We all know someone mad for baking, don’t we? So whether you’re bonkers for brownies or crackers for cupcakes, you’ll love our Brew and Bake fundraiser.

**Help us show love knows no distance this autumn.**

Across the UK, ordinary neighbours like you have come together during the coronavirus pandemic to do extraordinary things for the most vulnerable in society. Your Brew and Bake event will help us continue to support communities facing crisis around the world.

You can hold an in-person or virtual bake off, and we have lots of ideas and resources to help you add value to your event, whatever you choose to do.
How to hold your Brew and Bake

Choose a theme for your baking event

Coffee and chocolate link well into our stories this autumn of coffee and cocoa farming in Nicaragua, but you can choose anything you like for your event theme. How about picking an autumn ingredient, eg, apples or plums, or a book, colour, film or person as inspiration?

Decide on the rules

You could set a recipe and ask the judges to choose the best tasting cake, or pick a theme and let people’s imagination and creativity run free. You could have a timed event or categories for different types of bakes, eg, biscuits, cakes or pies, or a brownie baking event. We have some great recipe cards if you need some inspiration, our brownie recipe is perfect for personalising. You can find our recipe cards at caid.org.uk/brewandbake

Choose a date, time and venue

Make sure the date and time works for you and doesn't clash with any local events or pre-planned activities. Check your venue for availability.

Select your judges

Three is a great number, but if you are expecting fewer than five cakes, one judge is fine. Up to ten cakes works well with two judges. It’s great if your judges have some baking knowledge and experience, and it’s an excellent opportunity to engage your church, local mayor or councillor, or someone important in your community. This will help you with publicity too. You will need to set some criteria for judging, such as presentation, smell, taste, texture and creativity, and let participants know what you’re judging them on.

Find your bakers

Reach out to your networks and beyond. You could recruit participants through your church communications, or ask friends, family, co-workers and neighbours by phone, email or social media. Setting up the event on Facebook will make it easy to share and allow contacts to forward it to their own networks. You could also place an announcement on a local community, office or school noticeboard asking participants to join. You could ask for a suggested donation for entry to the bake off.

Invite people

Not everyone will want to enter the competition, but many will want to come along. You could raise extra funds by asking for a donation on the door. You could provide a hot drink and a set number of tickets to be handed over for sampling cakes. Your attendees could vote for the people’s favourite cake or you could simply sell slices of cake.

Award your prizes

You may award a single prize or multiple prizes or award different categories of bake. Perhaps you could have a children’s section or a prize for the funniest cake? Either way, make a show of the finale, take plenty of pictures and invest in good prizes as an incentive for people to join. You could have cash prizes or vouchers, as many local businesses will donate for charity events, or you could ask friends or family to help.
Holding a virtual Brew and Bake

You can run a brilliant Brew and Bake event virtually with just a few adjustments!

Choose your theme, decide on the rules and choose a time and date, using the tips on the previous page.

Set up a JustGiving page at justgiving.com/campaign/autumn2020 for your Brew and Bake and ask participants to donate for entry.

Choose a platform with video, such as Skype, Zoom, Facebook Live or WhatsApp, on which to host your event.

Run it your way! There are lots of options available. You could agree a start and finish time and have a live bake off. You could make it interactive, by asking the bakers to take photos or videos as they go along in a group chat. You could share pictures and videos as part of your virtual event, give each baker a presentation slot, and have some fun upselling your home bake. You could also simply set a baking challenge, then ask people to join you on Zoom to share a brew and show off their finished product.

Select a judge. This could be you or someone else – perhaps a non-baking friend? Set your judging criteria in advance so your bakers know what they will be judged on. Sadly, you can’t taste or smell over the internet, but you can have fun judging on:

- Presentation: Does the cake look good; is it burnt, undercooked well risen, flat? Has the baker got some flair or skill?
- Creativity: Is the cake imaginative, funny or daring? Does it use an unusual ingredient? Is it an interesting shape or design?
- Other criteria: Why not have people dress up to match your theme or award points for outstanding photography?

Award your prizes! If you’re holding the event virtually, it works well if your prizes can be sent electronically, eg, gift e-cards or event tickets. You could also make fun certificates for the winners in each category.

Add your extras!

The best events always have some extras! Remember, you can simplify and modify your event to fit your circumstances, but here are some examples of additional activities you can use to raise money:

- Add a Brew and Bake or cake sale after your church service.
- Hold a raffle or tombola, sell crafts, plants, books or preserves.
- Ask a local business if they would like to attend and bring products to sell, in return for donating a small percentage.
- Run a game, such as guess how many coffee beans in the jar.
- Set up children’s games or face painting.
- Ask people to bring and share their favourite recipes.
Keeping safe at your event

It is very unlikely that you can catch coronavirus from food, but you should be aware of how to mitigate risk by maintaining good hygiene practice in food preparation and handling areas.

- When preparing, serving or handling food, it is especially important to maintain hand hygiene by washing hands for at least 20 seconds to reduce the risk of illness.
- Make sure hand sanitiser is available in multiple locations, with signs on safe hygiene and markers to maintain social distancing in areas where queues may form. An example can be found here. Ensure that you maintain social distancing when serving, collecting or delivering food.
- Think about ways you could mitigate risk. For example, pre-wrap food, slice cakes in advance or portion food. Make sure cutlery and plates are only touched by the individuals eating with them.
- You can find helpful information about coronavirus and food here and general information on food hygiene here.

Paying in

All gifts given through JustGiving come directly to us, so you don't need to do anything. If you are a church or Christian Aid group, include your OR reference or group name on your page.

You can send a cheque to Christian Aid, 35-41 Lower Marsh, London SE1 7RL.
Don’t forget to collect Gift Aid using our donation form, which can be found at caid.org.uk/sponsor
Give via our website caid.org.uk/payin or call 020 7523 2269 to donate by phone.

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