



Welcome to your Bake & Brew event pack
Inside, you'll find everything you need to host a brew-tiful event!

Whether it's with your friends, family, neighbours, colleagues, or your whole community, we're inviting you to bring people together for a brew, some cake, and a good time – all while raising vital funds for Phyllis Tuckwell (PT).

It's simple: all you need is a kettle, mugs for tea or coffee, some delicious cake, and great company. A brew-tiful way to make a difference.

Pick a date that works for you – morning or afternoon, it's entirely your choice – then send out your invites or spread the word.

Ask guests to make a donation to support you in putting on such a wonderful event and don't forget to ask if they can Gift Aid their donation too.

Let's make time for what's really important, because every chat, every cake slice, and every mug truly matters.







We need to raise over £30,000 every day to be able to offer our services to those who need us, and through Bake & Brew, you're helping us do this.

Just £27 could pay for an hour's care from one of our In-Patient Unit nurses, who each care for up to six patients who need symptom management or end of life care.











With your support, we can continue to provide our vital care both now and into the future.



How to host your special event:

-  Pick a time and place.
-  Decide who to invite.
-  Ensure you have enough mugs and plates.
-  Plan your cake – bake, buy, or share.
-  Be ready to collect donations – and remind people what their generous support could help pay for.
-  Consider additions to upgrade your fundraising event – host it on a special day, add a theme, put on a quiz, or challenge your guests to guess the weight of the cake?


We've got lots of resources to help support your event:

-  Posters
-  Invitations
-  Bunting
-  Cake toppers
-  Foldable tent labels
-  Collection box and Gift Aid envelopes
-  Cost examples of what each donation could help pay for
-  PT information sheet for your guests to read
-  Sweepstake
-  Recipe cards

Your ultimate Bake & Brew checklist

Let's get started... *(tick these off as you complete them)*

- Pick a time, date and place to host your event** – and don't forget to tell us too!
- Personalise your posters and invitations.**
- Spread the word and invite your guests** – remember, every mug matters, and everyone who makes a donation will help us to provide our vital care to those who need us.
- Ask for help...** do you need some help from friends/family/colleagues with baking or donating a cake?
- Download or ask our Fundraising team** to post any of the available resources.
- You might want to **share your event on social media.**
- Create your fundraising page** – see optional extras for more information.
- Consider a risk assessment of your venue.** Please contact us if you need any additional information or advice on this.








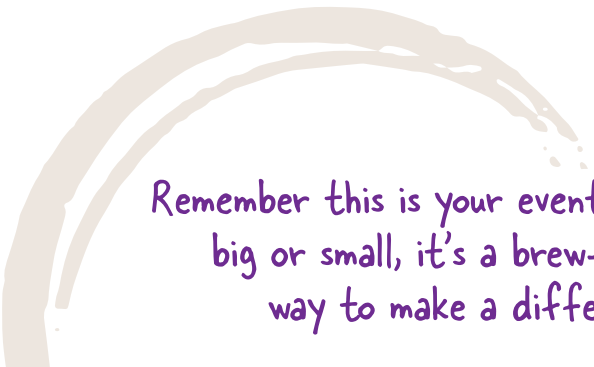
If you have any questions, or would like any resources or support with your event, please call our Community Fundraising team on 01252 729428 or email fundraising@pth.org.uk

The day of the event

- Decorate your venue, set up your cake table** - make sure you've got some spare cake labels for any extras people may bring, and prepare your mugs.
- Make sure you display any intolerances or food allergy alerts**, if required.
- Find a safe place to put your donation box and place your Gift Aid form next to it for guests to complete.**
- Display your fundraising web link or QR code** for online donations.
- Display our Phyllis Tuckwell facts poster.**
- Have a brew-illiant time!**








