We're thrilled you are joining us to raise money and share our goal of ending injustice in trade. Every pound you raise at your event can make a huge difference to our work.

This guide takes you through every step to the perfect Big Brew, whether online or in person and includes more information about hosting, fundraising, food and our movement! After a difficult two years for communities across the world, Big Brew is the perfect opportunity to bring people together to find hope for the future and make a positive impact.

www.traidcrafexchange.org/bigbrew
Hosting...

Fairtrade Fortnight is a great time to get together and host a Traidcraft Exchange Big Brew – though there’s nothing stopping you holding an event at any time.

1. **Pick your date**, decide on a time and venue.

2. **Get help!** Find out what skills friends, family or colleagues have, and give them tasks they’ll enjoy.

3. **Advertise your event**: Put up posters (we’ve included one, but feel free to download some more from our website, [www.traidcraftexchange.org/bigbrew](http://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 or emails and social media.

4. **Spread the word**: 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’s work! You can use our sample press release free to download at [www.traidcraftexchange.org/bigbrew](http://www.traidcraftexchange.org/bigbrew).

5. **Celebrate**. Once you’ve sent your money to Traidcraft Exchange, display your thank you poster (find it on the back of your invite poster) and tell everyone about the great work you’ve been supporting.

Included in your Big Brew pack are:
- A3 Big Brew Invite poster (with thank you poster on reverse)
- Collection box
- Big Brew Quiz
- Big Brew Game
- Big Brew Cake Flags

You can download additional copies and extra resources at [www.traidcraftexchange.org/bigbrew](http://www.traidcraftexchange.org/bigbrew).
Collection box  Don’t forget to prominently display your collection box! The collection box in this pack is quick and easy to construct and will catch the eye of any budding supporter. Every penny dropped in this box will truly help us move towards a future where everyone gets a fair income from their work, no matter where they live. Remember to share Ali Said Katundu and Rozina Khatun’s stories so your guests know just how important their donations are.

How many sweets in the jar? This family favourite can be played by all ages, just pay £1 per turn to guess how many sweets are in the jar. You could even fill the jar with chocolate buttons, rubber bands or marbles. Closest guess wins the whole jar!

Buzzing Bees Ask participants to pay £1 each to play our Buzzing Bees game! Guess which square the Queen Bee is hiding in and win a special prize of your choosing.

Join the movement!
Hosting a Big Brew is an incredible opportunity to show your community not only how important trade justice is, but how they can make a difference! Attending a Big Brew event, donating and learning about fair trade is a fantastic start, and there are plenty more ways for your friends and family to get involved.

Business, Human Rights and Environment Act
We need a new law to hold business and the public sector to account when they fail to prevent supply chain human rights abuses and environmental harms. Your Big Brew attendees can get involved by signing our petition at https://action.traidcraft.org.uk/hold-businesses-to-account

Donating directly funds our project work!
Traidcraft Exchange currently works on development projects and with partner organisations in India, Bangladesh, Kenya, Tanzania and Senegal. By fundraising for us you create vital resources to support this project work.

Fundraising virtually
Raffle prizes to be won!
We are currently running the world’s most ethical raffle, and we would love your Big Brew to join in! 100% of each ticket price helps Traidcraft Exchange make the world fairer for everyone and starting at just £1 ticket holders have the chance to win prizes from ethical brands and companies. Tell your guests to buy tickets at traidcraftexchange.org/raffle

Donations Make sure your guests know that they can donate at www.traidcraftexchange.org/bigbrew

In 2021 our incredible Big Brew supporters proved you can host a fundraising event virtually and make a roaring success of it!

