

HOW TO MAKE A SPLASH



beat[™] **brunch**
beating eating disorders
6th - 12th October 2008

Simple steps for a fantastic beat brunch

Step One: Choose a date

Before you can begin promoting your beat brunch you need to pick a date between the 6th - 12th October to hold it on.

Make sure that the date doesn't clash with anything else such as a friend's birthday or a work event and remember the sooner a date is chosen the sooner people can book it into their diaries!

Step Two: Pick a venue

Where are you going to hold your brunch? Will it be at your house or your local church hall or even with your work colleagues at your desks? When choosing your venue you will need to consider how many people you will be inviting. If you are opening the event up to the public you probably will want to hold it in a bigger venue. You will also need to consider what facilities you need such as kitchen facilities, toilets and parking.

Step Three: Know your audience

When choosing both the date and the venue you need to consider who you will be promoting the event to. If all your friends work nine to five then you won't get much of a response if you organise your brunch for Wednesday morning!

Make sure that the people you are inviting can get to the venue, it is no good holding it in a remote town hall if none of your friends drive and there are no good public transport links.

Step Four: Plan and budget

Plan what the **beat** brunch will include, whether it will be just a sit down brunch with some close friends or if you want to include other fundraising activities such as quizzes, raffles or bring and buy sales.

Make sure that you have a timetable for when you will begin promoting it, when you will start buying all the food, and when you will have secured all the raffle prizes. Have a look at the fundraising ideas section which is full of fun ways you can get people to donate and also don't forget about the brunch recipe section which is full of great brunch suggestions.

If your budget is going to come out of the proceeds, think about how much money you are likely to raise: if you keep costs down, you'll generate a bigger donation.

Step Five: Advertise, advertise, advertise

The more people who know about your event the more people will attend and the more you will raise for **beat**! Make sure that you use the **beat** brunch posters in this pack to promote your event. There is a blank space on the poster where you can add the details about your event.

If you are holding your event at work then see if you can send round an email or put details up on your work's intranet. If it is just an event for your friends then either give them a ring or send them an email so that they all know about it.

Alternatively you might want to organise an event which is open to the public in which case put up posters in local shops, contact your local newspaper and radio station so that they can promote it. Of course, word of mouth is often the best way to promote an event so enlist help from your friends and start spreading the word!

Step Six: Know your stuff

When promoting the event and on the day itself people will want to know where their money is going so make sure that you are completely clued up on the work which **beat** does. It is really useful to have leaflets to hand - if you think you are going to need more then please contact the **beat** office.

Step Seven: The day!

The key to a successful event is to be well organised so on the day itself hopefully you should have everything you need to hand. Make sure that you know what you need to do and when you need to do it. Whether that is preparing the food or decorating the hall if you have a timetable it will make sure that nothing is over looked.

Step Eight: Thank yous

After a fantastic event it is really important that you thank everybody who decided to come along and help raise money for **beat**. It is also really important to thank people and companies who helped you, whether that is the local radio station for mentioning your brunch or a company which gave you a great discount on hiring tables.

Step Nine: Get the money to us!

Perhaps the most satisfying part of the event will be collecting, counting and sending in the money you raised for **beat**. Count up all the donations with another person who is not your relative and make a note of the total.

Please don't send cash through the post - instead you can either put the money in your account and send a cheque for the total amount or go to a post office and send beat a postal order. Please complete the form at the end of this pack and return it with your donation to: **beat**, 103 Prince of Wales Road, Norwich, NR1 1DW. All cheques should be made payable to **beat**.

Don't forget to carefully read the 'Keep it safe, keep it legal' guide in this pack to ensure that you and your event are perfectly safe!

Brunch Recipes

Below are some recipes for the brunch

Breakfast Brunch Naan

Serves 2

Cooking time: Approximately 10 minutes

Temperature: Gas Mark 6, 200C, 400F

Ingredients

- 4 lean back bacon rashers
- 2 low fat sausages
- 2 large Naan breads or 1 part cooked ciabatta, sliced in half lengthways
- 60ml (4tbsp) tomato ketchup or brown sauce
- 1 large or 2 small mushrooms, sliced
- 2 tomatoes, sliced
- 2 eggs, medium

Recipe

- Place the bread of your choice on a nonstick baking tray. Sprinkle the edges of each Naan with water before topping. Spread the ketchup or brown sauce over the bread.
- Top with remaining ingredients making a well in the centre for the egg. Crack the egg into the well.
- Place in a preheated oven and cook for approximately 10 minutes until the sausages are thoroughly cooked.
- Serve with extra tomatoes, mushrooms and baked beans.