After the event

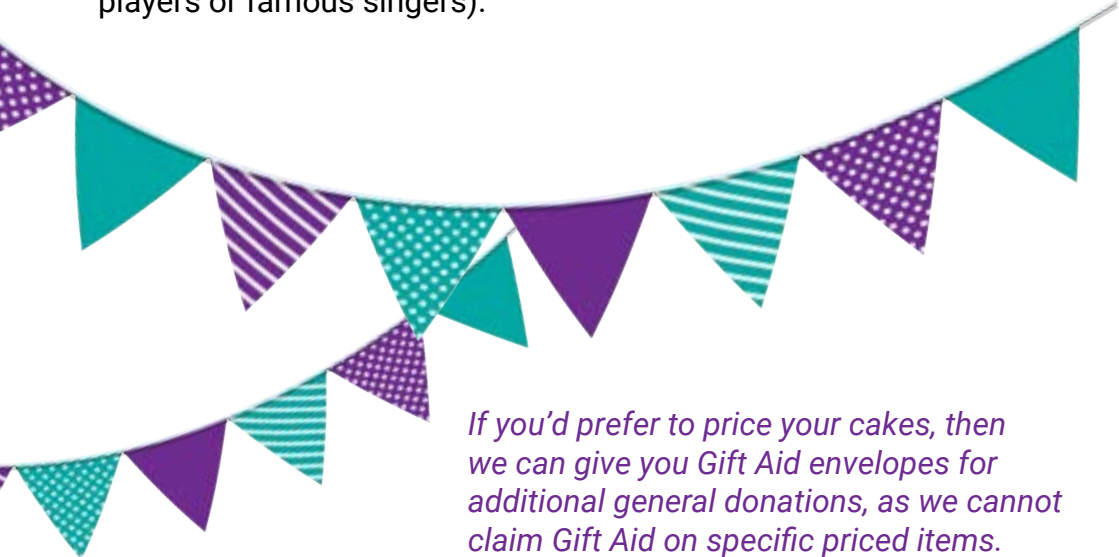
-  **Recycle, save or share your resource materials with others.**
You could invite one of your guests to host the next Bake & Brew event.
-  **Offer guests to take home any leftover cake** for a donation to Phyllis Tuckwell.
-  **Pay in your donations to Phyllis Tuckwell** – further details in this pack.
-  **We'll write to you**, to thank you for your event, confirm your grand total and send you a certificate that you can share.
-  Then, you can **thank your guests for coming** and let them know how much the event raised.



Remember this is your event and,
big or small, it's a brew-tiful
way to make a difference

Optional extra ideas for your event:

-  **Create a fundraising page** – why not join our Bake & Brew campaign page on JustGiving and set up your own fundraising page? www.justgiving.com/campaign/bake-and-brew-2026 This is a great way to help us reach our target and support fellow hosts. Your guests could donate online this way, and those who can't make it can donate too. You can share your personal link via text or email.
-  **How about creating a QR code for your fundraising page**, to make the page accessible on the day of your event?
-  **Make it a bake-off challenge!** Give guests the option to submit their bake into the bake-off, and ask guests to rate each bake, announcing the winner at the end. It's up to you if you want to supply a prize.
-  **Host the event on a special date**, make it a celebration or a party, perhaps ask guests for donations in lieu of presents.
-  **Run a sweepstake** – we can provide you with materials. Don't forget you'll need a prize for the winner.
-  **Host a tombola or raffle** – there's a letter of authorisation on the back of your welcome letter, so you can approach local organisations for prizes and validate your event's legitimacy.
-  **Add a theme** – everyone has to wear a particular colour, or dress up as a favourite activity of someone special (for example, football players or famous singers).



If you'd prefer to price your cakes, then we can give you Gift Aid envelopes for additional general donations, as we cannot claim Gift Aid on specific priced items.

Ways to pay in your donations

- 📍 **Drop off your cash donations to us:** Phyllis Tuckwell, Waverley Lane, Farnham, GU9 8BL, (Monday - Friday, 9am to 5pm).
- ☕ **Deposit your cash donations into your bank, and **post a cheque to us**** (address above) - please make cheques payable to Phyllis Tuckwell.
- 📍 **Deposit your cash donations into your bank, and **pay the money to us online by visiting pth.org.uk/support-us/donate/make-a-donation/make-a-one-off-donation****
- ☕ **Deposit your cash donations into your bank, and **pay the money to us over the phone by calling 01252 729446.****

Please don't post any cash.

When paying in your donations, please remember to include your name and your Bake & Brew event date in any reference, or add a note. This ensures that we can link your donation to you, and send you a thank you!



Remember, large or small donations, every mug matters!

Debs' story

One of our supporters, Debs, hosted a tea party to raise money for PT and in memory of her father-in-law Mick.

