Have you ever thought of holding a SWISH?

A Swish makes a fantastic standalone event to go alongside your Big Brew.

It’s so simple, all you need to do is:

1) Pick a time, place and venue
2) Invite everyone to come along, and bring at least three items of pre-loved, quality clothing
3) Encourage your guests to make a small donation (say £3) for each new piece of clothing they go home with!

Holding a Swish is a delightfully simple way of fundraising, having fun and fighting fast fashion all at once.

A few helpful tips:
- Don’t forget to bring a couple of full length mirrors, clothes rails and plenty of hangers!
- Instead of asking guests for donations for each item of clothing they take home, you could charge a small entry fee.
- Selling some refreshments at your Swish can be a great way to boost your fundraising.

3 ways to pay in your donations

- **Online:** Go to transform-trade.org/big-brew and follow the instructions
- **Through the post:** Fill in the form enclosed and send a cheque or your credit card information to Transform Trade, Turners Building, 7-15 Pink Lane, Newcastle upon Tyne, NE1 5DW
- **Over the phone:** Give us a call on 0191 497 6445

This guide is packed full of fundraising tips, group activity ideas and stories from our work, to help you host an event full of fun and laughs for your community. We love that Big Brew brings people together, and everyone can learn something new – we can’t wait to hear how it goes!
How to get started!

1. Pick your date and time, and find a local venue
2. Recruit your friends - Many hands make light work, so delegate away! Everyone can share bringing the food, decorating and manning stalls.
3. Share your event - via a church noticeboard, Facebook or Whatsapp group, newsletters or emails (and anywhere else you can think of). In this pack you will find a poster you can fill out, hang up and invite everyone along!
4. Get ready - hang some decorations, bake some delicious goodies and put out our collection box
5. Let’s go! Celebrate with your friends, family and community by having a lovely cuppa, a slice of cake, and some lively conversations.

Food and Fundraising

Keeping everyone well-fed is a sure-fire way to Big Brew success!

Few people will say no to a slice of cake, but feel free to be creative – you could host later in the day and offer picnic-style food for lunch (maybe don’t eat al fresco if it is a rainy February day though)! As long as there is plenty of food and refreshment people will come.

Can you guess? Inside this pack you will find a fun and easy game which everyone can play (you pick the winning square).

Raffle Running a raffle is a great way to fundraise. People can donate prizes or you can ask local businesses – or save yourself the trouble, and let people know they can get involved in our Ethical Raffle! Prizes are from some of the best ethical businesses in the UK, tickets are £1 each and easy to buy at transform-trade.org/raffle

Quiz Transform Trade has spent more than 36 years fighting for justice in trade, and our quiz (in this pack) highlights some of the problems facing the farming, tea and fashion sectors.

We are always reinvigorated by the passion of our supporters – every year your Big Brews are a reminder that despite the huge challenges faced by people fighting for justice the world over, even something as simple as a freshly brewed coffee can make a difference. Standing together with our communities is a powerful act, a positive action we can all take to help, a little at a time.

This pack contains all the elements you will need to host your Big Brew:

• An invite poster
• A collection box
• A brand new game and quiz
• Cake flags

Digital versions of all of these pieces (and more) can be found at transform-trade.org/big-brew

Hosting online

For the last couple of years, sometimes hosting an online event has been the only option, a way to keep everyone connected in difficult circumstances.

It is wonderful to see people face to face once again, but don’t forget that you can still host online if it suits you best. If you or others in your community are most comfortable online, go ahead. You can even use an online Big Brew as an opportunity to reconnect with old friends, and invite people who live far away.

You can find some great recipes with our digital resources at transform-trade.org/big-brew

One of the best things about Big Brew is flexibility – you can host whenever best suits you.

Fairtrade Fortnight has always been a popular time for coffee mornings, and this year it is 27th Feb – 12th March 2023. Maybe it’s the galvanising energy of a fortnight when everyone is reminded of the importance of ethically produced goods (or it’s perfectly timed to when we all emerge from winter hibernation?). Nevertheless, you can host throughout the year – a Big Brew is lovely for any season!