



TIPS AND INSPIRATION FOR YOUR AFTERNOON TEA



BREAST
CANCER
NOW

HELLO

THANK YOU FOR SIGNING UP TO AFTERNOON TEA.

We're so excited to have you on board.

Every 10 minutes, someone in the UK hears the words “you have breast cancer”. Your Afternoon Tea could help us be here for them, every step of the way.

The money you raise could give someone with breast cancer much-needed reassurance on our helpline. Or information they can trust, at one of the most stressful times in their life. It could even help fund our next life-saving research breakthrough.

In here, you'll find everything you need to make your Afternoon Tea a success. So, call your friends. Plate up your scones. And let the annual cream first or jam first debate begin. Every Afternoon Tea will help us provide support for today and hope for the future.

Warmest wishes,

Ailish Ellen

Ailish and Ellen

Your Afternoon Tea team



WHAT A BREW CAN DO

£250

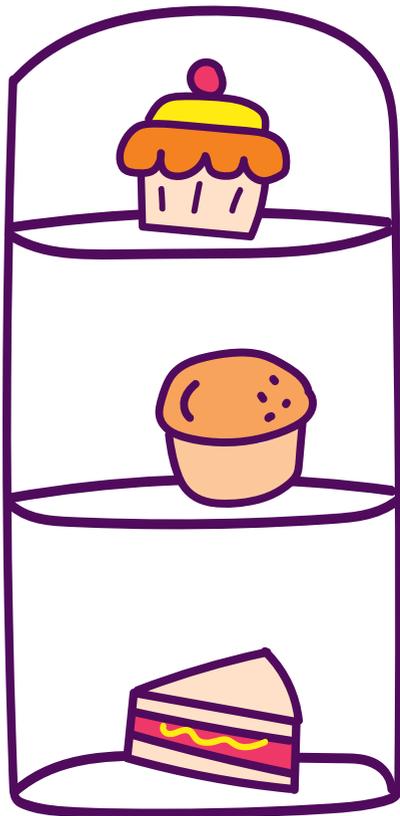
could pay for 1 day of research. That's another day closer to a world where everyone diagnosed with breast cancer lives.

£100

could pay for somebody with secondary breast cancer to attend a Living with Secondary Breast Cancer face-to-face group.

£30

could help someone speak to our specialist team through our free and confidential helpline.



YOUR AFTERNOON TEA

- ☀️ Have your tea with family, friends, neighbours or at work
- ☀️ Just serve tea and cake, or add savouries like sandwiches, samosas or sausage rolls
- ☀️ Have a small event with your closest friends in the garden, or invite everyone you know for a picnic in the park!

THERE ARE LOTS OF WAYS YOU CAN RAISE MONEY AT YOUR EVENT

- ☀️ Simply pop your donation box out with the Gift Aid form and watch it fill up with donations
- ☀️ Use the ready-made fundraising activities in your kit, including a sweepstake and “guess the weight of the cake” game. A raffle is also a firm favourite
- ☀️ Make it easy to donate by setting up a JustGiving page and sharing it before your event. People will often donate even if they can't make it

Whether you bake or buy, just give it a try. Every single Afternoon Tea could make a real difference to people affected by breast cancer.



TOP TIPS

"Make as much as possible in advance. Use recipes that can be made ahead of time and frozen. Have some boxes and wrapping ready, for people to take cakes home with them - you always make too much!"

Theresa from Londonderry



"Don't be scared to ask shops and businesses for donations. Most shops have a budget set aside to give away donations for events like these."

Joanne from Gloucester



"Just remember that your Afternoon Tea can be as big or as small as you wish."

Sandra from Lincolnshire

"Be organised and send a 'save the date' out."

Fiona from Dean



"Don't be afraid to contact the Afternoon Tea team. They're very supportive and helpful. And join the Facebook page. You'll get lots of hints, support and encouragement."

Valerie from Buckie



TOP 3 REASONS TO SET A DATE

AUGUST 2023						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
7 National Afternoon Tea week! Bank Holiday (Scotland)	8 	9 	10 	11 	12 	13 
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28 Bank Holiday	29	30	31			

1

It gives you and your guests something to look forward to – your very own countdown to cake!

2

It's in the diary so you can get excited and start planning

3

You'll feel great, and know you're doing something amazing to help people affected by breast cancer

If August doesn't work for you, don't worry. You can have your tea in July or September instead, or whenever suits you and your guests.

When you've set your date, let us know on

afternoontea@breastcancer.org

We'd love to wish you the best of luck.

