

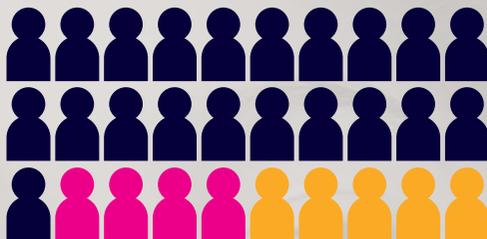
**CHILD  
POVERTY  
ACTION  
GROUP**

**WORKING  
TO END  
CHILD  
POVERTY  
IN THE UK**

# WHY WE'RE NEEDED

**WE ALL WANT THE BEST FOR OUR CHILDREN. BUT IN EVERY SCHOOL CLASS OF 30 CHILDREN, ON AVERAGE, NINE WILL BE LIVING IN POVERTY.**

**OF THESE, FIVE WILL LIVE IN A WORKING FAMILY.**



These children could have parents who are working, or receiving out-of-work benefits, or who are disabled. They could be living with grandparents or other carers.

Whatever the reason their families can't afford the minimum standard of living, the hardship these children face is very real. It could mean queuing up with their mum at the foodbank. It could mean never having friends round for tea, or missing a friend's birthday party because there's no money for a gift. And it could mean listening to their parents worry about money and finding it hard to concentrate in class because they're anxious about the family's situation.

Poverty means missed opportunities, both for individual children and for the country. It costs the country £29 billion a year to pay for the costs of child poverty. And it costs children the chance they deserve to enjoy their childhoods and reach their full potential as adults.

## WHY ARE SOME CHILDREN POOR?

Families experience poverty for many reasons, but primarily because they don't have enough money to cope with the circumstances in which they are living. A family might move into poverty because of a rise in living costs, low wages or childcare fees.

Most people find it harder to make ends meet when they are raising children. Spending patterns change and incomes fall as parents take time off work to care for their children. This is when families need the most support.

## HOW DO WE END CHILD POVERTY?

Child poverty isn't inevitable. CPAG exists to promote action that will prevent and end child poverty in the UK. With the right policies and political will, no child need grow up in hardship.

To end child poverty in the long term, we need to make sure that work pays decent wages, that parents can access good, affordable childcare and that the social security system provides extra support where it is needed.

When families are doing their best in challenging circumstances, the government needs to do its best to help them by both relieving poverty in the short term and preventing it in the long term.

### To combat the causes of poverty in the UK we:

- Speak out on child poverty, its effects on children and its solutions. We remind the government that child poverty is real, that it ruins lives, and that – most importantly – we can do something about it.
- Provide practical guidance on the social security system through publications, training and advice.

**BY 2020 IT IS ESTIMATED THAT 4.3 MILLION CHILDREN WILL BE LIVING IN POVERTY. IF WE DON'T WANT TO LIVE IN A COUNTRY THAT ALLOWS THIS LEVEL OF HARDSHIP, WE NEED TO ACT.**



# WILL YOU HELP US?

We want to work with you to help the millions of children whose childhoods and chances are being stifled by poverty. There are three main ways you can help us support children around the UK:

## CAMPAIGN WITH US

Ending child poverty is not easy, but it is possible: our politicians can act to make it happen. Holding them to account is the best way you can help us make a difference for children. Join our child poverty action network by visiting [www.cpag.org.uk/network](http://www.cpag.org.uk/network)

We'll share updates on our campaigns and ask for your help at crucial moments to address child poverty.

## BECOME A MEMBER

Support our work and stay up to date with our members' magazine and monthly e-newsletter. You can join as either a Supporting or Rights member. The Rights membership includes a free copy of our *Welfare Benefits and Tax Credits Handbook* and *Welfare Rights Bulletin*, as well as discounts on training courses and on all CPAG publication titles. Find out more at [www.cpag.org.uk/membership](http://www.cpag.org.uk/membership)



## MAKE A DONATION

We rely on your generosity to continue our work. Your donation will make a huge difference to children experiencing hardship in this country. You can easily set up a regular or one-off gift online [www.cpag.org.uk/donate-now](http://www.cpag.org.uk/donate-now)

Last year, thanks to the generous commitment of our supporters, we were able to fund vital research into child poverty and ensure our advice services in London and Scotland helped over 4,700 cases.