Bacon, Gorgonzola and Apple Panini

Serves 2

Cooking Time: Approximately 5 minutes

Ingredients

- 6 rashers lean dry cured back bacon
- 1 Ciabatta loaf or 2 small Ciabatta rolls

- 50g Gorgonzola cheese
- 1 Apple
- Butter

Recipe

- Lightly grill 6 rashers lean dry cured back bacon.
- Cut 1 ciabatta loaf or 2 small in half.
- Place 50g (2oz) ripe gorgonzola cheese onto the bread.
- Lightly fry 1 apple, thinly sliced, in 12g (½oz) butter until golden brown, and place on cheese.
- Finally top with rashers of bacon, place under grill for 1-2 mins until bacon crispy and cheese slightly softened.
- Serve with a mixed leaf salad and extra fruity chutney.

Roast Tomato, Egg and Rocket Bagel

Cooking time: Approximately 45-50mins

Serves: 4 (Vegetarian)

Ingredients:

- 450g/1lb cherry tomatoes, halved
- 1 tbsp olive oil
- 4 bagels, split
- 4 large eggs
- handful of wild rocket leaves
- salt and freshly ground black pepper

Recipe:

- Preheat the oven to 150C/Fan 130C/Gas Mark 2
- Place the tomatoes cut side up on a baking tray, drizzle over the oil and season. Bake for 35-40mins or until the tomatoes have shrivelled and 'dried' a little.
- Fill a large frying pan with salted water and bring to the boil.
- Carefully crack the eggs into the simmering water then reduce the heat and cook for 3-5 mins depending how you like your eggs cooked.
- Lift the eggs from the water with a slotted spoon; drain on kitchen paper.
- Meanwhile, toast the bagels under a hot grill
- To serve, place the bagels on four plates, top each with the tomatoes, a handful of rocket and a poached egg. Serve straight away

Breakfast Sizzle

Preparation & cooking time: 20 mins

Serves 4

Ingredients:

- 45ml/ 3 tbsp olive oil
- 450g/1lb cooked new potatoes, sliced
- 4 rashers back bacon, de-rinded and sliced
- 100g/ 3½ oz mushrooms, sliced

- 175g/6oz cherry tomatoes, halved
- 4 large eggs
- salt and freshly ground black pepper

Recipe:

- Heat 1 tablespoon of the oil in a large non-stick frying pan. Add the potatoes and for 4 minutes, stirring occasionally.
- Add the bacon and mushrooms and cook over a high heat for 4-5 minutes or until golden.
- Stir in the tomatoes and cook for another minute. Season and transfer to a dish. Keep warm.
- Wipe out the pan, add the remaining oil and when hot, carefully crack in the eggs into the pan. Fry over a medium heat until cooked and to your liking.
- To serve, divide the potato and bacon mixture between four warm plates and top each with a fried egg. Serve immediately.

Springtime Scramble

Cooking Time: 10 mins
Serves 4 (Vegetarian)

Ingredients:

- 25g/1oz butter
- 4 spring onions, sliced
- 6 large eggs
- 30ml/2tbsp milk
- salt and freshly ground black pepper
- 1 (85g) pack watercress, roughly chopped
- brown toast to serve

Recipe:

- Melt the butter in a medium non-stick pan. Add the spring onions and sauté for 1 min. Beat the eggs and milk together with salt and pepper.
- Add the eggs to the pan and cook over a medium heat for 2-3mins, stirring until the eggs are almost set.
- Stir in the watercress and continue to cook until the eggs are cooked to your liking.
- Serve hot with toast.