YOU'RE CHANGING LIVES

Dawn was diagnosed with breast cancer in 2018, when her child Eve was just 10 years old. After using our support services, she was inspired to volunteer, and has done some incredible fundraising with her Afternoon Tea events.

"My first Afternoon Tea was only meant to be a small one, but then a friend got involved and it just snowballed. We had cakes, 3 big tables of donated raffle prizes, and a 'bling up your bra' competition. I actually got the idea for it from the Afternoon Tea Facebook group, and it went down really well.

Whatever people do, I think it's so important to support Breast Cancer Now. They're a lifeline for so many people.

Unless cancer happens to you, or someone very close to you, you can't really understand the impact it has. But I do, and it's put a real fire in my belly to keep fundraising. Not just for people with breast cancer, but also for Eve. I want to be around as long as I can for them, so I'm going to raise as much as I can for breast cancer research.

Fundraising doesn't have to be a big thing either. No matter how much or how little you raise, it all goes " towards a fantastic cause."

Dawn, Breast Cancer Now service user and volunteer



SET UP A JUSTGIVING PAGE

JustGiving is a website where you can create your own fundraising page. It's easy to set up and means your friends can donate using their debit card. The money is sent straight to us, so it's all taken care of.



NEW TO JUSTGIVING?

- 1 Go to [justgiving.com/campaign/AfternoonTea2023](https://www.justgiving.com/campaign/AfternoonTea2023) (or scan the QR code below) and click on "start fundraising".
- 2 Sign up to JustGiving by filling in a few details (it's secure and completely free).
- 3 Create your page by following the simple steps. You'll get a unique link to share so people can donate.



ALL THE EXTRAS



Did you know you can order free extra materials to help with your fantastic fundraising? We've got:

INVITES
TO SEND
TO YOUR
GUESTS

BALLOONS
AND
BUNTING
TO
DECORATE

LEAFLETS
FOR
YOUR GUESTS

FUNDRAISING
GAMES
TO HELP YOU
RAISE MORE

And much more to make your tea a success.

Go to breastcancernow.org/afternoonteaorders
(or use the QR code), add the items to your
basket and we'll post them out to you
– it's a piece of cake.



SCAN ME

HOW TO PAY IN

Here's a few easy ways to pay in your amazing fundraising!



BY CARD

Go to breastcancernow.org/afternoontepay or call **0333 20 70 300** to pay in over the phone.



SEND A CHEQUE

Make your cheque payable to “Breast Cancer Now”. Put it in the envelope in your fundraising kit, or send to Freepost AFTERNOON TEA (no other address lines required). Please mention Afternoon Tea and include your contact details, along with your paying in slip.



AT THE BANK

Take your cash and cheques along with the paying in slip from your kit to the bank (we recommend Barclays).



JUSTGIVING

If you have a JustGiving page, the money will be sent to us automatically. You don't need to do anything. Just pop us an email when you're ready for your thank you letter and certificate.

AFTER YOU'VE PAID IN

Once we've received your donations, we'll send you a certificate in the post as a thank you for all your hard work.

CHECKLIST



We've put together a handy checklist to help you plan your Afternoon Tea.

- Set a date for your Afternoon Tea
- Create a JustGiving page
justgiving.com/campaign/AfternoonTea2023
- Join the communi-tea
facebook.com/groups/afternoontebreastcancer
- Browse all things Afternoon Tea
breastcancer.org/afternoontea
- Love baking? Check out our delicious recipes online at breastcancer.org/afternoontea/recipes and start planning your scrumptious menu
- If you're collecting money on the day, don't forget to put out your Gift Aid form for your guests to fill in. We'll be able to claim an extra 25% on their donations
- Ask your employer if they offer matched funding. You could double your fundraising total!
- Don't forget to take lots of photos on the day so you have wonderful memories to look back at. You can tag us in your photos using #AfternoonTeaNow
- Send us your donations
breastcancer.org/afternoontea/pay
- Put your feet up and feel great!



THANK YOU FOR BEING AMAZING

Thanks again for planning an Afternoon Tea.
Your support is helping to change the future of
breast cancer.

We'd love to hear from you, so please keep in
touch.

Pop us an email at afternoontea@breastcancer.org
or call us on **0333 20 70 300**



Worried about breast cancer, or got a question about breast
health? Our breast care nurses are ready to listen. Call our
Helpline free on **0808 800 6000** or email
nurse@breastcancer.org



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