We are delighted you've joined us to have fun, raise money and help the Regenerators in some of the world's poorest communities invest in a greener world for themselves and their families. **Best of all, every penny you raise between the 8th March and 7th June 2021 will be doubled thanks to the UK government!**

In this guide, we’ve broken your event down into some easy steps, and included an inspirational story about Laily, a Regenerator in Bangladesh. We'd love to offer you all the support we can – so please do feel free to call us, email us, or send us a social media message. It’s great to hear about your plans!
Spring is the perfect time to get together as a community and celebrate – whatever that looks like.

Pick a date and time for your Big Brew - Easter, and decide what kind of event you want to hold. Think about masks, social distancing, and the number of people your venue or home can host – don’t forget to check the latest guidance. If the weather permits, you might want to host your event outdoors – and maybe combine it with a tree planting!

Of course, if your event is online, you won’t face these challenges - and there are lots of ways to make your online event a huge success.

Get in contact with local media and tell them all about your event – they love to hear local stories, and you can spread the word about Traidcraft Exchange’s work too. We’ve included a sample press release here in the pack for you to use.

As ever, don’t forget to stock up on delicious fairly traded tea, coffee, sugar and biscuits from Traidcraft plc for your event! Buy online at www.traidcraftshop.co.uk. If you like, you could put together a Traidcraft plc hamper filled with delicious fair trade treats to raffle off as a competition prize! You can also sell your Traidcraft Exchange raffle tickets (enclosed) and give people the chance to win some amazing prizes!

Shufia makes sweet treats to sell in her shop in Faridpur, Bangladesh.

Baking is the perfect way to lure people to your Big Brew - Easter – so why not ask your friends, family and community to bring along some delicious sweet treats? Everyone will have improved their baking skills during lockdowns, so why not try a bake off?

If you’re hosting your event during lent, why not think about a soup lunch, or offering savoury snacks? And if it’s around Easter, what better time for a chocolate-based extravaganza?
You can't go wrong with the classics – who doesn't love a slice of homemade cake and a hot drink? Whether you hold your event as a takeaway, with people mingling outdoors, or are happy to get together inside (check the restrictions in your local area on the government website first!) everyone will be delighted to enjoy some tasty, life changing treats. You could also host a quiz using the resources enclosed, and ask people to participate in our fun game!

Y

Raising money face to face!

Here are our top tips to ensure your Big Brew – Easter raises a much as possible, so you can make the most of the UK government’s DOUBLE YOUR DONATION offer!

Crafty Croc Game
Ask participants to pay £1 to take part and guess which square the crafty croc is hiding in. The winner takes home a small prize of your choosing!

Collection Box
Display your Traidcraft Exchange UK Aid Match collection box in a prominent place and remind everyone that investing their loose change can create DOUBLE the change for families in the world’s poorest communities this year! Don’t forget that in order for donations to be doubled, they need to be paid in before 7th June 2021.

Fake or Bake
Not keen on baking? Why not hold a ‘Fake or Bake’ competition, and see who can guess which treats are homemade?

Bake Off
Charge an entry fee to enter a Bake Off competition, and ask for a small donation for the chance to vote for a particular favourite.

Plant sale
Sell seeds, cuttings and plants. Tip off green fingered friends as soon as you can, and ask contributors to attach growing & care instructions. Old plant pots can be painted and decorated too.

Included in this pack!

A FAIRER Coffee Morning
By choosing fair trade, sustainable and Organic goodies for your coffee morning, you’re doing your bit to fight for trade and environmental justice. Looking after people and planet, one sip and one bite at a time…

Celebrate

Congratulations on helping to make a real difference to so many farmers, workers and artisans – who will be able to fight the devastating impact of climate change and improve their family incomes as a result of your fundraising.

Once you’ve sent your money to Traidcraft Exchange, share your thanks with everyone who attended or helped you, and tell everyone about the great work you’re proudly supporting. Display your thank you poster somewhere prominent, or perhaps email your guests with the grand total raised and a big thank you!

You can pay in your donations online at www.traidcraft.org.uk/bigbrew, or by post using the donation form enclosed in this pack.