Blueberry & Raspberry French Toast

Cooking Time: 20 mins
Serves: 2-3 (vegetarian)

Ingredients:

- 3 medium eggs
- 2 heaped tbsp sugar
- generous pinch sugar
- 1/2 tsp vanilla extract
- 200ml Breakfast Milk
- 6-8 slices stale bread

- 80g butter
- 1 tsp sunflower oil
- 1/4 tsp nutmeg
- 1/4 tsp cinnamon
- 2tbsp blueberries
- 2 tbsp raspberries

Recipe:

- Pre-heat the oven to 150C/300F/Gas mark 2.
- Place the eggs, sugar, salt, vanilla and breakfast milk into a large bowl. Whisk until blended and slightly frothy.
- Heat a non-stick frying pan and melt about half of the butter in the pan with the oil. (The oil stops the butter burning).
- Dip the slices of bread into the milk mixture until well coated and then add to the frying pan. Cook on both sides until golden and transfer onto an ovenproof plate and keep warm in the oven until the other slices are prepared. Add the remaining butter as and when required.
- Serve the French toasts topped with the blueberries and raspberries, generously dusted with icing sugar.

Greek Yoghurt, Wild Honey and Summer Fruits

Cooking Time: 10 mins

Serves: 2 (vegetarian)

Ingredients:

- 1 small tub Greek yoghurt
- 1 fresh peach
- 1/2 Ogen melon
- 2 ripe yellow plums
- 8-10 strawberries
- 2 fresh figs
- wild flower or similar honey

Recipe:

- Peel and slice the figs, stone and cut the peach into thick slices, stone and quarter the plums and place around a large plate.
- De-seed the melon, remove the outside skin and chop into bite sized squares, add to the plate together with the fresh strawberries.
- Pour a pile of the Greek yoghurt in the centre of the dish and drizzle everything with the wild flower honey.

Breakfast Fruit Kebabs

Cooking Time: 20 mins

Serves: 4 (vegetarian)

Ingredients:

- 3 bananas, cut into chunks
- 1 ripe pear cut into wedges
- 1 nectarine cut into wedges
- 8 strawberries
- 2 plums or one apple cut into wedges

- 150ml fresh orange juice
- 2 tablespoons runny honey

For the sauce:

- 400g tin of mango slices
- juice of 1/2 lemon
- 2 teaspoons runny honey

Recipe:

- Thread the fruit onto eight small wooden skewers. Warm the honey and orange juice, use to brush the fruit, then grill for 2 - 3 minutes, turning and basting halfway.
- Make the sauce by pureeing the drained mango slices, lemon and honey.
- Drizzle over the hot kebabs and serve on a large plate

Oaty Apple & Orange Squares

Preparation time: 10 minutes

Cooking time: 30 minutes

Serves: 9

Ingredients:

- 150g butter, softened
- 100g demerara sugar
- 200g rolled oats
- 6 tbsp unsweetened apple sauce
- 1 orange, grated zest only
- 100g raisins

Recipe:

- Preheat the oven to 180°C, Gas Mark 4 and grease a 20cm square cake tin.
- Cream the butter and sugar until light and fluffy, then work in the oats and add the apple sauce, orange zest and raisins.
- Tip into the prepared tin and spread evenly and bake for 25-30 minutes until golden brown.
- Cool slightly before marking into small squares.
- Leave to cool in the tin before cutting into squares. Store in an airtight tin.

Pineapple, apricot and yoghurt smoothie

Cooking Time: 15 minutes

Serves: 2

Ingredients:

- 3 fresh apricots, stoned
- 2 thick slices of fresh pineapple, trimmed and diced
- 300ml Greek yoghurt
- 1 tablespoon of good runny honey
- crushed ice (if you don't have an ice crusher, crush the ice in a tea towel with the rolling pin.)
- 1 chopped fresh apricot to serve.

Recipe:

- Whiz the pineapple in a blender with the apricots and about 1/3rd of the yoghurt.
- Once the mixture is really smooth, add the remainder of the yoghurt and whiz again for 20 seconds.
- Then pour the smoothie over two tablespoons of crushed ice into stylish tall glasses with long spoons and sprinkle with chopped apricots.

It is very important that the blades for the blender are strong enough to break up ice cubes without snapping.

