Fundraising Pack
Dear Tea Party Host,

Thank you for offering to host a Salvation Army Tea Party, recognising and supporting the wonderful work we do. This is one of our newest and biggest fundraising initiatives and we hope that with the support of committed individuals like you, we can grow this event year on year.

The Salvation Army has always been associated with tea, ever since we first began in Victorian times: giving out cups of tea to the poor and destitute; producing and selling tea to raise money for our work; serving tea to service men and women close to the frontline and to people in underground air raid shelters during the Second World War.

Today The Salvation Army still uses the humble cup of tea as a simple and practical way of showing care and offering comfort to all kinds of people: in our Lifehouses for homeless people; at the scene of fires, incidents and emergencies; our care homes for older people; and in 700 churches and community centres around the UK and Ireland. A cup of tea is often the first step in transforming someone’s life.

To help you plan the perfect Tea Party, we have designed this fundraising pack that we hope will both support you in your fundraising efforts as well as inspire your guests to support our work. In this pack you will find the following:

- The Salvation Army Tea Party Campaign - Why we need your support
- Ideas for your Tea Party
- Cake Recipes for your party
- Instructions on setting up your BT MyDonate Page
- Feedback Form – Host
- Feedback Form – Guests
- What we do

We ask the following of you and your guests to make your special Tea Party a success:

- Remember to direct your guests to your BT MyDonate webpage
  You will find instructions on how to set up your page in this pack on page 7. If some of your guests want to donate a little extra at your event, please remember to enter this as an “offline donation” on your page, as we are very lucky to have BT support us by donating £1 for every £40 raised through Host pages. If you receive any cheques, please send them onto us at the address on page 3.

The Salvation Army
Fundraising Events Unit
United Kingdom Territorial Headquarters
101 Newington Causeway
London SE1 6BN
Tel: 020 7367 4810 / Fax: 020 7367 4713
Email: fr@salvationarmy.org.uk
Web: www.salvationarmy.org.uk
Registered Charity No: 214779 and in Scotland: SC009359
o **Take photographs of your Tea Party**

We would love to see photographs from your Tea Party – who will have the most unusual Tea Party? Who will opt for a vintage themed event? Who will have a simple, yet classy get together with friends? Please send us any photos of your night to use on our website and facebook page.

o **Visit the special Salvation Army Tea Party Campaign web page at:**

[www.salvationarmy.org.uk/teaparty](http://www.salvationarmy.org.uk/teaparty) where you will find information about the campaign and downloadable resources, including our Newsletter, bunting (!), a template invitation in email form for you to copy and send onto your guests. Please feel free to use these resources. We will also be updating the web page with images from your own event, so do send in your photos so we can celebrate wonderful supporters like you!

o **Tweet about the event** mentioning the fantastic Salvation Army Tea Party Campaign

o **Complete the Feedback forms enclosed in this pack.** It would be wonderful if we could hear back from you and your guests about the Salvation Army Tea Party Campaign – your thoughts and ideas are very valuable to us and we hope you and your guests will take the time to complete the forms on pages 8 & 9 and return them to us at the address below. That way we can learn about what worked and didn’t work and make the campaign even better next time!

Best wishes for your Salvation Army Tea Party and thank you for helping us change the lives of the people we help on a daily basis. We couldn’t do it without you.

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**How to get in touch with the Fundraising Events Unit:**

Please feel free to contact us with any questions regarding The Salvation Army Tea Party Campaign or with any questions about our work at:

**The Salvation Army**  
**Fundraising Events Unit**  
**101 Newington Causeway**  
**London SE1 6BN**

**Email:** aysha.awan@salvationarmy.org.uk  
**Tel:** 020 7367 4810
The Salvation Army Tea Party Campaign - Why we need your support

A loving cup of tea can express emotions so much better than words can. It connects friends, communities, loved ones and in the case of The Salvation Army, our officers, staff and volunteers with the people we help on a daily basis. We need your support to help us continue this work. We are asking our supporters to take part in the first ever Salvation Army Tea Party Campaign, by organising a Tea Party with guests donating what they can to attend. Donating is simple - set up your own BT MyDonate page and send guests the link to your page. They can donate online and RSVP at the same time!

Why not organise a vintage themed tea party with bunting! Or just have a nice cup of tea with friends to reconnect. We often forget about friends leading such busy lives - this could be your chance to reignite neglected friendships.

We are very fortunate to have the support of BT MyDonate who have offered to donate £1 for every £40 we raise through the MyDonate website. That is why we need you to set up your own fundraising page with details of your Tea Party and encourage your guests to donate to us before they come to your party, through the site. **The more you raise online, the more money BT will donate to us**

When & How?
The Salvation Army Tea Party Campaign will run from October 2011 to March 2012. We hope that you will help us in spreading our message and recruiting more hosts to take part in this wonderful initiative. We need people like you to help us do what we do.

