

#NeverMoreNeeded EXPLAINED

Credit: Third Sector, Charity Comms, NCVO, ACEVO, SCVO



#NeverMoreNeeded is a UK-wide campaign by the voluntary sector to remind government, funders, donors and the general public of how essential the voluntary sector is to the coronavirus response.

At the start of lockdown, NCVO estimated the charity sector would lose out on more than £4 billion as a result of coronavirus and called on the government to provide an emergency financial support package for charities. The #EveryDayCounts campaign was launched and the government eventually agreed a support package of £750 million.

Many felt this did not go far enough and left charities still struggling to provide essential services to their communities at the very time when it is most needed.

Charities, voluntary groups and infrastructure bodies are taking to social media with the #NeverMoreNeeded hashtag to tell their stories of the vital work they do.

They want to continue to raise the profile of the voluntary sector following the build-up to BBC Big Night In, The 2.6 Challenge and #GivingTuesdayNow, and remind the public of why they need to continue supporting the voluntary sector.



They want government to acknowledge the vital role of the sector and address the shortfall in sector resourcing so it can continue to deliver essential services.

You can join the conversation on social media by sharing your story through the #NeverMoreNeeded hashtag.

www.charitysectorsuccess.co.uk