

Our vision is of a Greater

Manchester **free from poverty**

Principal Partner Scheme

Help grow and increase the impact of our work by becoming a Principal Partner of Greater Manchester Poverty Action (GMPA).

As a successful organisation we know Corporate Social Responsibility is one key way you can create positive change across the Greater Manchester community.

Financially supporting Greater Manchester Poverty Action would directly fund our work to prevent and reduce poverty and create a more prosperous and inclusive city region.

The Principal Partners scheme is for all businesses and organisations who share our vision of a Greater Manchester free from poverty.

Our work

The Principal Partner scheme helps to ensure we stay financially viable and can continue to tackle poverty by:

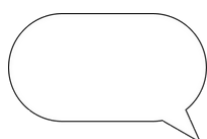


Maximising household incomes

Co-producing Money Advice Referral Tools for six out of ten Greater Manchester boroughs, helping over 250 organisations to help local people access income maximisation support.

Running the Greater Manchester Living Wage Campaign

Advocating for adoption of the Living Wage; number of accredited employers has increased from 26 to 711 since campaign started.



Embedding the voices of people with lived experience

of socio-economic disadvantage in decision-making structures across Greater Manchester – through partnerships like Poverty Truth Commissions.

Strengthening strategic responses to poverty

Working with partners to embed strategic responses to poverty; six Greater Manchester councils now have anti-poverty strategies.



Advocating a cash-first approach to local welfare

Evidence shows giving money to people facing a financial crisis is more effective than 'in-kind' support. We're supporting local authorities to embed this approach in local welfare provision.

Working with schools on financial inclusion

Providing benefit and debt advice to parents in schools, helping 100+ families to access over £160,000 worth of cash support.



Supporting adoption of the socio-economic duty

This ensures that organisations take into account the impact of their decisions on people experiencing poverty. Four Greater Manchester councils have now adopted the duty.



What's in it for you?

There are lots of benefits you can unlock for your organisation by becoming a Principal Partner:

A big tick for Corporate Social Responsibility (CSR)

Supporting GMPA is a great way to help create positive change.

Your organisation will gain increased visibility within our network and wider community, raising awareness of your organisation's mission and work.

The opportunity to support our work strategically

You'll have the chance to participate in bi-annual advisory group meetings.

These provide an opportunity to network, discuss the progress of our work, and exchange best practices with our team and partners.

The opportunity to actively participate in our work

By participating in working groups and forums, you can mutually benefit from the collective impact achieved.

You'll have the chance to contribute to meaningful change in poverty-related issues.

Elevates your organisation's profile

We will promote that you are a Principal Partner across our website, newsletter and social media.

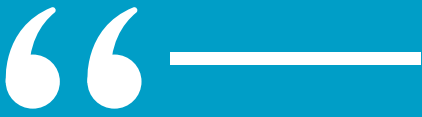
You will get a Principal Partners logo to use on any materials or platforms to highlight your affiliation with GMPA.

Our network is
2,200+
people in local
gov, VCSE orgs
and more

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The outcome you
helped us reach is
genuinely life
changing

We are a
steering group
member of the
**End Child
Poverty
Coalition**





"Kellogg's has a long history of investing in the community so as a food company based in Greater Manchester since 1938, we are proud to support the work of GMPA through becoming a Principal Partner"

- Kate Prince, Senior Manager, ESG for Europe, *Kellogg's*

Becoming a Principal Partner


The fee to become a GMPA Principal Partner is £4000 per annum and we ask for a commitment of three years.

Interested in becoming a Principal Partner?

We would be delighted to chat more about the ways the Principal Partner Scheme can enhance your company's CSR offer, help us to continue tackling poverty and how together, we can work towards creating a Greater Manchester free from poverty where all residents can realise their potential and access the benefits of living in a diverse and vibrant city region.



"We are very pleased to support GMPA, working in partnership to challenge policies and practices and put the voices of people in poverty at the centre of change."

- Silvia Galandini, Domestic Policy Lead,  OXFAM



Get in touch

Please contact CEO Graham Whitham at graham@gmpovertyaction.org to discuss this in more detail.



Thank you to all our Principal Partners for their support