**Please set up a BT MyDonate Page** – you will find instructions on how to do so on page 7. Once you have created your page, we will send you an email invitation template to send onto your friends inviting them to your party – please remember to fill in the necessary blanks, **especially the link to your own fundraising page!** This email template can also be downloaded at [www.salvationarmy.org.uk/teaparty](http://www.salvationarmy.org.uk/teaparty).

Why?
To save lives and help people who are often forgotten and in desperate need of support that we often take for granted. Having the means to offer such help is what makes The Salvation Army so important. How often do we make the time to sit down and talk to our neighbours, friends and loved ones? Whenever they need us to. But what about those individuals who aren’t able to reach out to such networks? We support vulnerable individuals who are often marginalised from society and are in desperate need of such help. **We are there for them, offering advice on everyday things or simply being a shoulder to cry on.**

Where your money goes:

- **£5** - can pay for a lonely older person to enjoy a Christmas dinner at one of our centres
- **£10** - can pay for a day’s support and accommodation for a victim of human trafficking
- **£21** - can provide a homeless person with a week’s accommodation in a Salvation Army centre
- **£40** - can pay for a Centre to stay open for a day for anyone in need
- **£100** – can provide a box of festive groceries and toys for five families in desperate need at Xmas

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Registered Charity No: 214779 and in Scotland: SC009359
Ideas for your party

1940's vintage theme

The 1940’s was a diverse yet interesting time for the World due to the Second World War and it’s impact, taking up most of the decade. People learnt to rely on their own skills to combat rationing and dress to impress. So many wonderful musical heroes came out of this era as well as recipes that are still popular today.

Dress up
With the fashion for vintage clothing making a return, why not dress to impress with classic, tailored clothing, gloves and the all but forgotten fashion of hats?

Dress up your home – bunting was all the rage during the 40’s and 50’s – why not put up Salvation Army Shield bunting – it’s easy to make and tie together! We have some bunting available on our website at: www.salvationarmy.org.uk/teaparty

Food
Try to keep it authentic – remember food rationing was in force so keep your recipes simple but enticing! Think: Chocolate cake, Bread Pudding, Banana or Carrot cake. Other treats that can be made (or bought!) include Apple Crumble, Fairy cakes and Raisin Loaf Fruit cake.

Music
It was the time of Vera Lynn and Big Band Music! Fred Astaire had found Ginger Rogers a decade before and they were at the height of their popularity at the start of the decade. Make a compilation album of different musical tastes encompassing a variety of music from this era. Why not make it a real tea dance! Won’t you love watching your guests attempt the jitterbug?

Activities
You can keep your guests entertained with Board games, card games or old wartime favourites like marbles! You could even get creative when serving teas, serve your choice of tea in patterned china cups and saucers to add to the vintage feel of the party.

Creativity is the key to a successful tea party and whatever theme you choose should reflect your creative flair!

Interesting Salvation Army Fact from the 1940’s: The Salvation Army was at the frontlines in World Wars I and II, offering comfort, pastoral guidance and serving tea to service men and women close to the frontline and to people in underground shelters.

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Ideas for your party

TV Themed party

Mad Men Tea Party
Why not celebrate one of the most talked about TV shows in the form of Mad Men, set in the swinging sixties?

Dress up!
Think chic and sharp – men in suits with cigarette ties (or slacks and a dress shirt!) and flattering party dresses for the ladies. Hats are strongly encouraged. No jeans!

Food
To spice up your offering of tea, why not add bowls of salted nuts, crisps and dips scattered throughout your room? Remember, surfaces should be cleared for such offering to accentuate the sparseness of this era.

Music
It was the era of Chubby Checker, Rosemary Clooney, the sublime Ella Fitzgerald and of course, the original Boy Band – The Beatles! Twist and Shout with your guests all evening long!

Interesting Salvation Army Fact from the 1960’s: The infamous 1967 Beatles Track, Strawberry Fields Forever, was penned by John Lennon in honour of Strawberry Field, a Salvation Army Children’s Home around the corner from his childhood home in Woolton, Liverpool. One of his childhood treats included joining the annual Garden Party held in the grounds of the home, where The Salvation Army Band took centre stage. Lennon’s aunt Mimi Smith recalled: “As soon as we could hear the Salvation Army Band starting, John would jump up and down shouting, “Mimi, come on. We’re going to be late.”

Or just have your friends and family around for a nice cup of tea

Have your friends around and reconnect with each other – they can all bring something to the party to contribute - cakes and biscuits or even their favourite type of tea that they want to share with each other.

Do mention our amazing work – you can find out about what we do by going to: www.salvationarmy.org.uk. You can also print out the 1 page information page at the back of this pack that gives an overview of our work that you can have at your party for guests to read or take away with them. The latest copy of our newsletter can also be downloaded at: www.salvationarmy.org.uk/teaparty. We can also send you an information pack in the post.

All resources for your Tea party can be downloaded at: www.salvationarmy.org.uk/teaparty
Setting up your own BT MyDonate Page

Setting up your MyDonate Page is easy – go to: www.btmydonate.com

And then:

- On the Homepage, go to the box titled “Search for a Charity” and type in The Salvation Army.