You can also find out more about other CPAG activities that may interest you:

- Training courses
  - Publications
  - Leaving a gift in your will
  - Fundraising
- 
- We would like to keep you informed of our work and activities. Please tick this box if you would prefer not to be contacted in this way.

# MAKE A ONE-OFF DONATION

## BY PHONE

020 7812 5217

## BY TEXT

CPAG14 £5 to 70070 to give £5

## BY POST

I enclose a cheque made payable to Child Poverty Action Group for

£

## BY DEBIT OR CREDIT CARD

I would like to make a single donation of £

Please debit my  Mastercard  Visa

Card number

Expiry date Start date/Issue number Security code

Signature

Date

Address

Postcode Email

Name or Organisation

Telephone

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Yes, I am a UK taxpayer and would like Child Poverty Action Group to treat all donations I have made since 2011 and all donations I make in the future (unless I notify you otherwise) as Gift Aid donations.

I confirm that I pay at least as much UK Income Tax or Capital Gains Tax as will be reclaimed by all charities or Community Amateur Sports Clubs (CASCs) on my donations in each tax year (6 April to 5 April). I understand the charity will reclaim 25p of tax for every £1 gift I make and taxes such as VAT and Council Tax do not qualify.

# MAKE A REGULAR GIFT



Yes, I wish to make a regular gift and I have completed the form below. Please set up a Direct Debit to pay Child Poverty Action Group my chosen monthly amount of (please tick one)

£5  £10  £25  £50  Other £

Name(s) of account holders

**Instruction to your bank or building society to pay by Direct Debit**

Name and postal address of your bank/building society

Bank/building society account no\* Branch sort code

Service user number

8 3 0 8 7 1

Reference (for office use only)

Signature

Date

\*Banks and building societies may not accept Direct Debit Instructions for some types of account

**Instruction to your bank or building society**

Please pay Child Poverty Action Group Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with Child Poverty Action Group and, if so, details will be passed electronically to my bank/building society.

Please sign the Gift Aid declaration and fill in your contact details above to make your gift go even further. We need your address to claim Gift Aid.

Send to: Child Poverty Action Group,  
30 Micawber Street, London N1 7TB

**The Direct Debit Guarantee - to be detached and retained by the payee.**

- This Guarantee is offered by all banks and building societies that accept Instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit, Child Poverty Action Group will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request Child Poverty Action Group to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by Child Poverty Action Group or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
- If you receive a refund you are not entitled to, you must pay it back when Child Poverty Action Group asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

# WHAT DO WE DO?

- 1** We're the leading authority on child poverty and social security, sharing our knowledge and experience in our policy work, publications and training.
- 2** Together with our network of supporters, our campaigns help protect and improve the lives of thousands of families.
- 3** Our guide to welfare benefits is used across the UK by advisers helping families access the income they need to protect their children from hardship.
- 4** Our advice line and email service in London and Glasgow takes 4,700 enquiries a year, helping advisers deal with the complexities of the social security system.
- 5** We use our legal expertise to challenge decisions by public authorities that don't fairly interpret the law and the rights of families in poverty.
- 6** We work in partnership with other organisations, particularly through the End Child Poverty coalition.
- 7** Through CPAG in Scotland we provide welfare rights services and campaign for a better deal for low-income families in Scotland.



## OUR HISTORY

In 2015 the Child Poverty Action Group turned 50. We were launched in 1965 by a group of eminent social workers and academics concerned with the high levels of poverty in the UK. Fast forward 50 years and our work - sadly - is as relevant as ever. Despite the massive achievement of the Child Poverty Act in 2010, which enshrined in law the government's pledge to end child poverty by 2020, current predictions suggest 4.7 million children will be living in hardship by that deadline. We need to do so much more.

We carry on our work today in the hope that we will not be needed in another 50 years' time.

Child Poverty Action Group is a charity registered in England and Wales (registration number 294841) and in Scotland (registration number SC039339).

Company limited by guarantee registered in England (registration number 1993854). Registered office: 30 Micawber Street, London N1 7TB.

[www.cpag.org.uk](http://www.cpag.org.uk) | 30 Micawber Street, London N1 7TB | 020 7837 7979 | @CPAGUK

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