Welcome to our Big Brew 2020!

Join us this Fairtrade Fortnight to have fun, celebrate, and enjoy a cuppa that changes lives...

www.traidcrafutexchange.org/bigbrew

Registered charity, no. 1048752.
Welcome!

Thank you so much for joining us at our Big Brew 2020!

It’s all thanks to your amazing fundraising efforts that Traidcraft Exchange’s life-changing work with some of the world’s most vulnerable farmers and workers can continue.

Your Big Brew donations go directly towards our projects in Africa and South Asia—supporting everyone from artisan weavers in India to tea growers in Bangladesh and coffee farmers in Tanzania.

We hope you’re excited to get stuck in this year with your friends, family and community, and raise as much as you can!

In this guide, we’ve broken your event down into four easy steps to ensure your planning goes as smoothly as possible. We’ve also packed it full of fantastic fundraising ideas and top tips to make sure your Big Brew goes with a bang!

This year’s Big Brew theme is... coffee!

Coffee has been at the forefront of the Fair Trade movement ever since its early beginnings in the 1960s and 1970s. Even today, around 80% of the world’s coffee is produced by 25 million smallholder farmers. So this small but mighty bean mustn’t be underestimated—it has enormous potential to change lives across the world.

This Fairtrade Fortnight, we hope you’ll join us to learn a little more about this life-changing little bean—even if you’re more partial to a cup of tea!

Thabiti’s story

Like many smallholder farmers in Tanzania, multi-talented Thabiti grows coffee, maize, beans and bananas on his small farm.

Thabiti has a physical disability in his legs and finds walking and carrying very difficult. He recently joined a Traidcraft Exchange group to learn how to farm coffee better, and is now receiving support tailored to his disability.
Hosting

Pick a date, time and venue for your Big Brew, put up the lovely posters enclosed in this pack (or print more off from our website at www.traidcraftexchange.org/bigbrew), and invite as many people as possible!

Think about the different ways you can invite people along – through announcements at church, newsletters, assemblies, printed invitations, emails and social media.

Get in contact with local media and tell them all about your event. They love to hear what people in the community are up to – and it’s a chance to spread the word about Traidcraft Exchange’s amazing work, too! You can find a press release template on our website via the link above.

Additional materials to download...

Printable recipes, scorecards, certificates, and press release templates

Big Brew video

Let your guests see Traidcraft Exchange’s amazing work for themselves by playing our brand-new Big Brew video at your event! And why not also share it online too? Find it at www.traidcraftexchange.org/bigbrew

To be more eco-friendly, we no longer produce DVDs.
Buying and baking

Make sure you’re stocked up with delicious Fairtrade tea, coffee, sugar and biscuits from Traidcraft plc! Buy online at www.traidcraftshop.co.uk. Don’t forget that Traidcraft plc have a special offer for your Big Brew this year – see page 5 for details.

Big Brew Bake Sale

Baking is the perfect way to lure people to your Big Brew – so why not ask your friends, family and community to bring along some delicious sweet treats to sell at a bake sale? It’s a foolproof fundraising idea for a reason – everyone loves a slice of homemade cake with their Fairtrade cuppa!

Coffee Cake Off Contest

Ask your guests to prepare their favourite coffee-flavoured cakes, bakes and treats, then put together a panel of Prues and Pauls to decide which one takes the crown! You could ask competitors for a donation to take part, or sell off the remaining cake once the winner has been announced. We’re sure there’ll be a willing crowd of tasters!

Mega Mocha Muffins

Here at Traidcraft Exchange HQ, we love coffee and chocolate (the fairly traded kind, of course!)... and we can’t get enough of these muffins!

METHOD
1. Preheat the oven to 180°C/gas mark 4 and line a 12-hole muffin tin with paper muffin cases.
2. Place the butter and chocolate in a heatproof bowl and place over a pan of simmering water until melted, ensuring the bowl does not touch the water.
3. Remove the bowl from the heat and stir in the sugar, then gradually beat in the eggs. Fold in the flour until everything is smooth and combined. Half-fill each muffin case with the mixture.
4. Then make the ganache by placing the chocolate, cream and coffee in a heatproof bowl and place over the same pan of simmering water – again, ensuring the bowl does not touch the water. Once the chocolate has melted, remove from the heat, stir thoroughly and allow to cool slightly.
5. Spoon half a teaspoon of the ganache into each muffin case, then top up with the remaining muffin mixture. Bake for 20 minutes, or until springy to the touch.
6. Transfer the muffins to a wire rack, and while still hot, top each one with the remaining ganache, smoothing it with a round bladed knife.

Makes 12

MUFFIN INGREDIENTS
150g butter
150g Fairtrade granulated sugar
4 eggs
150g self-raising flour
150g Fairtrade milk chocolate, broken into pieces

GANACHE INGREDIENTS
250g Fairtrade milk chocolate, broken into pieces
100ml double cream
2 tbsp Fairtrade instant coffee

Find more delicious coffee-themed recipes online at: www.traidcraftexchange.org/bigbrew
Raising money

Beyond selling hot drinks and delicious homemade cakes, there are so many ways to make sure your Big Brew raises as much as possible for Traidcraft Exchange this year! We’ve put together a few fun fundraising ideas to get you started...

