

Football **vs** Hunger

Four in every five¹ football fans agree that food banks should not need to exist in the UK. Yet, last year, food banks in the Trussell community distributed 3.1 million emergency food parcels – the most ever, and nearly double the number from five years ago.

Food banks are a lifeline for people facing hardship – but they're not the solution. Hunger in the UK isn't a food problem; it's a money problem. If everyone has enough money to live on, we'll end hunger for good.

We know what needs to change to make this future possible, but we can only get there with everyone playing their part.

That's why Trussell is launching Football vs Hunger – a campaign to harness the power of football

to help end the need for food banks – and **we're asking for your support.**

From facing down racism to tackling homophobia, football has led the way in shaping a better society, by uniting as one football family to make clear what we think is acceptable as a nation.

By joining this campaign, clubs and fans will again be standing together to say that it's simply not acceptable that anybody should experience hunger in a modern society.

Together, the collective support of clubs, fans and footballers across the UK can make a difference on this issue.

Communities across the UK are at breaking point. Will you join fellow football clubs and supporters by standing with us?



¹ YouGov Public Attitudes Survey, 2024

² Hunger in the UK report, 2023



Show your support

From grassroots football to the Premier League, there are many ways clubs, players, and fans can show their support for Football vs Hunger – and join the movement to help end the need for food banks.

The Football vs Hunger Club Charter

All clubs in the men's and women's football pyramid, across all UK nations, are invited to sign the below charter:

We believe that together we can make hunger history. That's why we, as a club, support Football vs Hunger, and commit to:

- **Sharing our support of Football vs Hunger on our website and social media channels**
- **Encouraging our fans to sign for Trussell FC and show their support for Football vs Hunger**
- **Not accepting poverty chanting at any of our matches.**

Sign for Trussell FC

We're asking fans to support Football vs Hunger and back their team's commitment to the Club Charter by signing for Trussell FC – a team of people who all believe that food banks should not be needed in the UK.

I support Football vs Hunger, and am proud to be part of a team that is working together to make hunger history.



Celebrating your support

Football vs Hunger will launch in early April and, throughout the year, we will provide a variety of opportunities for fans and clubs to take part in the campaign – from sharing social media content to organising a food collection or attending a grassroots event.

We will also be showcasing, in the media and on our own channels, the incredible support that the football community has provided for people facing hardship.



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 **Trussell**
Ending hunger together