

24 hour *tea &*  
**COFFEE**  
**BREAK**

Friday 29 February 2008



# OFFICIAL FUNDRAISERS' GUIDE

[www.coffeebreak.org.uk](http://www.coffeebreak.org.uk)

Supported by:



**actionaid**

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# A CUPPA CAN MAKE A WORLD OF DIFFERENCE!



By holding a fair trade tea or coffee morning on Friday 29 February 2008 you can support ActionAid's work with small-scale farmers in the developing world and take action against the global injustices that keep them poor.

Anyone can get involved and this guide is full of advice, ideas and helpful tips to help you raise the most money at your **24 HOUR TEA & COFFEE BREAK** event. Don't forget you can also access the latest fundraising resources by visiting [www.coffeebreak.org.uk](http://www.coffeebreak.org.uk)



## GREAT WAYS TO RAISE MONEY...

### ...at work

- Serve fair trade tea and coffee to friends and work colleagues in exchange for a donation - you could also sell homemade cakes and biscuits to help you raise even more.
- Sponsor your boss to man the 'tea trolley' for the day, serving you tea and snacks at your desk!
- Why not ask everyone to make a donation every time they have a cup of tea or coffee from the office kitchen. If they do this everyday for a week you can treat them to delicious Divine brownies on Friday.

### ...at school

- Organise a Mad Hatter's Tea Party, cake sale or bring and buy sale with your classmates.
- Invite parents to school for a fair trade coffee morning.
- Hold a special lesson which teaches pupils about coffee farming and fair trade. You can download our free materials at [www.coffeebreak.org.uk](http://www.coffeebreak.org.uk)

### ...at home

- Invite friends over for afternoon tea with cream scones and sandwiches or hold a dinner party using only fair trade ingredients.
- Hold a fair trade wine or tea tasting – see if people can guess which country they come from.



# DIVINE BROWNIES

If you want to give your guests an extra treat why not try this tasty recipe from Linda Collister's book **Divine Heavenly Chocolate Recipes with a Heart**.

No nuts, no coffee, nothing added to these brownies to distract from the main attraction – dark chocolate and cocoa. Take care not to overcook, brownies are meant to be gooey in the middle – it's what makes them so gorgeous to eat!

## Makes 24 Pieces

2 x 100g bars Divine dark chocolate  
100g unsalted butter, very soft  
250g caster sugar  
4 large free range eggs, beaten to mix  
1 teaspoon vanilla essence  
60g plain flour  
60g Divine cocoa powder  
20.5 x 25.5cm brownie tin or baking tin greased and baselined

Published by: Absolute Press [www.divinechocolate.com](http://www.divinechocolate.com)



Heat the oven to 180C/350F/Gas 4.

Break up the dark chocolate. Put into a heatproof bowl and melt gently over hot water.

Remove the bowl from the heat and leave to cool until needed. Put the butter and sugar into the bowl of a food mixer and beat until fluffy. Gradually beat in the eggs, beating well after each addition. Beat in the vanilla essence. Spoon the cooled melted chocolate onto the mixture then mix in thoroughly. Sift the flour and cocoa onto the mixture and gently stir in. When completely combined spoon the mixture into the prepared tin and spread evenly.

Bake in the heated oven for about 20 minutes until firm to the touch but still a bit fudgy – the chocolate will continue to cook slightly for a few minutes after coming out of the oven. Remove the tin from the oven and set on a wire cooling rack. Leave to cool completely before cutting into pieces. Delicious eaten warm with ice-cream.

Store in an airtight container and eat within 4 days.