- When presented with the results of your search, click on the button: “View profile and events”. Please choose the Salvation Army Tea Party as the event you would like to take part in.

- Click on Start Fundraising on the Salvation Army Tea Party page that you will be presented with.

- Follow the instructions on how to set up your page, you will have to register your details when prompted, but it won’t take longer than 5 minutes to get it all set-up.

Your party can then be organised in 3 easy steps:

1. Set up your own BT MyDonate page as explained above

2. Invite your friends to join you, by emailing them an invite and sending them a link to your page. The Fundraising team will forward an email invitation template to you once you’ve set-up your page – just insert the details of your party in the relevant places, add the link to your BT MyDonate page and send onto your friends and family. This email template can also be downloaded at www.salvationarmy.org.uk/teaparty

3. Start planning your Tea Party! Take lots of photos from your event and send them in to us at: aysha.awan@salvationarmy.org.uk
Bakewell Tart

Requirements:

Shortcrust Pastry (enough to line a Swiss Roll Tin)

- 8oz plain flour, 4oz mixed margarine/lard
- 2 oz Caster Sugar
- 2 oz soft margarine
- 3 oz ground rice
- 3 tablespoons of almond essence
- 1 egg, beaten
- Apricot or raspberry jam
- 2 oz flaked almonds or 6 oz glace icing

Instructions:

Set oven to 200 °C or 400 °F, and when up to required temperature, line the swiss roll tin with pastry and bake in the oven for 10-15 mins. Remove from oven and reduce oven temperature to 190 °C or 375 °F.

Cream together the soft margarine with the caster sugar, add the beaten egg, ground rice and almond essence. Spread the base of the partly basked pastry with the apricot or raspberry jam. Spread the creamed mixture over the jam, smooth the top. Sprinkle the top with 2 oz flaked almonds, if desired, or leave plain if icing is to be used.

Bake in oven at 375 °F or 190 °C for about 25 mins until top has risen and is golden,

When cold, ice with glace icing, if flaked almonds were omitted.

Slice into 16 slices. This may also be baked as a tart in an 8 inch flan dish.
Angela’s Ginger Shortcake

Requirements:

- 5 oz plain flour
- 4 oz butter
- 2 oz caster sugar
- 1 level teaspoon ground ginger

Icing:

- 4 level tablespoon icing sugar
- 2 oz butter
- 3 level teaspoon golden syrup
- 1 level teaspoon ground ginger

Instructions:

Sift flour and ginger into mixing bowl. Rub in butter until it resembles fine breadcrumbs. Mix in sugar. Grease a sandwich tin and transfer mixture. Press down well, making a high rim round the edge. Bake for 30-35 mins at 335 °F.

While shortcake is still hot, put icing ingredients into a pan and heat gently together. Pour mixture over shortcake and spread evenly. Leave in tin, and mark with a pattern before completely set.
Feedback Form

Tea Party Host

Host name: ________________________________

Date of event: ____________________________

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<td><strong>Please rate the following answers on a scale of 1-5 with 1 being Very Difficult and 5 being Very Easy</strong></td>
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<td>How easy was this event to organise?</td>
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<td>How easy was it to set-up your own BT MyDonate Page?</td>
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What was the best thing about The Salvation Army Tea Party Campaign?
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Would you like to take part in a similar event for The Salvation Army? ________________
Would you like to hear more about other events we are planning? _____________________
Have you signed up to our Facebook page (www.facebook.com/salvationarmy.org.uk)? ___
Feedback Form

Guests

Host name: ______________________________

Date of event: __________________________

Name (optional): ________________________

Name (optional): ________________________

Name (optional): ________________________

Name (optional): ________________________

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The History of The Salvation Army

The Salvation Army is a worldwide Christian church and registered charity, working in 124 countries, demonstrating Christian principles through practical support; offering unconditional friendship, and help to people of all ages, backgrounds and needs.

Founded in East London by William Booth in 1865, The Salvation Army is one of the largest, most diverse providers of social services in the UK. A visionary social reformer ahead of his time, William Booth believed that people should be offered a ‘hand up’ and not ‘hand outs’ to get them back on their feet.

Today, The Salvation Army extends a helping hand to those who are homeless, friendless and in need. We passionately believe that no one is beyond hope, however great their problems.

Local Salvation Army churches - or corps as we call them - and community centres offer a range of activities and services within their local communities. People can get involved in all sorts of ways, through volunteering with fundraising initiatives, attending church services and helping with local activities.

We offer a wide range of services to various groups of people, including:

- Almost 300 luncheon clubs
- Over 230 ‘Over 60’s’ social clubs
- Over 350 parent and toddler groups

The Salvation Army has a long history of working with people who are vulnerable and marginalised across the world and offer very practical help, unconditional assistance and support regardless of race, religion, gender or sexuality, respecting the identity and choices of all those referred to them.

Anyone can find themselves facing grief and despair. Family breakdown, unemployment, poverty, homelessness, and drug and alcohol dependency are just some of the reasons why people can lose everything they value, including their dignity.

At the Salvation Army we don’t judge or condemn. We just help.