

Equali-tea Fundraising Pack

Stonewall



Welcome to team Stonewall!



We'd like to say a huge thank you for signing up to host an Equali-tea. These events are a great way to generate conversations about the LGBTQ+ community, raise money, show your support and discuss ideas on how we can all work together to forward the progressive work of Stonewall, creating a world where everyone, everywhere has equal rights.

This resource pack contains everything you could need to throw a fabulous tea party, with quick and easy cake recipes, activities, decorations and conversation topics. Equali-teas can be held anywhere and with anyone, whether that be with family and friends, members of the local community, workplace colleagues or school friends — anyone who wants to come along for a chat, enjoy a cuppa and raise money for a good cause....

The important thing is to create an inclusive environment where everyone can feel safe, welcome and open to discuss and celebrate our wonderful and vibrant community.

A typical Equali-tea consists of tea and cake - but don't let our suggestions limit your creativity. If you're planning an event in the summer, why not make it a picnic in the local park (our cut out flags look great on sandwiches), if you're busy during the day why not bust out your mixology skills and host an LGBTQ+ cocktail evening and quiz night (adults only of course)? A weekend baking session with your family may be a great opportunity to introduce younger ones to the history of the LGBTQ+ community in a fun and friendly environment. The possibilities are endless.

And remember - have fun with your event. And be sure to post pics on social media and tag us so we can see all the wonderful work you're doing.



Stonewall

Equali-tea

Event

Planner



Here's our suggested step-by-step guide to follow to ensure your event runs as smoothly as possible!



Pick a date and location

Make sure you've given yourself enough time to plan the event and get as many attendees as possible. It might also be a good idea to notify your chosen venue ahead of time — they may offer further support and it's always worth asking them for a donation or help with promoting the event.

Equali-teas can take place anywhere. Cafes, workplaces, schools, living rooms, parks, universities, community centre, places of worship, etc. Have a think about the size of your event, the theme, the general atmosphere you want to create, the weather. All these factors are important when planning the venue and putting on the best event you can.



Promote the event and invite all your friends

Our resource pack comes with handy posters to display, but there are many other ways you can promote your event. Our digital resources make for great eye-catching social media posts which can be shared far and wide! Word of mouth can help promote your event so it may be a good idea to share information with family and friends, at team meetings or clubs, or via community notice boards. If you're looking at holding a smaller, more intimate event you could always create handwritten invitations for a more personal touch.

Think about how best to make your event stand out. Our posters are only guidelines so feel free to create your own vibrant and prideful adverts! Will your event have a unique selling point? Should guests bring their own cakes to enter a baking competition, or will you be providing all the snacks? Will you be charging entry to boost donations? These are all things to think about and will help ensure that your event runs as smoothly as possible.



Decorate your venue, make it look fabulous

We've provided some resources to make Equali-tea bunting but the sky is the limit when it comes to decoration. Let your imagination run wild — Pride flags are always a great idea, be sure to include a variety as they make great discussion points for your guests. You could make your own posters featuring notable LGBTQ+ icons or dates, a drag makeup station, pride themed table favours, etc.

Make sure you've printed out the quizzes, conversation starters and any other resources you want to use during your event. These are included within our resource pack. Have a think about what other activities or resources you may want and make sure these are ready for the big day.

STEP
FOUR

Bake your cakes and make your food

We've attached a selection of recipes as well as print out flags to adorn your creations. The recipes could also be sent to guests if you want to hold a baking competition and the flags would work great for a cake decorating activity.

When thinking about food options you could always hold a more adult gathering with cocktail recipes and remember to check for any allergies or dietary requirements your guests may have! Inclusivity doesn't just stop at LGBTQ+. If your event is being held outside be sure to think about how you'll transport the food.

STEP
FIVE

Have fun

Now that the big day has arrived make sure you and your guests are enjoying themselves and engaging in thoughtful conversations. Welcome guests when they arrive and keep them entertained throughout. Have a think about how much you're hoping to raise from your Equali-tea, will you charge entrance, ask guests to make donations, hold an auction or sell your delicious cakes? We've attached a few suggestions and guidance to your Equali-tea pack so be sure to check them out or come up with your own ideas!

Think about what activities you'll be hosting and when — we've included several suggestions in the pack including a quiz, conversation ideas and cake decorations.

STEP
SIX

Celebrate your success

Your event is over, and you've hopefully been left with some very happy tea party guests! Now it's time to count your cash and see how much you've raised. Don't feel disheartened if you haven't managed to raise as much as you had hoped. Your event raises more than money, it helps spread awareness and is an important factor in sharing information and acceptance of the LGBTQ+ community. The conversations you've generated are likely to stick with your guests long after they go home!

When it comes to sending your money over to us there are three ways you can do this: firstly you can pay online via our website (www.stonewall.org.uk/donate), secondly you can send a cheque directly to our address (Stonewall, 192 St John's Street, London, EC1V 4JY), finally you can pay via bank transfer. For information on how to do this, just email fundraising@stonewall.org.uk for details.

STEP
SEVEN

And finally...

Remember to thank your guests for coming and keep them updated on any future events you may be hosting!

We love to hear your feedback, so let us know how it went! If you've taken any photos, make sure you share them on social media and be sure to tag us.

Stonewall



You can
find us on:

 FACEBOOK
STONEWALLUK

 LINKEDIN
[WWW.LINKEDIN.COM/COMPANY/
STONEWALL-2](http://WWW.LINKEDIN.COM/COMPANY/STONEWALL-2)

 INSTAGRAM
STONEWALLUK

So get tagging! And finally, if you have any questions, suggestions or ideas for future fundraisers, our team would love to hear from you! Drop us an email at fundraising@stonewall.org.uk

Checklist

Plan — venue, date, theme, fundraising ideas / **Promote** — social media, word of mouth, written invites, posters, emails / **Pizzazz** — bunting, flags, flowers, glitter / **Produce** — cakes and bakes / **Partake** — the event day has arrived / **Payoff** — don't forget to donate your any money raised

Plan:

- Arrange a date for your event
- Book a venue
- Plan a theme
- Generate fundraising ideas for the day

Promote:

- Create / print out posters and flyers
- Spread the word on social media
- Write and send out invitations
- Tell all your friends and spread the word

Pizzazz:

- Decorate your chosen venue
- Use some of our bunting provided or create your own!

Produce:

- Get your bake on, and your menu ready
- Plan your guest list, talking points, quiz, games etc.

Partake:

- Enjoy the event and all the hard work you've put into it!

Payoff:

- Send your money over to Stonewall
- Congratulate yourself on a job well done!

Stonewall Equali-tea Shopping List



£50

could help us supply a grassroots sports team with rainbow laces enabling them to show that LGBTQ+ people are welcome.

£100

could help provide a travel bursary so an LGBTQ+ person can join one of Stonewall's career development programmes.

£250

could enable our trained experts to deliver an in-person Trans Allies programme to a professional organisation, giving them the knowledge, tools and confidence to champion trans inclusion at work.

£500

could support one month's worth of costs for Stonewall to meet with MPs, institutions, and other stakeholders to lobby them around crucial legislation.

£1500

could provide a contribution that helps fund vital research enabling us to demonstrate that LGBTQ+ people still need support in many areas of their lives.