FROM MOMENT TO MOVEMENT

The Great Get Together is at the heart of The Jo Cox Foundation’s vision for a nation of strong compassionate communities in a country which is both proud of its diversity and celebrates the things we have in common. It takes place every year on the weekend of Jo Cox’s birthday in June and grew out of an outpouring of goodwill that followed her murder in 2016.

Great Get Together events are as diverse as the people who make them happen. There is no ‘one size fits all’. Anyone can take part and events can be large or small, based around food, sport, music or anything else, with people you know or those you don’t.

This was the third year for The Great Get Together and it signalled an important shift from an annual event to a year-round movement powered by thousands of community champions nationwide who believe - as Jo did - that we have more in common than that which divides us.

This nationwide community of groups and individuals are forging meaningful connections through The Great Get Together as a vehicle to tackle local issues from knife-crime, to loneliness, to inter-faith projects.
Participation more than doubled in 2019 with an estimated 720,000 people taking part in more than 11,000 events.

Celebrations took place in every corner of the country, stretching from Orkney to Jersey and from Lowestoft to Derry.

Regional campaign launch events helped inspire more get togethers across England, Scotland, Wales, and Northern Ireland.
Even at the best of times the country can feel divided and disconnected. A recent survey conducted by The Mirror found that 81% of Britons felt the country was divided.

The Great Get Together is a chance to bring communities together and celebrate all that we have in common. This year, the campaign encouraged thousands of people to put their differences aside and celebrate all that they have in common in a national moment of unity.

From everything you tell us, we know that The Great Get Together can make a huge difference to communities and help people feel a real sense of belonging:

- 71% of those surveyed said The Great Get Together helped unite their community
- 51% of attendees said that they met someone new
- 71% told us that The Great Get Together helped them feel less lonely
- 66% felt more hopeful about the future
A NATIONWIDE COMMUNITY

The Great Get Together is powered by thousands of volunteers representing every region of the country. Every year, more people step up to bring their communities together.

One quarter of Great Get Together attendees said they felt inspired to host their own event. More than three quarters of Great Get Together organisers told us they plan to do so again.

This year, we focused on empowering these amazing individuals as part of our nationwide More in Common community. We provided more training and event support than ever before:

Organiser Training Day
More than 60 of our most engaged organisers were invited from every corner of the country to a full day of learning and knowledge-sharing at Facebook’s headquarters. Attendees shared best practices, learned how to host more impactful events, and received coaching on how to tell their personal stories.

Event Packs
Our free event packs - which include bunting, invitations and posters - are the most requested resource and this year we produced 1,600: doubling the previous year’s amount.

Toolkits
We also created an in-depth Organiser Toolkit that provides guidance on increasing the diversity of events and creating experiences that build bridges across communities.
The Great Get Together brings together a diverse array of partners to deliver our ‘more in common’ message to new communities. This year, we developed bespoke partnerships with more than thirty organisations.

**Breaking Boundaries, a Youth Sport Trust initiative**

Breaking Boundaries empowers youth organisers to unite their communities through cricket. With cricket World Cup games happening over the Great Get Together weekend, we came up with the idea of hosting “Tea20” events and helped Breaking Boundaries organisers to build bridges in their communities.

**The WI**

The WI collaborated with us on a digital toolkit that helped their membership get involved in The Great Get Together on a national scale. The toolkit included custom crafts like gingham brooches and an original cookie recipe.

**The Royal British Legion**

The Great Get Together is a vehicle that can be used to tackle a range of issues, and the RBL felt it was ideal to help their membership combat loneliness and reach out beyond their own communities. We produced co-branded event toolkits that included a Get Together pledge.
Britons didn’t have to attend The Great Get Together to receive our ‘more in common’ message. Traditional and digital media helped us reach even more people between the campaign launch in April through to the weekend in June:

- **33 million** unique social media users reached
- **59.4 million** impressions earned
- **636** print, online, and broadcast pieces published
- **80%** of coverage came from media outside South of the UK
- **18%** increase in social media conversation over the previous year
- **43%** increase in media coverage over the previous year

A poll conducted by Populus after the campaign weekend confirmed that our message was cutting through:

- **83%** of people said they felt positive about The Great Get Together
- **71%** said ‘it helped unite the community’

### Major Coverage

- **Join a street party this weekend for The Great Get Together**
  - The Guardian
- **Thousands across world to gather for murdered MP Jo**
  - Metro
- **London comes together in memory of Labour MP Jo Cox**
  - Evening Standard
- **Le Monde**
- **sky News**
- **Itv News**
YOUR STORIES

We are a very diverse street and it was great to sit, eat and hear each others stories. It was so great to share food and be a welcoming community.

- **Wendy from Newcastle upon Tyne**

My highlight was a neighbour in his 80s, whose wife has recently gone into a nursing home. He eventually left us after 11 pm. What a success! We have invited him to start watching our sons play football as we can collect him, provide a chair, and take him home again afterwards. All the community vowed to do more for David.

- **Fiona from Stockport**

There was genuine new conversations and communications between people divided by a river and in two very different parts of Leeds.

- **Martin from Leeds**

Ladywood has received a lot of adverse press recently, due to a horrific street murder. We countered this with a Great Get Together street party attended by over 350 multi-racial people. It was amazing to see a millionaire having a cuppa with a homeless refugee, Muslims talking with Jews, Sikhs talking with Hindus, and young talking with elderly. - **Andrew in Birmingham**

There was a real sense of people helping bring communities together. A Muslim gentleman from Eccles came after seeing it on Facebook, and brought along an Albanian family.

- **Laura in Widnes**

A young lad came in and was asked if he would like to come and join us and he declined. A little later he came back and said he had changed his mind and asked if it was too late. He sat and chatted with one of our library friends and actually needed help so we have been able to put him in touch with an organisation that can help. - **Helen from Norfolk**

Our event was in the library and we had a small group with two vulnerable people in it. One had had severe anxiety, but by the end of the session she was chatting away.

- **Seth from Lydney**
THANK YOU FOR ANOTHER GREAT GET TOGETHER

HOW YOU CAN JOIN IN:

SIGN UP ON OUR WEBSITE
You’ll find resources, guides, and more at www.greatgettogether.org

CONNECT WITH US ON SOCIAL MEDIA
@great_together
@greatgettogether
greatgettogether

MARK YOUR CALENDAR FOR OUR 2020 CELEBRATION ON JUNE 19-21