



Join in our **Big Brekkie**



**Your guide to transforming
lives over breakfast**

Across the country, thousands of people are looking forward to a **Big Brekkie**. Thank you for making it happen!

By doing simple things like buttering toast and making coffee, you're bringing people together to help fight poverty.

Big Brekkie is better together - so we've created this step-by-step guide to help you plan your event and get others involved.

Contents

Steps to make your **Big Brekkie**
Page 3

Your **Big Brekkie**, your way
Page 4

Spreading the word
Page 6



Christian Aid is determined to change the world through our **gifts, prayers** and **actions**.

Inspired by our Christian faith, we're a global movement of people committed to challenging the root causes of poverty.

By gathering around a table to build a fairer world, your Big Brekkie is an important part of that mission. Thank you.



Paying in your donations

It's easy to pay in the money you've raised from **Big Brekkie**:

Online

You can set up an online Giving Page or pay on our website using a credit or debit card:

christianaid.org.uk/give/ways-to-donate

By post

You can send us a cheque to our Head Office in London:

Christian Aid
35-41 Lower Marsh
London
SE1 7RL

020 7523 2492

Steps to make your Big Brekkie, 10/10

1. Gather your team & set a date

The best way to ensure everyone gets to enjoy the day is to get a team together to share out the roles and responsibilities.

One person could take care of the shopping, another publicity, whilst someone else is head chef and another helps to serve food or clear up.

Once you have your team, lock in a date and book a venue.

2. Tell the world

Invite your local community and make everyone feel welcome.

You could also ask your local radio station or newspaper to cover or promote the event. If you are not sure how to capture the attention of local media, please contact events@christian-aid.org and we can put you in touch with our media advisor and local church engagement fundraising officer to help establish those connections.

3. Set up your fundraiser

Consider the most effective way to encourage donations. Will you make a suggested entry fee or charge for extras to your breakfast?

Consider the best way to capture your donations. You could order envelopes or a collection box for cash donations via our suppliers on **08080 005 005** and set up an online page so that donors can support digitally.

4. Gather your resources

Make use of the free downloadable resources on our website.

Christian Aid is unable to reimburse the cost of additional items bought. As such, always go for the most cost-effective option. Think about what it is already at your disposal and ask local supermarkets, bakers, and markets if they would be willing to donate items to reduce cost.

5. Plan the menu

It's important to plan the menu so you can enjoy the day and stay calm. Secure the right utensils and prep some alternative options for gluten free, vegan and veggie to make your breakfast as inclusive as possible.

Make sure for allergen purposes that ingredients are clearly outlined. For advice on keeping your event hygienic and safe, see **The Food Standards Agency Guidelines**.

6. Get the grub

Make sure your shopping list is complete before you head out to the shops. Think about the little added extras such as tea bags, napkins and washing up liquid.

Once you have your food, remember to store it properly in the fridge or a cool dry place depending on the label.

7. Ready, prep, cook

To help things go as smoothly as possible and take the pressure off, have a think about anything that can be prepped the night before. For example, pancake mix can be made ahead of time and refrigerated, fresh fruit can be cut and chilled, while items like breakfast buns can be baked in advance.

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, socialise, have your breakfast, and take in the event you have managed to successfully host.

9. Send in your donations

Any donations made via an online page will come straight to us. If you have cash donations to send in, this can be processed at the bank via a paying in slip. Please contact:

IPUnit@christian-aid.org

or call **020 7523 2492** for more details.

10. Thank you

It's important to thank everyone after the **Big Brekkie** and celebrate what you have achieved together. Why not share your total on social media, via email, newsletter or poster on a noticeboard. Arrange a final announcement at church or at the next council meeting.



Your Big Brekkie, your way

At home

Invite friends, neighbours, family or a small church group – or make it an excuse to catch up with people you haven't seen in a while.

At work

How often do you rush breakfast or skip it altogether to make it 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 and brighten your day. So why not host a **Big Brekkie** at work?

Ideas

- Search online for sweet or savoury breakfast bakes that you can prepare the night before, then pop in the oven!
- Get out the blender and set up a smoothie station.
- Make your Brekkie part of a weekend away.

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

Ideas

- Ask the boss, and then send out an email invitation to your colleagues.
- Put up a poster a week ahead and invite your colleagues in person.
- Would your company offer to match whatever you raise? It doesn't hurt to ask.

Top tip: No oven? Pastries, yoghurts and fruit are always good.

In church

Open your doors to the community around the church. Invite mums' groups, senior groups, sports teams or other church or faith groups. 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.
- Try a mid-week prayer Brekkie and enhance your church programme at the same time.
- Boost your donations with some extra stalls selling plants, books, or cakes.

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

Go big

Turn your **Big Brekkie** into a larger event by expanding your promotion.

If you would like support in having your event featured across regional media, please contact:

events@christian-aid.org
and you will be connected to our media advisor.

Ideas

- Invite your local councillors, mayor or MP.
- Put up posters, bunting and balloons.

Top tip: Do other groups use the same building?



Start small

Use our downloadable poster and flyer to advertise the event in your community, perhaps at the post office or in the local pub?

Find local groups like the mothers' union, warm space gatherings, toddler groups and men's breakfasts, and invite them to join in.

Download resources:

[christianaid.org.uk/
get-involved/fundraising/
big-brekkie](https://christianaid.org.uk/get-involved/fundraising/big-brekkie)



Go big

Be the talk of the town:

- Create a **Big Brekkie** Facebook event and invite friends and family.
- Get people talking at work or church – use newsletters, emails and service sheets.
- Build the excitement – share pictures of your **Big Brekkie** preparations on X (formerly Twitter) or Instagram.
- Write an article for the local newspaper or parish magazine.

Invite your local MP

If you invite your MP to your **Big Brekkie**, they can see for themselves what people in their constituency care about. It can only encourage them to speak up for communities around the world.

Ideas

- Enjoy having the opportunity to have a casual chat with your MP in a relaxed environment over breakfast!
- Have a few questions prepared before your MP arrives: it always helps to feel confident in what you ask.
- Please email us if your MP comes to your **Big Brekkie**: we'd love to thank them too!

Say 'cheese'

Local papers and radio love a good news story. Could you take photos of a celebrity or your bishop at your **Big Brekkie**? Do you have an unusual **Big Brekkie** venue, like a bell tower? Or how about asking your local school or youth group to make a giant breakfast out of paper to snap an attention-grabbing photo?

It's hard to get good photos in a church interior, so head outside and use the natural light! Use the best camera you can and take lots of photos! Digital cameras make it easy to choose the best.

Check your workplace or church policy on permission to use photos, particularly of under 18s.

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



Top Tip: Why not invite your local mayor or councillors as well?



Registered with
**FUNDRAISING
REGULATOR**