

CCC Household Support Fund: Social Media Toolkit

June 2022

Overview

In March the Government announced that councils would be provided with funding to continue operating the Household Support Fund because of the impact of the rising costs of living.

Cambridgeshire has been allocated £3.58million, of which £1.2m will be used to support households that include a person who has reached state pension age (66) by 30 September 2022 and are experiencing financial hardship.

Funding will also be used to continue providing food vouchers for eligible families with children and the Cambridgeshire Local Assistance Scheme which provides a safety net to individuals and families facing unexpected financial difficulties and hardship.

The main focus of the council's communications campaign is to encourage people of pensionable age who are in financial difficulty to seek help via the fund.

Images:

We are providing you with this toolkit so you can use the images and messages on your own social media channels and share across your community networks.

To save an image, right click the image and click 'save' and this will save it to your computer. To copy the text, left click to highlight it and drag across page, right click and 'copy' and 'paste' into your social channels.

You only have until 10am on June 17 to save the images so please do so as soon as possible on the link below.

<https://we.tl/t-favEkMmpcX>

Social media posts

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| | <p>Do you need help this summer? Are you struggling to buy food or to pay household bills?</p> <p>The Household Support Fund can provide short-term financial support for people of pensionable age and above struggling to pay for</p> |
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STRUGGLING WITH YOUR BILLS?

BORN BEFORE 30 SEPTEMBER 1956?

WE CAN HELP

We can provide financial support within a few days and help you find longer-term support if needed.



essentials such as food, heating and water.

To apply call Age UK Cambridgeshire and Peterborough on 01223 221929 or visit www.cambridgeshire.gov.uk/household-support-fund

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Age UK Cambridgeshire and Peterborough and Cambridgeshire County Council are working together to provide support for eligible pensioners who are struggling with food and fuel bills. We can provide financial support within a few days and help you find longer-term support if needed.

So if you're struggling to pay for essentials such as food, heating and water this summer please get in touch and see how the Household Support Fund could help you.

Call 01223 221929 or visit www.cambridgeshire.gov.uk/household-support-fund

Are you struggling with your bills? Were you born before 30 September 1956? If so, we can help.

We're working with Age UK Cambridgeshire and Peterborough to provide support for eligible pensioners and can provide financial support within a few days.

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We're reaching out to pensionable age people who are struggling to heat their homes or pay for food right now.

This isn't charity – we're using the Government-funded Household Support Fund to provide help.

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We can provide financial support within a few days and help you find longer-term support if needed.



We know that many older people are struggling right now.

If you need help or support this summer, whether it's for food, heating or to pay water bills, the Household Support Fund is here to help.

To apply call Age UK Cambridgeshire and Peterborough on 01223 221929 or visit www.cambridgeshire.gov.uk/household-support-fund

Are you struggling to find the money to pay for essentials?

There is no shame in asking for help and support is available for residents born before 30 September 1956.

To apply call Age UK Cambridgeshire and Peterborough on 01223 221929 or visit www.cambridgeshire.gov.uk/household-support-fund

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