As food and energy prices soar, families across the UK are struggling to afford the essentials. Enough is enough. No one should have to roll the dice on their lives.
• OUR MISSION
• CAMPAIGN OVERVIEW
• HOW YOU CAN HELP
• THE DICE PACK AND HOW TO PLAY
• SOCIAL MEDIA POST
• SOCIAL MEDIA ASSETS
• GET IN TOUCH
The Trussell Trust is a network of community food banks and together we provide emergency support and advice to people who can’t afford the essentials.

But emergency food is not a long-term solution to hunger - and it’s not right that any of us are being forced to turn to charity to survive.

As food and energy prices soar, families across the UK are struggling to afford the essentials.

We want to work with you to build awareness and empathy for people facing impossible decisions, such as heating or eating.
‘No one should have to roll the dice’ is an online campaign led by the Trussell Trust to highlight the impossible decisions many people are facing right now.

As the cost of living crisis worsens, people with the least are being hit the hardest.

Faced with impossible decisions and unrelenting pressure, people across the country are left with no option but to roll the dice.

**Skip meals, turn off heating, miss bill payments.**

No one can control the dice; the more times you’re forced to roll, the more pressure you’re under.

Many find it hard to imagine what that would be like.

**By inviting them to throw the dice themselves, you can better put yourself in the shoes of people facing serious hardship.**

No one should have to roll the dice.
Let your followers know the impossible decision you faced when you rolled the dice, and that enough is enough – no one should have to face these impossible decisions.

Below are suggested posts for you to share to raise awareness around this campaign, but feel free to write and share your own if you’d prefer.

1. Having to decide between [food]* or [heating]* isn’t just difficult, it’s impossible.
   I’m standing with @trusselltrust to say that enough is enough. No one should have to roll the dice and face these decisions.
   Will you stand with me? 👉 trusselltrust.org/dice

2. No one should have to decide between [rent] or [heating].
   I’m standing with @trusselltrust to say that enough is enough. No one should have to roll the dice on their lives.
   Will you stand with me? 👉 trusselltrust.org/dice

3. As #CostOfLiving worsens, people are forced into impossible decisions such as [clothing] or [heating].
   This isn't right.
   I’m standing with @trusselltrust to say that enough is enough. No one should have to roll the dice on their lives.
   Will you stand with me? 👉 trusselltrust.org/dice

*Replace these with the impossible decisions you were given on the dice.
CAMPAIGN VIDEO

Download the videos here.
Or click on the images to view and download from its location on Google Drive.

NO ONE SHOULD HAVE TO ROLL THE DICE ON THEIR LIVES

NO ONE SHOULD HAVE TO ROLL THE DICE ON THEIR LIVES

BUS TO WORK
ENERGY BILL

CHILDRENCARE
HEATING
SOCIAL MEDIA ASSETS

SQUARE GRAPHICS

Click on the images to view and download them from their location on Google Drive. More images available here.

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**PEOPLE AROUND THE UK ARE FACING IMMPOSSIBLE DECISIONS**

I have three kids and we only receive income from Universal Credit, which barely covers our food for the month. Some months I have had to use money from my credit card just to pay for some items like clothes for the kids.

— Terry —

**CLOTHING**

**NO ONE SHOULD HAVE TO ROLL THE DICE ON THEIR LIVES.**

As the cost of living crisis worsens, people with the least are being hit the hardest. Skip meals, turn off heating, miss bill payments.

Enough is enough.

**JOIN THE FIGHT TODAY**

Heating is not a luxury we have allowed ourselves when the children are in school. Most days now I eat once a day. If there is not enough, I will have cereal or a slice of toast as my growing children are a priority. Last month they needed new coats that had to come first.

— Faye —
PORTRAIT GRAPHICS

Click on the images to view and download them from their location on Google Drive.

More images available here.

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**BROADBAND**

If I needed to buy a smartphone then finding the money for it would be difficult. Buying a laptop would be virtually impossible. But it’s so needed. Nowadays Universal Credit is online, and an internet connection is required to manage your claim.

— Adam —

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JOIN THE FIGHT TODAY

As the cost of living crisis worsens, people with the least are being hit the hardest. Skip meals, turn off heating, miss bill payments. Enough is enough.
Please contact us if you would like to get more involved in the campaign, would like to have more information or would like to get in touch regarding a news story.

Please direct all enquiries to: hannah.mcculloch@trusselltrust.org

You can find more information about Impossible Decisions at www.trusselltrust.org/dice
THANK YOU