From Zoom quizzes to socially distanced bingo, or simply asking people to give the cost of their coffee, there are lots of easy ways to make sure your Big Brew – Easter raises as much as possible to help change lives.

You might also want to share a little about why the appeal is so important to communities across the world – and share the amazing news that all donations will be doubled between 8th March to 7th June! You’ll find posters in this pack and go to www.traidcraftexchange.org/bigbrew to find loads more resources to use including our brilliant new video.

Here are just a few ideas...

**Quizzing**

Use FaceTime or Zoom, etc to hold a virtual quiz and ask your guests to make a donation to take part.

We will be hosting three Traidcraft Exchange webinar quizzes on the 17th March, 14th April, 12th May, and we’d love you to take part! Simply sign up online or email us at fundraising@traidcraft.org to join the fun.

We will also be joint hosting a virtual Big Brew event with Traidcraft plc on the 7th April!

**Craft-ernoon**

We may not be able to meet up, but you can still bring friends and family together by hosting a ‘craft-ernoon’. Ask a talented friend or colleague to demonstrate a craft or recipe online, and ask your guests to make a donation to cook/craft along with them. Make sure you allow a few days to get any materials or ingredients they may need.

**100km in April**

We’re offering a virtual fundraising challenge – a 100km virtual walk to be completed wherever and whenever you want, throughout April. You’ll need a way of tracking your activity (e.g. an app like Strava), a Facebook account and a sturdy pair of walking boots! For more info visit www.traidcraftexchange.org/100km-in-april

Don’t forget to share your stories and help spread the word on Facebook, Twitter & Instagram! #BigBrew and #regenerators

**Tree Planting Plans**

As part of the Regenerators Appeal, we’re asking communities to get together to plant a tree and make a donation in solidarity with those suffering the worst impacts of climate change. As part of the projects funded by UK Aid Match, Traidcraft Exchange will be supporting the Regenerators to plant tree nurseries in their communities. Your donations will help to fund this amazing action! www.traidcraftexchange.org/plant-a-tree

Don’t forget to share your pictures and stories with your community, and with us! We would love to hear how your event goes, and who knows – we might even feature you in our Big Brew – Easter roundups! You can email your stories to us, send them in by post, or share them on social media using the hashtags #BigBrew and #regenerators

**Donate what you’re not spending!**

Ask people to donate a little of what they’ve saved while staying at home - the price of a coffee, cake or even perhaps a haircut!

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How your fundraising helps

The world is changing rapidly. Over the last decades millions have left extreme poverty behind for good, and now look to a brighter future full of opportunities. More people than ever before can feed their families, vaccinate their children, and send them to school. But the progress we've made is under threat.

Climate change could destroy the advances made by humanity. And it's happening fast. Sea levels are rising, forests are burning, and those who caused the least damage are paying the highest price.

Mwanaidi knows this better than anyone. Living on the coast of Tanzania, every day she lives with the devastating effect of climate change. With increasingly long seasons of drought threatening her crops, it's getting harder for Mwanaidi to make even a basic living.

In Mwanaidi’s village, no one asks if climate change is real. They ask, ‘When will the rains come?’

The climate crisis is hitting those living in poverty the hardest.

But those like Mwanaidi on the frontline have a plan. They are the Regenerators - and with your help, they can fight back against climate change.

By investing in climate smart technology, like solar panels and irrigation systems, alongside planting trees and new crops, those on the frontline of the climate crisis can take direct action to protect their homes and increase their incomes.

With new knowledge and skills, the Regenerators can reduce the impact of climate change on their land, protect the earth and earn more for the hard work they do every day - so they can invest in a brighter, greener future for generations to come.

Donate to The Regenerators Appeal between 8th March and 7th June 2021 and the UK government will double your gift to help the most vulnerable stand strong in the face of climate change.

£50 doubled to £100 could help fund a training session on growing climate resilient crops.

£25 doubled to £50 could help fund solar panels for a smallholder farmer.

