



Tea, coffee & sweet treats!

If you are looking for refreshments to keep your Big Brew guests in high spirits, our Ethical Partners have just what you need.

Ethical Superstore
www.ethicalsuperstore.com

Ethical Shop
www.ethicalshop.org

Fairtrade Warehouse
www.fairtradewarehouse.com

True Origin
www.trueorigin.org.uk

ethicalshop 



3 ways to pay in your donations



Online:

Go to transform-trade.org/big-brew



Through the post

Fill in the form enclosed & with a cheque or your credit card information send it back to us with the freepost envelope.



Over the phone

Give us a call on **0191 497 6445**

Transform Trade

Big Brew 2024

Come together for coffee & cake to fund 100 life-changing community shops



Sriti Rani and Eva Rani

We are thrilled you and your community are joining us to celebrate Big Brew 2024, your fundraising will enable us to work with inspirational people in Bangladesh who are setting up groundbreaking shops – and transforming their communities through trade.

This handy pack contains everything you need to run a successful Big Brew and have a great time with your guests. You can also find extra resources at transform-trade.org/big-brew or give us a call – we'd love to help you out.



When to host your Big Brew



What's amazing about these community owned shops is that they are owned, run and staffed entirely by women – challenging gender norms, providing a decent income, and fighting social exclusion. Each shop is owned by a group of thirty women, who, after making a small initial investment with their families, get a share of the profits and income from the shops.

Inspired by these women-run shops, we're asking you to host your Big Brew between Friday 23rd February and Friday 8th March – the two weeks leading up to International Women's Day.

As always, if these dates are not ideal for you, then don't worry - you can host a Big Brew at any time of year – including during Fairtrade Fortnight. This year, that's from Mon 9th September – Sun 22nd September.

Boosting your Big Brew!

- 1. Send out some lovely personalised invites** - use our digital versions at transform-trade.org/big-brew or make your own.
- 2. Spread the word** by letting your local paper know about your event & share the news in your community newsletter and WhatsApp groups – so plenty of people can come along and take part.
- 3. Enlist your friends** – hosting is a team effort, so make sure you ask for help, whether that is pouring teas and coffees on the day or baking a cake ahead of time, everyone has a skills they can share.
- 4. Take plenty of photos** – we love to see everyone having a great time. You can share them at #BigBrew2024 or send them to us directly!

A big target for your Big Brew

£350 could fund a community shop

In 2023, Transform Trade launched a project that was long in the making – the creation of community-owned shops in rural Bangladesh, all run and owned by women. The purpose is simple – to provide the things families need and give women the chance to earn their own money – and take part in the social and business life of the community.



But these shops are more than just a business. They are a place for women to come together and for families to invest in a new and more equal future, proving that when women are able to work outside the home, the whole community benefits.

We want to help build 100 of these transformative shops – your Big Brew could help us build the next one. Just £350 could help match a community's investment – so they can get basic training on profit and loss, business skills, and support with the capital costs of building a new shop.

It takes 30 families to run these shops, and every family member buys in with their own money, time and hard work – we help with the set-up costs, and they to ensure these shops are successful and continue to operate for years to come.

“We, the members, are now known and recognised as “store owners”, which is a remarkable social recognition in our eyes. As partners of this venture, we are now closely connected with one another, and we have a close-knit community, this is also a big achievement.”

Eva Rani



Photos: Transform Trade/Rifat Tareq