Dear XXX,

**Challenge Poverty Week 2020**

I write to inform you that [CAB NAME] is taking part in Challenge Poverty Week 2020 and to ask you to support the campaign to change the conversation around poverty and help end the stigma of living on a low income.

Too many people in Scotland are living with the constant pressure of living in poverty, particularly due to the ongoing impact of the COVID-19 pandemic.

We are acutely aware of this impact at [CAB NAME] as we continue to provide vital support to people who are struggling in [area].

Challenge Poverty Week is run by the Poverty Alliance and this year is taking place between 5 - 11 October 2020.

This year, the campaign is building support for the idea that, as we plan our recovery, we must redesign our economy to reflect the values of justice and compassion we all share. Key aspects of achieving this include boosting people’s incomes and reducing the cost of living so we all have what we need.

In addition, the campaign is outlining a series of recommendations including:

* ensuring the social security system provides a decent standard of living for everyone
* investing in green jobs and decent work
* expanding free childcare and transport and providing affordable homes

[CAB NAME] will be showing our support for these solutions to end poverty on social media using the hashtags #ChallengePoverty and #TogetherWeCan.

We also ask that you advocate in Parliament for the policies and actions which will boost incomes and reduce the cost of living as well as working with colleagues to ensure your upcoming party manifesto for the Scottish Parliament election includes policies that will help end poverty in Scotland.

By raising a unified voice against poverty and showing that we all want to live in a more just and equal Scotland, together we can build awareness of and show support for solutions to poverty.

I hope you will show your support during Challenge Poverty Week for the campaign and take action against poverty in the future so we can all live in a more just and equal Scotland.

Yours sincerely,

[CAB MANAGER NAME]

[CAB NAME]