£100 doubled to £200 could help plant a new tree and protect forests for generations to come.
Meet Laily. She’s lived in Rajibpur, Bangladesh all her life. Growing up, life was dictated by the seasons and rice harvests. The rains fell regularly, and the short dry season allowed the land to rest. But the certainty of her childhood is long gone. Climate change means the region’s once predictable weather is now erratic, and harvests have suffered. Increasing floods have swept away her crops and she has lost her house four times to devastating flooding. Unpredictable rains, a longer dry season and the destruction of forest mean farming in her community barely turns a profit. She worries that things are changing more rapidly than ever before, and that her three children face a future even more uncertain than her own.

“\textit{I have never seen so many floods in my life. This time the floods lasted for the longest time of all the floods we’ve had in the last 20 years and all our crops were submerged.}\”

But Laily isn’t helpless in the face of the climate crisis. She has a plan - to work with her community and take action to combat the impact of climate change. In fact, they have already begun to take small but vital steps. All they need is a helping hand to get started – though training in conservation skills, irrigation and anti-flooding techniques, and the support to come together in groups which can demand change and take collective action.

With Laily’s community has already begun - but with your support, together, we can do so much more to fight back against climate change.

“\textit{Since we live with floods, we, the people of the community, have taken various steps to prevent floods. After learning about tree plantation from this project, we are planting trees on both sides of the road so that the roads do not break up. In the dry season we, the farmers, are using generators for irrigation as it is so different than the rainy season. Many people again draw water through electric lines and cultivate different types of crops, especially paddy. In this way we try to mitigate the harmful effects of climate change.}\”

Laily is bold, resilient and innovative. She is on the frontline of the climate crisis, and with your help, she and her community can fight back against the devastating impact of climate change, and regenerate the land they depend on for the generations to come.

\textbf{Now is the time to act.}

“\textit{I think that in the next 20 years, the country’s climate change will become more severe and extreme. We are really worried about the future of our children because as it is now, they will never be able to live here. The new generation needs to be much more aware of the climate situation that we were not. We did not know about it. Our children need to take action and they need to be motivated to plant trees.}\”

Donate to the Regenerators Appeal before the 7th June 2021 and the UK government will double your donation thanks to UK Aid Match.
Donation form  Please return before 7th June 2021 to double your donation

Please donate at www.traidcraftexchange.org/bigbrew. Due to the Coronavirus pandemic, we would really appreciate if donations could be paid in online rather than by post, where possible. This is to keep our staff safe by minimising travel to our office.

Title _____  First name ___________________  Surname ___________________

Group/Church/Organisation name ____________________________________________

Address  ____________________________________________

__________________________________________  Postcode______________________

Contact telephone number ____________________________________________

Total amount raised __________________  No. of people at my event__________________

If you have any comments about the Traidcraft Big Brew please let us know - we'd love to hear from you.

Donate to the Regenerators Appeal between 8th March and 7th June 2021, and every pound you donate will be doubled by the UK government. This means we can help twice as many people in developing countries to build businesses that will enable them to leave poverty behind for good.

Here is my gift to help transform lives £ __________________

☐ I enclose a cheque/PO/CAF voucher made payable to Traidcraft Exchange or
☐ I would like to pay by  ☐ Credit/Debit Card  ☐ CAF Card  ☐ CAF Voucher

Card number:  ________________  ________________  ________________  ________________

Expiry date:  ____________  ____________  Security Code*:  ____________  * Last 3 numbers by your signature on the back of your card

Name as it appears on card:  ____________________________________________

Signature:  ____________________________________________  Date:  ____________

T: 0191 497 6445  www.traidcraftexchange.org/bigbrew

Turners Building, 7-15 Pink Lane, Newcastle Upon Tyne, NE1 5DW

Matching your donations with the UK aid

TRAI D CRAFT
Exchange

Hear about our latest breakthroughs, campaigns and how you can support our life-changing work

☐ Yes, I’d like email updates and here is my address

Email ____________________________________________

☐ Please do not contact me by post

☐ Please do not contact me by phone

You can change your mind or stop receiving information at any time, by contacting us on 0191 497 6445 or email hello@traidcraft.org You're details are safe with us.

For further details of how we use your data please visit www.traidcraftexchange.org/privacy

Sometimes groups or projects may have other needs to those shown. In such instances Traidcraft Exchange will use your support in an appropriate way to help transform lives through trade. Registered charity no 1048752.

Photos: Traidcraft Exchange/GMB Akash/Michael Goima