*Photo credit: Lisa Barber*

*Divine*  
CHOCOLATE

## ...anywhere

- Fancy a challenge? Ask people to sponsor you to give up coffee, tea or chocolate for the whole of Fairtrade Fortnight (25th February – 9th March).
- Invite people to a coffee morning. It's the perfect excuse for a catch-up with friends and a great way to meet new people.
- Organise a raffle, cake sale or download our tea and coffee quiz at [www.coffeebreak.org.uk](http://www.coffeebreak.org.uk)

## ...do something extreme

Whether you want to hold a tea party at the bottom of a swimming pool, have a cuppa whilst jumping out of a plane or drink cappuccino on Mount Everest, **24 Hour Tea & Coffee Break** is the perfect excuse. You can even raise money online by setting up your own personal fundraising web page at [www.myactionaid.org.uk](http://www.myactionaid.org.uk)

**FOR MORE GREAT WAYS TO FUNDRAISE  
VISIT [WWW.COFFEEBREAK.ORG.UK](http://WWW.COFFEEBREAK.ORG.UK)**



# HOW YOUR MONEY HELPS!

The way we work is different. This means we do more with every pound, every minute, and every ounce of passion you give us. By holding an event for **24 HOUR TEA & COFFEE BREAK** this February, you are helping people to end their own poverty. This gets the job done faster, more effectively and in a way that will last.



Here are just a few ways that the money you raise will help our work with small scale farmers around the world.

**£4** could buy disease resistant seedlings for a farm in Ghana.

**£29** could provide local women in Guatemala with seeds, tools and training needed to run a community garden and grow vegetables to eat and sell.

**£60** could cover the costs of a special drip kit, which a family of orphans in Zimbabwe can use to irrigate their food crops.

**£153** could help a community in Malawi build their own seed bank, so they can store seeds to use during poor harvests.

ActionAid works directly with millions of poor people around the world. Every day we're helping them change their own lives for the better, for good. Thank you for being a part of it.

João Dos Santos Sousa is a family farmer in Minas Gerais State, Brazil. Ten years ago he worked for a landowner who only paid him a small percentage of the coffee he grew which was barely enough to help him feed his wife and children. With the help of ActionAid and our local partner organisation (CTA) he has secured his own land and is part of a community farming programme that helps him grow everything he needs without the use of expensive fertilizers and machinery.

'Some farmers use lots of pesticides and chemicals, but they are very expensive and pollute the local water. Everything we produce is organic and we are healthy and happy. The biggest benefit of farming like we do is that we don't rely on external purchasing, which means we have no outgoing costs and are completely self sufficient.'

João has also joined with the other local farmers to supply organic fair trade coffee to a cooperative in the south of Brazil. He now receives almost double the amount of money for a 60kg bag than when he sold to coffee middlemen.



# HELP US TARGET POVERTY

Many people around the world producing goods for UK supermarkets endure poverty and exploitation. Women making clothes in Bangladesh earn as little as 5p per hour – not enough to feed themselves and their families. With your help, we can change this. ActionAid's Who Pays? campaign highlights the real price paid by overseas workers for the cheap goods in our supermarkets.



Who Pays? is not about boycotting supermarkets. Instead we have the opportunity to make a real difference later this spring when a Government inquiry could announce changes to make supermarkets clean up their act – but we have to show that enough people care.

We need your help in getting as many people as possible to sign up to our campaign and pledge your loyalty to workers and their families. You can help by following three simple steps:

- Complete the enclosed response card and return it to us at the Freepost address – you can keep the plastic card as a reminder of your pledge.
- Get everyone at your event to do the same (use the resource order form to order enough cards for everyone attending).
- Order a Free DVD that introduces our campaign and show it at your event.

