITAL DAY**
Step away from the screens and challenge yourself to a “No Digital Day,” limiting computer usage, Wi-Fi access, and even phone use, emphasising the importance of digital equality.

**SHARE YOUR EXPERTISE**
Share your expertise by offering to teach a class for a small fee, whether it’s a lively Zumba session or a relaxing crocheting class, providing valuable knowledge while collecting donations.

**RAFFLE**
A raffle can add excitement and anticipation to your event, enticing participants with the chance to win fantastic prizes.

**QUIZ**
Test your knowledge and entertain your friends with a quiz night.
DONATION OPTIONS

We appreciate your support for End Digital Poverty Day 2023. Your fundraising will make a meaningful impact on the lives of individuals and communities affected by digital poverty. There are various donation options available to you.

Regardless of the donation option you choose, every contribution matters and brings us closer to a future where no one is left behind in the digital world. If you have any questions or require further assistance regarding donations, please do not hesitate to contact us. We have also prepared a sponsorship form template that you can use to approach potential sponsors for End Digital Poverty Day 2023.

Online Donations: The simplest and most convenient way to contribute is through our secure online donation page. Visit our website and navigate to the donation page, where you can choose the amount you wish to donate. We accept all major credit cards, debit cards, and online payment systems. Rest assured that your personal and financial information will be handled with the utmost confidentiality.

Fundraising Platforms: You can use reputable fundraising platforms that allow you to create personal fundraising campaigns or donate directly through their platforms, such as JustGiving. These platforms provide an opportunity to create a personalised fundraising page, share your campaign with friends and family, and track the progress of your fundraising efforts.

Direct Bank Transfer: You can make a direct transfer using the following details:
Account Name: Learning Foundation
Account Number: 01032943
Sort Code: 309349
Bank Name: Lloyds Bank plc, Godalming Branch
Please use “End Digital Poverty Day” as the reference. Make sure to email us the details, including your name and contact details, so we can acknowledge your generous contribution.

Corporate Matching: If you are part of an organisation that offers a corporate matching program, your donation can have double the impact. Check with your employer’s HR or CSR department to see if they participate in matching charitable donations.
Help us amplify our message and reach a wider audience by utilising our Comms Toolkit. By sharing our campaign on your social media platforms, you can raise awareness about digital poverty and inspire others to join our cause.

We have drafted some social media posts that you can easily copy and paste onto your accounts. These posts highlight the urgency of ending digital poverty and encourage your followers to get involved with End Digital Poverty Day. Feel free to personalise the posts to reflect your own voice and connection to the cause.

Don’t forget to use our campaign hashtag #EndDigitalPoverty to join the larger conversation and make your posts more discoverable. Please tag our official social media accounts (@digipovalliance) in your posts to ensure that we see and engage with your contributions.

Join us on September 12 as we raise our voices for #EndDigitalPovertyDay! This day aims to shed light on the urgent need to end #DigitalPoverty and ensure equal opportunities for all.

Education, employment, healthcare, and social connections are all crucial aspects of modern life, and rely heavily on digital access. However, countless people are left behind, unable to access the digital tools and opportunities that many take for granted.

Take part in #EndDigitalPovertyDay to advocate for change and make a difference in the lives of those marginalised by digital poverty. #DigitalInclusion #ImpactThatMatters #JoiningTheDots

Join #EndDigitalPovertyDay on Sep 12! Education, employment, healthcare - digital access is crucial. Together, we can make a difference and create a world where digital is a basic human right. Support #EndDigitalPovertyDay and empower individuals to thrive in the digital age.
COMMS & SOCIAL MEDIA COLLATERAL

GRAPHICS
We have created a variety of eye-catching graphics and images that you can share alongside your posts.

These visuals feature statistics and compelling visuals related to End Digital Poverty Day. Simply download them from our website and attach them to your posts.

VIDEOS
Videos are a powerful way to engage your audience and tell a compelling story.

We have a short video that explains the impact of digital poverty and highlight the importance of our work. Share this video on your social media platforms.

Thank you for being a digital poverty advocate on social media. Your support in spreading the word will play a vital role in raising awareness, inspiring action, and mobilising others to join in with End Digital Poverty Day.
**FUNDRAISING TIPS & FAQS**

---

**TIPS FOR A SUCCESSFUL FUNDRAISING CAMPAIGN:**

- Set a fundraising goal – how much are you hoping to raise?
- Decide who to target for your campaign – business owners, young people, families, or another local group?
- Plan your event as far in advance as possible, don’t leave anything to the last minute
- Raise awareness of the event by sharing your fundraiser online and in person – build excitement on social media.
- Get some help – ask family, colleagues and friends to help.
- Remember to include our charity details on any marketing materials you create.

---

**FUNDRAISING FAQS**

**How do I fundraise for the DPA?**
If you would like to run, walk or join an event already taking place, please email hello@digitalpovertyalliance.org. If you would like to raise money for the DPA by running your own event, we have a list of ideas for raising money in our fundraising pack.

**How does the DPA protect my privacy and data?**
Please read our Privacy Policy for more information.

---

**Where will my money go?**
We want to make sure no one is living in digital poverty by 2030. By raising money for the DPA you will be supporting our four key activities: advocating for change, conducting research, bringing our community together and running holistic projects such as our Tech4Families project through which we provide laptops to families in need in locations across the UK.

**Can I fundraise for the DPA if I am under 16?**
Yes, but you need written permission from your parent or carer, and share that with us. You will also need to ask them to count any cash that you raise, and for them to pay that money to us.

**Can the DPA support me on social media?**
If you share your fundraiser on social media, using the hashtag #EndDigitalPovertyDay and tag us @digipovalliance then we will repost your social media campaign.

**Can I use the DPA logo?**
Yes, please promote your fundraising events by using our logo which you can download here.
GET INVOLVED

We extend our heartfelt gratitude to all our supporters, donors, and volunteers who have joined us in the fight against digital poverty. Your generosity and commitment are the driving forces behind our progress and success. We want to take a moment to express our sincerest appreciation for your contributions and the impact they have made.

FIND OUT MORE

For further information, contact us

hello@digitalpovertyalliance.org
digitalpovertyalliance.org

MAKE A DONATION

Every contribution, regardless of its size, has a significant impact. If you or your organisation would like to make a donation to the Digital Poverty Alliance, please visit: digitalpovertyalliance.org/donate/

PARTNER WITH US

If your organisation would like to partner with or sponsor the DPA, please get in touch with Elizabeth Anderson, Interim CEO elizabeth@digitalpovertyalliance.org

DONATE YOUR DEVICES

While we know that access to devices alone won’t end the digital divide, we’re also committed to closing the gap fastest for those who need it most.

If your organisation wants to join us to create real change and has devices to offer, visit here: digitalpovertyalliance.org/donate-devices/