All-You-Can-Ask-For Auction!

Do you know any small business owners in your community? Most people like the chance to do a good thing, so they might be willing to donate some surplus stock, or some other special items, to auction off for charity at your Big Brew. It doesn’t hurt to ask politely – it’s all for a good cause. And it’ll be great fun for your guests to watch the auction, too!

Find the pesky pest game

You’ll find this fun guessing game in your Big Brew pack. Ask participants to pay £1 to take part and guess which square the pesky coffee beetle is hiding in. The winner takes home a small prize of your choosing!

The classics

Guess the number of sweets in the jar, tombolas and ‘name the teddy bear’ games are classic fundraising ideas for a reason – everyone loves them! Why not hold a raffle with fairly traded prizes, or play guess-the-number-of-Fairtrade-sweets in the jar? Charge £1 to take part, and the winner takes the whole jar.

‘Waste Not, Want Not’ shop

Do you have any clothes lingering unworn in your wardrobe? Old books gathering dust on your shelf? We bet your guests do, too. Ask them to bring along their unworn clothing, jewellery, and books ahead of the day, and set up a ‘Waste Not, Want Not’ shop to sell them on for a small donation. By fighting landfill waste and raising money for Traidcraft Exchange at the same time, you’ll be doing good all round.

And simplest of all...

Put your Traidcraft Exchange collection box at the entrance to your event! You could suggest a small donation amount as an entrance fee, or simply ask people to give what they can. You could even encourage your guests to bring along their spare unwanted change beforehand. Every penny counts!

Zumba-thon

After all that delicious cake, it might not be a bad idea to get moving and burn off a few calories – so why not do it for a good cause, too? Ask a local instructor to donate a class (or play an exercise video using a projector!), set up a dance floor, and charge your guests a few pounds each to take part.

The Coffee Boffin quiz

How much do you know about your daily caffeine fix? Charge your guests a small entry fee and test their knowledge of the vital brew!

Included in this pack!
Sell raffle tickets at your Big Brew!

What better way to get your guests excited than giving them the chance to win the holiday of a lifetime? Ask your guests to take part in Traidcraft Exchange’s raffle, and see if anyone you know turns out to be a lucky winner... who knows, it could even be you!

1st prize: A trip to India with Meet The People tours
2nd prize: a 2-night stay in the Lake District at Low Wood Bay Resort & Spa
3rd prize: Apple iPad

Plus the chance to win one of 4 fair trade hampers from our friends at Traidcraft plc. All our raffle prizes have been donated, which means all the money raised through ticket sales will go directly towards Traidcraft Exchange’s life-changing work to transform trade for the better.

Enclosed in your Big Brew pack you’ll find two books of raffle tickets. If you’d like to order more to sell at your event, go to www.traidcraftexchange.org/raffle or give us a call on 0191 497 6445.

Order plenty of raffle books for your Big Brew event!

Join our campaign

Your Big Brew is a great opportunity to spread the word about Traidcraft Exchange’s latest campaign and invite everyone to take action and help make a difference.

Our new campaign highlights the harm a few UK companies are causing to very poor and vulnerable people around the world. We’re calling for a new law to hold these companies to account for their actions.

> Order leaflets and campaign postcards by calling us on 0191 497 6445.
> Or go online to www.traidcraftexchange.org/against-land-grabs to take part.

Stolen land. Broken promises.

Hilary Gbah’s community has been ripped apart. Land which had been at the heart of his daily life for years was taken by a UK company to turn into a palm oil plantation.

The company promised to provide jobs, healthcare and education for the community. But those promises were broken, and instead people were left unable to grow food or make a decent living.

Land-grabs are just one way that companies trample on people's rights in pursuit of profits. That's why Traidcraft Exchange is campaigning for a new law to help stop land grabs and other human rights abuses.

“We don’t have land to live from. Life is unbearable.”
Hilary Gbah, Liberia
Celebrating

Congratulate yourself on helping to make a real difference to so many farmers, workers and artisans—who will be able to improve their family income and have better food, education, and healthcare as a result of your fundraising.

Once you’ve sent your money to Traidcraft Exchange (see below), display your thank you posters (on the reverse of your invite posters) and tell everyone about the great work you're proudly supporting.

Don’t forget to share your pictures and stories with us! We would love to hear how your event goes and feature you in our Big Brew round-ups. You can email your stories to us, send them in by post, or share them on social media using the hashtag #BigBrew.

3 ways to pay in your donations

Traidcraft Exchange relies on your kindness and generosity to continue our life-changing work. Thank you for doing something amazing and fundraising for us!

Over the phone
Give us a call on 0191 497 6445

Through the post
Fill in the form enclosed, and send with payment to Traidcraft Exchange, Turners Building, 7-15 Pink Lane, Newcastle Upon Tyne, NE1 5DW

Online
Go to www.traidcraftexchange.org/bigbrew and follow the instructions

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