**who** pays?

## HOW TO GET MEDIA COVERAGE

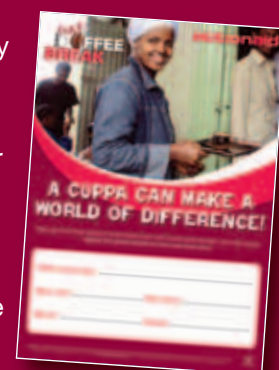
- Fill in the template press release with details of your event.
- If you are a member of a trade union, club, church or community group, see if they have a newsletter or magazine which could help promote your event.
- Call your local paper/TV/radio station at least three weeks before the event. The numbers will be in the phone book or on the internet. Ask to speak to a reporter that covers your town. Explain who you are and what you are doing e.g. 'I'm Jenny Jones, an ActionAid supporter from Anytown, and I'm putting on a giant tea party to raise money for those poor farmers in the developing world that don't get the breaks they deserve.'
- Offer to email them the press release and ask them if they would like to send a photographer. Remember, the more unique your event, the more likely they will come.
- Two or three days before the event call the journalist to remind them it is taking place.
- After the event call the journalist up and let them know how the event went, how many people attended and how much money was raised. Have some digital pictures ready to email them, in case they couldn't send a photographer along.

## PUBLICISE WHAT YOU ARE UP TO

Promoting your event is a great way to increase the number of people who attend and raise awareness of those farmers in the developing world that don't get the breaks they deserve.

Here is a quick guide to promoting your event to the general public:

- Complete the event poster in this pack and display it in your local area. You can download more posters from our website [www.coffeebreak.org.uk](http://www.coffeebreak.org.uk) or photocopy the one you have!
- Tell everyone you know about your event. The more people that know, the more money you will raise.
- Make your event really stand out by ordering our 24 Hour Tea & Coffee Break t-shirts and mugs using the resource order form in this pack or in our online shop.
- We'd also love to see how your event went so don't forget to take plenty of photos.





# HOW TO WRITE A PRESS RELEASE



## Press Release (INSERT DATE)

**Local group wants to give poor farmers a break for ActionAid's Tea and Coffee Break 2008**

<INSERT NAME e.g. First Steps Toddler Group>, from <INSERT TOWN e.g. Anytown> is hosting an ActionAid Tea and Coffee Break to raise a bean for farmers in the developing world who don't get the breaks they deserve. First Steps will be boiling the kettle from <INSERT TIME, DATE and VENUE e.g. 10am on Friday 10 March at Anytown Hall>.

**A packet of 80 tea bags costs about £1.70, yet an Indian farmer only earns 15p.**

ActionAid's 24-hour Tea and Coffee Break encourages people to take time out to enjoy a fair trade cuppa at work, at home or wherever the nearest kettle is. Money raised is then used by ActionAid to help transform the lives of farmers in the developing world.

Event organiser, <INSERT NAME e.g. Sandra Smith, 40, of Lansdowne Road>, said:

'We're hoping that throughout the day friends, families and colleagues alike will join us over a cup of coffee and some tasty chocolate goodies. So if you don't like the bitter taste of poverty, but love a good cup of coffee, then join in on the fun and help us fight for a fairer world.'

ActionAid's Marketing and Events Officer, Andy John, said:

'We wish our coffee drinkers the best of luck. Our aim is not only to fundraise but to emphasise how global trade rules are actually increasing poverty, harming livelihoods and undermining the rights of poor communities.'

## ENDS

### Notes to Editor:

- <INSERT YOUR NAME AND CONTACT DETAILS>
- ActionAid's 24 Hour Tea & Coffee Break takes place on Friday 29 February 2008.
- ActionAid works in Africa, Asia and the Americas to fight global poverty and tackle the injustice and inequality that cause it.
- Further information on ActionAid can be obtained by calling the ActionAid Press Office on 020 7561 7646



## PAYING IN THE MONEY YOU RAISE

Every penny raised through events like yours will be used by ActionAid to help transform the lives of small-scale farmers and fight against the global injustices that keep them poor. By sending us the money you raise with the payment form (enclosed) you can ensure it will be put to use immediately. If you have lost your form or require another, call us on 01460 238 047 and one will be sent to you.

### Post

Please make all cheques payable to 'ActionAid' and address them to: **24 Hour Tea & Coffee Break, ActionAid, Freepost (BS4868), CHARD, Somerset, TA20 1BR.**

### Online

Log on to [www.coffeebreak.org.uk/donate](http://www.coffeebreak.org.uk/donate) and you can pay in any funds you have raised, or make a donation using your credit or debit card.

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