

BradleyLoweryFoundation ®

BREW

Includes:

Decorations

Fundraising Games

Recipes

Fundraising Guide

Placecards

**Everything you need for a
successful fundraising
event!**



FOR BRAD

FUNDRAISING PACK

Dear Bradley Lowery Foundation Supporter

Thank you so much for choosing to support The Bradley Lowery Foundation by organising a Brew for Brad coffee morning!

Your pack contains: A fundraising booklet guide, promotional posters and bunting for your event, recipe cards, table cards, a sweepstake fundraising activity and a post-event thank you poster.

Once you have decided on your event place and time, the fundraising team will provide you with loan-able official Bradley Lowery Foundation fundraising merchandise for your event.

Please let us know what you'd like for your Brew for Brad at least 1 week prior to your event.

Merchandise available includes: Table Cloths, Collection Buckets and banners.

If we have a member of staff free on the day of your event, we would love to come by to support!

After your event, please contact the fundraising team and let us know how it went! We love to see photos of our supporters and friends enjoying fundraising events. We may ask you if we can use your photos for social media posts or future event advertisement. From there we will advise you on how best to send your event's takings as a donation. This can be done either in person with cash, on the phone via card payment or by cheque.

Whatever is easiest for you!

Thank you again for supporting The Bradley Lowery Foundation by holding a Brew for Brad event! Please do not hesitate to contact The Fundraising Team with any queries or to request support with your event – we've got you! #TeamBLF

SWEEPSTAKE ANSWER - £884,550.51 donated to Childhood Cancer Awareness



BradleyLoweryFoundation®

BUNTING

FOR BRAD

BradleyLoweryFoundation®

BREW FOR BRAD



BradleyLoweryFoundation®

BREW FOR BRAD

Cut out the bunting and thread string through the marked out holes to create gorgeous themed bunting for your Brew For Brad fundraising event! Print as many of these pages as you need.

Join us for a special coffee morning in aid of The Bradley Lowery Foundation

BREW



Join us on

Date.....

Location.....

Time.....

Raising funds for children with illnesses and disabilities across the UK.

FOR BRAD

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ORGANISING YOUR BREW FOR BRAD

Follow this tick list to organise your event!



Choose a Date, Time and Location

Time your event for when people are most likely to attend. For example, at office break times, weekends or when best fits your social circle's availability.



Send your Invites

Invite all of your colleagues, friends and family.



Get Baking!

Make your favourite sweet and savoury treats or try following the enclosed recipe cards.



Hold your Coffee Morning

Brew For Brad and get fundraising with the sweepstake provided or through your own fundraising games.



Pay in your Money

Pay your raised funds to The Bradley Lowery Foundation via telephone, online or in person – it's up to you!

Top tip: Remind your attendees to bring cash rather than cards to the coffee morning to save on card/platform fees.

TOP TIPS FOR MAXIMISING FUNDRAISING



Ask guests to make a **donation upon arrival**. This can be completely voluntary.



Hold **fundraising games** like the sweepstake included, guess the weight of the cake, best baker in town competition or something completely original!



Ask your guests if anyone's workplace offers **matched funding** to contribute to the event total.



Set up an **online fundraising page** through Just Giving, in case any of your attendees do not have cash on them.



Collect prizes from organisations to offer in a raffle. The fundraising team can provide you with a **letter of authority** to request prizes.

HOW TO PROMOTE YOUR BREW FOR BRAD

Posters and flyers

Use the material inside your pack to promote your event.

www.

Search for local community groups and post about your event online.

Social Media

Search social media accounts and post about your event online.

Spread the word

Don't forget to tell EVERYONE about your event!



Top Tip: Asking your friends and family to put up the poster included in this pack at work, or on community boards in supermarkets, will help spread the word!

**£1 per
guess**

[illegible]

RECIPES FOR YOU TO TRY

Brad's B'day Cake

Ingredients for the cake:

- 200g golden caster sugar
- 200g unsalted butter
- softened plus extra for the tins
- 4 large eggs
- 200g self-raising flour
- 2 tbsp cocoa powder
- 1 tsp baking powder
- ½ tsp vanilla extract
- 2 tbsp milk

Ingredients for the butter cream:

- 100g milk chocolate
- chopped
- 200g butter
- softened
- 400g icing sugar
- 5 tbsp cocoa powder
- 2 tbsp milk



Method

Step 1 – Heat oven to 190C. Butter the base and sides of two 20cm round tins and line the bases with baking parchment.

Step 2 – In a large bowl, beat together the sugar, butter, eggs, flour, cocoa powder, baking powder, vanilla extract, milk and a pinch of salt until pale.

Step 3 – Divide the mixture between the prepared tins. Bake for 20 mins .

Step 4 – Leave to cool in the tin for 10 mins, then turn out onto a wire rack to cool completely.

Step 5 – For the buttercream, put chopped milk chocolate in a heatproof bowl and melt in the microwave, stirring every 30 secs. Leave the melted chocolate to cool for 5 mins.

Step 6 – Mash the butter and icing sugar together.

Step 7 – Sift in the cocoa powder and pour in the melted chocolate and milk. Mix until smooth.

Step 8 – Sandwich the cakes together with half of the buttercream, then spread the rest on top. Decorate with chocolate shards, if you like.



Gemma's Jam Tarts

Ingredients for the tarts:

- 175 g Block Margarine or Butter
- 65 g Caster Sugar
- 250 g Plain Flour
- 340 g Seedless Jam
- 2 tbsp milk

Step 1 – Preheat oven to 180°C. Grease a 12-cup bun tray with some butter and dust it with a little bit of flour, and set it aside.

Step 2 – In a large bowl, cream together the sugar and butter. Add the flour and mix into a dough. Transfer the dough to a floured surface and knead until smooth. Wrap the pastry in clingfilm, refrigerate for 30 minutes.

Step 3 – On a lightly floured surface, roll the dough to around 5mm thick. Using a cutter slightly larger than the hole on your bun tray, cut the pastry into circles.

Step 4 – Place each circle into your prepared bun tray, moulded to the bottom and edges of the bun tray, taking care not to trap air under the pastry.

Step 5 – Add the jam to a bowl, then add a couple of spoonfuls of hot water to the jam, and mix well. Spoon the jam into each prepared pastry cup until nearly full, but leaving a little space at the top.

Step 6 – Bake in your pre-heated oven for 15–18 minutes until the pastry edges are golden. Leave to cool completely in the tray before serving.

PLACECARDS

Cut out these placecards and use them for labeling your sweet treats or allocating a seating plan. Print as many of these pages as you need.



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Thank you so much for all of your
support and for attending our

BREW



Together,
we have raised:



for children with illnesses and
disabilities across the UK.

Thank You.



FOR BRAD

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THANK YOU FOR YOUR SUPPORT!

LOVE FROM TEAM BLF



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