**All recipes are from
www.breakfastandbrunch.com - visit their
website for even more ideas!**

Bloody Mary:

Ingredients:

- 1 oz. to 1 1/2 oz. vodka in a highball glass filled with ice.
- Fill glass with tomato juice
- 1 dash celery salt
- 1 dash ground black pepper
- 1 dash Tabasco
- 2-4 dashes of Lea & Perrin's Worcestershire Sauce
- 1/8 tsp. horseradish (pure, not creamed)
- Dash of lemon or lime juice
- Garnish with celery stalk.

Virgin Mary:

Fill a glass with ice.

Add:

- 1 tsp Horseradish
- 3 dashes Tabasco sauce
- 3 dashes of Worcestershire Sauce
- Dash of lime juice
- 3 dashes of celery salt
- 3 dashes of pepper
- 1 oz clam juice (optional)

Fill with tomato juice

Pour from one glass to another until mixed.

Garnish with lemon juice and/or lime, celery and/or cucumber

Raising money for beat!

Below are some ideas to help you raise as much money as possible for **beat** by holding a **beat** brunch!

Entrance Price

It is a good idea to charge a flat entry price to everybody attending your brunch. That way you can guarantee to raise money for **beat**. If you are recouping the cost of the event from the proceeds makes sure that each entry price covers the cost of food and includes an amount to donate to **beat**. Be careful not to charge too much though - it is no good setting a really high price if all your friends are students!

Raffle

A raffle is a great way to raise money for **beat** and also adds some excitement to the brunch. See if you can get prizes donated from friends and local businesses and that way you can raise even more money for **beat**!

Quizzes

Get your brain cells in gear and include a quiz as part of your **beat** brunch. Everybody makes a small donation to **beat** and the winner could receive a prize or even just an extra slice of cake!

Bring and Buy Sale

One person's junk is another's treasure and a bring and buy sale is a great way to de-clutter your house whilst raising money for **beat**. Brunch with friends and then a little shopping - what could be better?

Plant Sale

If you and your friends have green fingers then a plant sale might be a nice way to finish the beat brunch - don't forget that all proceeds go to beat!

Cake Sale

With all the cooking in preparation for the brunch you might have found yourself with some extra cakes and homemade biscuits - why not be sure to put them to good use and raise money for beat by selling them to your friends and family?

Keeping it safe, Keeping it legal

Fundraising is lots of fun for everybody involved, but it is essential to ensure that any activities which you may have planned are safe and legal. See if the points below apply to any event you want to organise and of course, if you have any questions please give me a ring on 01603 753 307

- If you are under 18 and planning or organising a fundraising event please make sure that your parents or guardians are aware of your plans.
- If you have, or are recovering from, an eating disorder please ensure that you do not do anything which could jeopardise your health - the wellbeing of our fundraisers is beat's primary concern!
- If you are planning on organising a fundraising event in a public place please ensure that you have permission from the appropriate organisation (police or local authority)

- Think about First Aid - it may be worth having a chat with St John's Ambulance.
- When collecting money in public you will need a licence from your local authority (details will be on their website).
- If you are collecting money in private property (i.e. supermarket or pub) you need permission from the appropriate owner or manager.
- We do not recommend that any beat fundraisers do door to door collections (which need a licence).
- All collecting tins must be properly sealed and you must have a copy of the licence on you at all times.
- Two people should count the money which has been collected (you must not be related to each other).
- If you are organising a raffle please ensure that it is part of a wider fundraising event or it is a 'private' lottery (e.g. a lottery at work and not open to the public) otherwise you may be subject to licensing laws.
- If there is going to be alcohol at your event please remember you need a licence - for further information visit www.culture.gov.uk
- If food is being supplied at an event (for sale or otherwise) make sure you adhere to food safety guidelines - more information can be obtained from your local authority environmental health department.
- Please make sure that if you are carrying money on your person please take care of your own personal safety - always use a safe route and preferably have someone you trust with you.

- If you are organising an event which involves the public you must have public liability insurance - check if your company policy covers you for such activities.

beat does not authorise fundraisers to act as agents of beat and we are not responsible for organising, supervising or hosting your fundraising activities. All activities, and participation in them, are at the organisers' and participants' own risk. We do not accept responsibility or liability for any loss or damage to property or for death or personal injury arising out of any fundraising activity relating to beat fundraising events (except death or personal injury caused by our negligence).

Please do feel free to just give me a call (01603 753 307) if you have any questions - I am more than happy to help!