

POVERTY



WHAT IS THE URDD'S PEACE AND GOODWILL MESSAGE?

For over a century the young people of Wales have annually called on the world to act on different issues through its annual Peace and Goodwill Message.

The message is unique to Wales. It reflects the desires of the young people in our society today. It is a call to action to the world.

The message is produced and shared in a short film format, which is released to the world on the Urdd's social media channels on 15 May.

The 2025 Message:

The topic of this year's message is Poverty.

With the current child poverty crisis seen in Wales and worldwide, the Urdd and the young people of Wales have decided to concentrate on this all-important global issue.

With 1 in 3 children living in poverty in Wales, the 2025 Peace Message will clearly state the need for change in Wales and across the world.

Change and action first comes from the community by giving everyone a voice.

We call on the people in power across the world to think and consider future generations.

The message was created by members of the Urdd and students from 'Coleg y Cymoedd' from the Valleys of South Wales, with the support of Chroma, graphic designer Steff Dafydd and the charity Save the Children.

Support this powerful campaign on 15 May 2025.



HOW TO SUPPORT THE 2025 MESSAGE

Support on 15 May:

Share and support our Peace and Goodwill Message on all social media platforms on 15 May 2025, using **#Heddwch2025**

Stand with the young people of Wales by sharing words, imagery or film of support using **#Heddwch2025** and **please remember to tag us.**

How to support before 15 May:

Visit our website [here](https://www.urdd.org) where you can:

- Read and download the message in over 50 languages
- Download our [education pack](#) and organise lessons with children and young people in your school, organisation or community.

What is the Urdd?

Urdd Gobaith Cymru is Wales's largest youth organisation and has nurtured over 4 million young people since its establishment in 1922 to be proud of their country and to be open to the world.

WANT TO KNOW MORE?

Contact us –

heddwch@urdd.org

www.urdd.cymru/heddwch



Dio!ch for your support

