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23<sup>rd</sup> February 2023

Dear Parent/Carer

I wrote to you back in November 2022 with lots of details re: cost of living supports available to everyone as continue to navigate through these challenging financial times. For your reference, this letter is available on our school website along with the resources attached and links included from here:

<https://portlethenacademy.aberdeenshire.sch.uk/wp-content/uploads/2022/10/Cost-of-Living-Portlethen-Cluster-01.11.22.pdf>

Just this week I have been made aware of a further Parental Employability and Financial Support Campaign from Parent Club, which I would like to promote to everyone for further supports to those eligible.

Information below has been taken from their campaign. \*Please take the time to read through whenever you can and ensure you click on the links and spend time visiting their website and resources.

### **Parental Employability and Financial Support Campaign**

Parent Club has launched a new campaign to help families who were already struggling and are now feeling completely overwhelmed by the additional pressures brought on by the current economic crisis.

#### **Campaign Overview**

The campaign raises awareness of the support that is available on the [Parent Club website](#). Parents and carers will find advice and be guided to trusted advisors, and these Money Talk Team and Local Authority Employment advisors offer free confidential advice to those with money or employment worries.

This campaign follows on from the Cost-of-Living campaign activity which launched in September 2022. However, the Parent Club campaign differs as it is targeting low income families specifically, guiding



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them to financial and employment support which is tailored to their situation support via the [Parent Club website](#).

The campaign launched w/c 13 February and will run across TV, radio, and digital channels. In addition, there will be supporting PR and social media activity.

### **Campaign Toolkit**

The toolkit provides further details on Parent Club, the Parental Employability and Financial Support campaign and provides links to all the assets, including social images and films, supporting post copy, editorial and newsletter copy, A4 poster and A5 leaflet.

### **Leaflet - Alternative Languages and Formats**

The A5 leaflet is attached below in English.

It is also available in numerous languages and alternative formats including: Easy Read, Large Print, MP3 Audio, Braille, Arabic, Gaelic, Polish, Punjabi, Russian, Simplified Chinese, Ukrainian, and Urdu. These can be accessed from the following folder link: <http://bit.ly/3lnVgzC>

QR Code can also be scanned from here:



British Sign Language video is available here: [BSL - Leaflet - Parental Employability and Financial Support Campaign - YouTube](#)



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Lastly, you may have heard from your young person following our Assemblies or on our social media that we plan to have a 'dress down' day tomorrow **Friday 24<sup>th</sup> February**, and to wear **red** to show our support for Turkey/Syria following the devastating recent earthquakes. We would ask that football strips/colours are not worn for this day.

Donations are being collected in Clan and funds raised will go directly to the DEC Appeal. We suggest a £1 donation where possible, but any donation is welcomed.



Wear Red for  
DEC Appeal  
Friday 24<sup>th</sup>  
February

- Bring a pound (£1) or as much as you can.
- Dress in red or wear an item of red.
- All money raised will go to the DEC Appeal.

**Portlethen Academy**  
Learn and Improve. Get Involved. Think of the Consequences. Respect All.

Many thanks for your continued support.

Yours sincerely,

*B. Drennan*

**Barry Drennan**  
Head Teacher

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