christian aid

Join our Big Brekkie

Beat poverty over breakfast with this fundraising guide.

Across the country, thousands of people are looking forward to a Big Brekkie.

By simply buttering toast and brewing coffee, you can bring your community together to support another community to fight poverty.

This step by step guide will help you plan your event from start to finish, so your Big Brekkie can make a really big difference.

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With your support, Christian Aid can keep fighting poverty and responding to humanitarian emergencies, no matter how tough it gets. Together, our gifts, actions and prayers will help to build a fairer, more peaceful world.

Plan your Big Brekkie today and make a really big difference!

Amani with her son, Badu, in South Sudan. After fleeing war in Sudan, Amani took up support for refugees that meant she could grow and sell produce.

Paying in your donations

It's easy to pay in the money your Big Brekkie raises.

Online
Set up an online giving page or donate via our website using a credit or debit card at:

caweek.org/Donate

By post
Send a cheque made payable to Christian Aid to:

Christian Aid
35-41 Lower Marsh
London
SE1 7RL

Don't forget to enclose a note telling us who you are and that you held a Big Brekkie.

Thank you.

10 steps to a brilliant Big Brekkie

1. Gather a team and set a date

Sharing out roles and responsibilities within a team will mean everyone gets to enjoy the event. Key tasks will include publicity, setting up, food shopping, cooking, serving and packing down. Once you have your team in place, confirm a date and venue.

2. Spread the word

Warmly invite everyone in your local community to your Big Brekkie. Asking your local radio station and newspaper to promote your event will help you reach more people. If you'd like support with contacting local media outlets, email **events@christian-aid.org** and one of our team will be happy to help.

3. Plan your fundraising

Consider how you'll ask for and collect donations. Will you have an entry fee or perhaps price up a breakfast menu?

You could collect cash with a collection box or envelopes – phone **08080 005 005** to order. Or set up an online page to accept digital donations at **fundraise.christianaid.org.uk**

4. Keep your costs low

We can't reimburse you for the cost of putting on your Big Brekkie, so it's important to think about how you can keep costs low and fundraising profits high. Why not ask local supermarkets, bakers and markets if they will donate some supplies? You can also visit **caweek.org/Brekkie** to download lots of free resources.

5. Plan your menu

Think about what you can easily prepare and serve in the facilities you have. Remember to include gluten free, vegan and vegetarian options so no one's left out.

Ensure all ingredients are clearly stated so diners can identify potential allergens. List and source all the catering equipment you'll need. And finally, host a safe event by familiarising yourself with the **Food Standards Agency's** guidelines.

6. Get the grub

Make a shopping list that includes the specific quantities you require. Don't forget items such as napkins and washing up liquid. Until it's time to use it, food needs to be stored as directed, so plan your fridge/freezer/dry store needs in advance.

7. Ready, prep, cook

Take the pressure off by preparing what you can the day before. For example, pancake mix can be made ahead of time and refrigerated. Bread and pastries can be baked in advance. Prep smart and save time.

8. Sit back and relax

The big day has arrived! After all your careful planning and preparation, it's time to enjoy your Big Brekkie.

Make sure you take time to sit down, eat, socialise, and take in the event you've successfully hosted.

9. Send in your donations

Any donations made via an online page will come straight to us. If you have cash donations to send, these can be processed at a bank with a paying-in slip. Please email **IPUnit@christian-aid.org** or call **020 7523 2492** for more details.

10. Say thank you

It's important to thank everyone who supported your Big Brekkie and recognise what you've achieved together. Celebrate your fundraising total by posting it on social media, writing a piece for your local newsletter, and pinning a thank you to a community noticeboard. Please accept our heartfelt thanks too for all your hard work.

Your Big Brekkie – your way

At home

Invite your friends, family, neighbours, book group, knitting circle, choir, or other treasured network to share a Big Brekkie together. It's also a great excuse for a reunion of former colleagues or old pals.

Ideas

- Search online for easy sweet or savoury breakfast bakes that you can prepare the night before, then warm in an oven.
- Set up a smoothie station where guests can blitz fresh fruit and veg for a morning vitamin hit.
- Make your breakfast part of a weekend away.

Top tip: Encourage guests to donate what they would spend on a breakfast out.

At work

Do you rush breakfast or skip it to get to work on time? Taking 15 minutes at the start of the day to share breakfast and a chat with colleagues can feel like a real treat that brightens the day. So why not host a Big Brekkie at work?

Ideas

- With the permission of the boss, send an email invite to colleagues that holds the Big Brekkie in their calendars.
- Put up a poster the week before and warmly invite your colleagues in person.
- Ask if your employer will match whatever you raise. It doesn't hurt to ask.

Top tip: No oven? Pastries, yoghurts and fruit always make a delicious start to the day.

In church

Open your church's doors to the local community. Invite parenting groups, senior citizens, sports teams, and other church or faith groups to share a Big Brekkie with you. Make the event an expression of mission by welcoming others into your church family!

Ideas

- Team up with another church.
- Hold a Brekkie before or after your Sunday service.
- Boost your fundraising by also selling plants, books, or cakes.

Top tip: Use the church notice sheet to invite people a few weeks in advance.

Go large

Turn your Big Brekkie into a community-wide event.

If you'd like support to get your event featured in regional media, email **events@christian-aid.org** to chat with a media advisor.

Ideas

- Invite your local councillors, Mayor and political representative(s).
- Put up bunting and balloons, as well as information boards that will open conversations about poverty, injustice and the work of Christian Aid.

Top tip: Invite other groups that use your venue to join in the fun.

Promoting your Big Brekkie

Start small

Use our downloadable poster and flyer to advertise in your community. Pubs and Post Offices are perfect places for posters!

Identify local groups like the Mothers' Union, warm-space gatherings, toddler groups and Men's Sheds, and invite them to join you for breakfast.

Download resources at **caid.org.uk/Brekkie**

Go large

Be the talk of the town:

- Create a Big Brekkie Facebook event.
- Post eye-catching adverts in both print and digital communications.
- Build the excitement by sharing photos of your Big Brekkie preparations on social media.
- Write an article for your local newspaper or parish magazine.

Invite your political representative(s)

Your Big Brekkie is a great opportunity for your local political representative(s) to see for themselves what their constituency care about. Ask them to speak up for communities across the world who are living in poverty.

- Take the opportunity to have an informal and relaxed chat with your representative(s) over breakfast.
- Prepare a few questions and/or requests. Visit **caid.org.uk** and search 'MP' to discover resources that will help you feel confident to do this.
- Please tell us if your political representative(s) attends your Big Brekkie, as we'd like to thank them too.

Make it picture-perfect

Local papers and radio love a good-news story with a twist. Could you photograph a celebrity or senior clergy member at your Big Brekkie? Do you have an unusual venue, such as a bell tower? Or how about asking a youth group to craft a giant fry up or breakfast item – maybe a 6ft papier-mâché croissant? Editors will love such an attention-grabbing image!

It's difficult to get good photos inside a church, so head outside for natural light. Use the highest quality camera you can and take lots of photos so you can select the best.

Check your workplace/church policy on how to take and gain permission to use photos, particularly of under 18s.

If you need any help, get in touch at **events@christian-aid.org**

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