



6 - 12 October 2025

**Aberdeen City Council's Anti-Poverty & Inequality Committee and
Community Planning Aberdeen's Anti-Poverty Group encourage you to get involved in:**

Challenge Poverty Week 6th October - 12th October 2025

What is Challenge Poverty week?

- A weeklong campaign coordinated by the Poverty Alliance which promotes compassion and justice
- It has created a movement across Scotland which is growing year on year. It promotes having unified voice around the injustice in poverty. Each year, hundreds of organisations in Scotland do just that, including charities and NGOs, faith groups, businesses, schools and colleges, trade unions, professional bodies, local authorities, elected representatives and more
- It's a time to campaign and challenge the stigma and discrimination which can often be associated with poverty, one of the main barriers for people getting the support they need
- It's an opportunity to share the anti-poverty work happening across the year in Aberdeen and across Scotland
- Involvement can be as small or as large as organisations want to go

Challenge poverty organisers have set the themes for this year's campaign, These are designed to help focus of the key challenges around poverty. Fellow campaigners can use these themes to help guide their own campaign activity.



The aim for this campaign week is to encourage a coordinated effort between Aberdeen partners and communities to ensure we have a united voice, and are united in **action and support**, **reducing stigma** and **improve the lives** of people affected by poverty.



Events in Aberdeen

Marischal College to be lit up in solidarity for Challenge Poverty Week

Date: Monday 6th October

Time: 3pm

Venue: Marischal College

The Lord Provost will light up Marischal College pink and blue on Monday 6th October to mark the beginning of Challenge Poverty Week.



Jobs and Opportunities Fair

Date: Tuesday 7th Oct

Time: 10am - 3pm

Venue: Aberdeen Foyer, Marywell Centre

Aberdeen Foyer, in partnership with DWP, host this event to bring together employers, information on training, and support services to help local people access meaningful employment opportunities. It is designed to support those furthest from the job market - including individuals affected by redundancy, mental health challenges, and other barriers - by connecting them directly with opportunities and support.

Money - how to ask the questions

Date: Tuesday 7th Oct

Time: 12.30 - 1.30pm

Venue: online

There are lots of people struggling with money at the moment and when someone accesses your service, they may need more help than you can provide. Would you know how or where to get them the support they need?

This session will cover:

- An overview of poverty statistics in Aberdeen.
- An introduction to the IFAN "Worrying About Money" leaflets.
- How to use the IFAN leaflet to have conversations about money?
- The chance to ask questions in a short Q&A session.

Tickets will go on sale on Sunday 7th September 2025 on [Eventbrite](#)



Empower Aberdeen

Date: Wednesday 8th October

Time: 10am - 2pm

Venue: Music Hall

Empower Aberdeen is a free community event bringing together 60 local charities, services and support organisations under one roof. It's a chance for residents to discover help available across the city, and for organisations to connect and strengthen the support network that improves lives in Aberdeen.

Challenge Poverty Week Aberdeen: film and presentation event

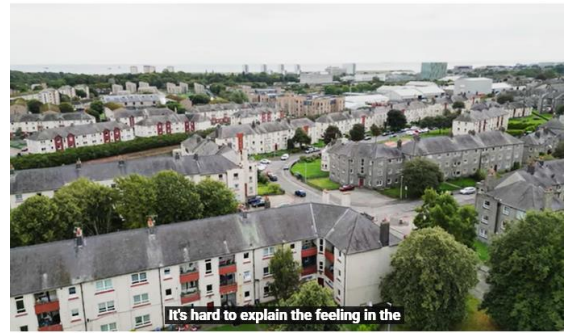
Date: Friday 10th October 2025

Time: 10:00am - 12.30pm

Venue: Cowdray Hall

Fairer Aberdeen Fund partners event aimed at raising awareness of the lived experience of poverty and inequality of Aberdeen's communities, as well as creating a space to share, consider and discuss opportunities and ideas that will help us make the shift towards a fairer and more equitable society. The event will include a combination of short films, presentations, panel Q&A, and discussion groups. Join us in making a difference and taking a stand against poverty.

To register visit [the Eventbrite page](#)



Tillydrone Information Day

Date: Saturday, 11th October 2025

Time: 11am - 2pm

Venue: Tillydrone Community Campus

An information day to meet a range of organisations that deliver services in the area, including debt advice, employment support and mental health. Fun activities for kids and free soup and sandwiches available.

Other Ways to Get Involved

- Please encourage your organisation/ staff to get involved, no matter how big or small the activity
- Sign up to the Challenge Poverty Week website to access resources to help with posts or access online events [Challenge Poverty Week - The Poverty Alliance](#)
- If organising events, please consider contacting the Poverty Alliance and getting this information [shared on their events calendar](#)
- Social media can be powerful, use it to best effect. Use the Aberdeen tag #CPWABZ25
- Spread the reach of posts by tagging your followers, groups and partners
- Contact communityplanning@aberdeencity.gov.uk to discuss your ideas

Remember the campaign is a time to showcase the work that happens all year round, it's a time to be united to reduce stigma, and it's also a time to connect and strengthen relationships.



povertyalliance.org/CPW

#ChallengePoverty
#WeDemandBetter

the POVERTY ALLIANCE
WORKING TOGETHER TO COMBAT POVERTY