We chose to host a tea party because it offers a warm and inviting way to bring people together. **Sharing tea and treats is a simple yet effective way to create a relaxed and enjoyable environment where attendees can connect and contribute to a meaningful cause.** This type of event is accessible to people of all ages and allows for a variety of activities, such as baking, raffles, and socialising, making it a versatile and engaging fundraiser.

Additionally, we encouraged attendees to openly donate rather than charging for tea, coffee, or a slice of cake. This approach helped people dig deep and contribute generously, knowing that their donations would directly support the incredible work of Phyllis Tuckwell. The spirit of giving and the sense of community were truly at the heart of our event.

We chose to support Phyllis Tuckwell because of the exceptional care and support they provide to patients and their families. Mick always spoke highly of the compassionate and dedicated care he received, and we wanted to give back in his memory. Phyllis Tuckwell's commitment to improving the quality of life for those facing serious illness resonates



deeply with us, and we are honoured to contribute to their mission.

This event was also a meaningful way for Mick's grandchildren, Mia and Isla, to show their support and remember their gramps. By participating, they were able to actively contribute to a cause that was important to Mick and see firsthand the positive impact of their efforts. It was heartwarming to see the younger generation involved and understanding the importance of giving back to the community.



Our event brought together a wonderful community of friends and family in a joyful and supportive atmosphere. The combination of delicious cakes, exciting raffle prizes, and the beautiful weather created a perfect setting for everyone to enjoy themselves while supporting a great cause. The event was particularly special as it was held in memory of Mick, whose positive spirit and appreciation for the care he received from Phyllis Tuckwell inspired us all. **The success in raising £813 is a testament to the generosity and enthusiasm of all who attended, honouring Mick's legacy and supporting a charity close to his and our heart.**



Top tips from Debs for your event:

-  **Plan:** Start planning early to ensure you have enough time to organise all aspects of the event, from invitations and posters to activities. Create a detailed checklist and timeline to keep track of tasks and deadlines.
-  **Engage your community:** Involve friends, family, and local businesses to help spread the word and gather support. You'd be surprised how generous people and local businesses can be. Reach out to local shops for donations or sponsorships, and use social media to promote your event widely.
-  **Create a welcoming atmosphere:** Make sure your event space is comfortable and inviting, with plenty of seating and refreshments. Decorate the venue to reflect the theme of your event and ensure there are areas for guests to relax and socialise.
-  **Offer variety:** Include a mix of activities, such as games, raffles and entertainment, to keep guests engaged and entertained. Consider having live music, a bake sale, or craft stations to add more fun elements to your event.
-  **Raffle:** Price your tickets in accordance with your prizes and present them well. We used clear wrapping and purple ribbon to make the raffle prizes look appealing. Display the prizes prominently to attract attention and encourage ticket sales.
-  **Promote generosity:** Encourage donations by highlighting the impact of the funds raised and sharing stories of those who will benefit from the support. Use personal anecdotes and testimonials to connect emotionally with your guests and inspire them to give generously.
-  **Involve everyone:** Make sure to involve all age groups in the event. Activities that cater to children, like face painting or a small play area, can make the event family-friendly and increase participation.
-  **Follow up:** After the event, thank everyone who participated and supported your cause. Share the success of the event and how the funds raised will be used. This helps build a sense of community and encourages future participation.

Compassionate palliative and end of life care

for adult patients, families and carers
living with an advanced or terminal illness.

**As a local charity, we have to raise over £30,000
every day to provide our three key services.**

**Hospice
at Home**



In-Patient Unit



Living Well



**Your support is vital to help us continue to provide our care free of charge
for local patients, relatives and carers, as the NHS/Government
only covers around 25% of our costs.**

01252 729400 www.pth.org.uk

Phyllis Tuckwell, Waverley Lane, Farnham, Surrey GU9 8BL
Phyllis Tuckwell Memorial Hospice Ltd. Registered Number 1063033. Registered Charity Number 264501.



Registered with
**FUNDRAISING
REGULATOR**

Further information

If you'd like any further support, information or materials for your event, please contact the Community Fundraising team on **01252 729446** or email **fundraising@pth.org.uk**

We would love to support you with your event, and all of our digital resources can be sent to you in hard copies. We also have banners, collection buckets, information sheets and t-shirts that we can send you.



Phyllis[®]
Tuckwell
Hospice Care
...because every
day is precious

Good luck and
have a brew-illiant time!

February 2026