Use #BigBrew2022 to share your event with us on social media. We love to see photos from our Big Brew hosts and guests to share the joy on everyone’s smiling faces.
@traidcraftexchange on Instagram
@traidcraftexch on Twitter
@TraidcraftExchange on Facebook

In 2021 our incredible Big Brew supporters proved you can host a fundraising event virtually and make a roaring success of it!
Nothing brings people together like great food. Ensure your Big Brew is overflowing with satisfied guests by sharing fairly traded tea, coffee, biscuits and cake. By offering Traidcraft goodies at your coffee morning you can show attendees the wealth of delicious food and drink available to consume with a clear conscience, produced to a high ethical standard. You could even use Traidcraft products as prizes for the games and quiz, shop online at www.traidcraftshop.co.uk!

It is a truth universally acknowledged that a Big Brew host in possession of homemade cake, must have a successful event! And why limit yourself to cake? With sweet and savoury recipes from across the world you have plenty of choice to entice your friends and family. Find extra recipe cards online at www.traidcraftexchange.org/bigbrew

**EASY ROCKY ROAD (a no bake recipe)**

**Ingredients**

- 200g digestive biscuits
- 135g butter or margarine
- 200g dark chocolate
- 2-3 tbsp golden syrup
- 100g mini marshmallows (chopped regular marshmallows work too)
- icing sugar, to dust
- Optional (up to 100g) raisins, dried fruit, nuts, popcorn

**Method**

1. Grease and line an 18cm square brownie tin with baking paper.
2. Put biscuits in a freezer bag and bash with a rolling pin until they’re broken into small lumps. Set aside.
3. In a large saucepan melt the butter, dark chocolate and golden syrup over a gentle heat stirring constantly until there are almost no more lumps of chocolate visible, then remove from the heat. Leave to cool.
4. Take the biscuits, mini marshmallows and up to 100g of additional ingredients (dried fruit, popcorn, etc), and stir into the chocolate until everything is completely covered.
5. Tip into the baking tin, and spread it out to the corners. Chill for at least 2 hours then dust with icing sugar and cut into 12.

*Fair Trade where possible

**Why not hold your own Baking Competition?**

Everyone can whip up their favourite recipes and guest judges can pick a winner!
A li Said Katundu, a farmer from Tanzania, has been watching the weather change in his village for decades. Resilience is a necessity for farmers like Ali, who rely on weather patterns they have no control over, threatening their livelihoods.

“The main challenge we face here at the village is lack of enough food and low incomes. Both during the floods and drought there will be a lack of food.”

In spite of the risk of flooding and drought which continue to threaten his crops, when asked what he would most like to share with our supporters in the UK and for us to understand about the impact of climate change in his community, Ali described the opportunities to expand farming in his area. He told us:

“I wish there was a chance so that we can have an irrigation scheme here, because farming is the major income generator for us. So that we can at least farm for 4 months. I suggest crops like maize, sesame, cotton.”

Climate change may present obstacles, but farmers like Ali continue to see opportunities to keep working to improve the livelihoods of their families. Access to new technology and skills will allow those on the front lines of the climate crisis to not only endure the worst impacts but to thrive despite them.
Farming relies on predictable weather patterns to plant, cultivate and harvest crops, but where Rozina Khatun lives in Bangladesh, extreme events like cyclones and floods are becoming more frequent. She told us:

“We used to earn some money by selling trees. But this time 2 cyclones have destroyed all our trees. Cyclones have washed away all the fish from our pond. They have taken our house, our crops, and destroyed all the fish and roads.”

For Rozina’s family, changing weather patterns demand that they diversify their income away from agriculture, and her community has a plan to protect themselves against extreme weather in the future:

“We have 33 members in our group. As a group, we want to do something for our society. If our group savings increases, we will be able to take money from that fund and plant trees together. From our group we go from house to house to make people aware of climate change and tell them to plant trees. What we learn in our meetings also teaches the people of the village, such as planting trees, how to increase soil fertility, and what kind of crops grow in saline soils. We made everyone aware that if our environment does not survive, we will not survive.”

Supporting the formation of groups like Rozina’s which protect farmers and producers is one of many ways we help communities build resilience against climate change and receive fair incomes for their work. These are the people your fundraising supports.
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.

Please donate at www.traidcraftexchange.org/bigbrew where possible.

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

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 Your details are safe with us.

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