



2026

Brew for Balance Fundraising Toolkit

For: Individuals, workplaces, cafés & community hosts
From: The Strange Apothecary Foundation CIC



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Welcome to Brew for Balance

A mindful tea break that funds real community wellbeing

Mission

To make holistic wellbeing more accessible, through simple community-led fundraising and practical support.

Vision

A world where calm, care, and regulation aren't luxuries, they're supported as community basics.

What is Brew for Balance?

A simple campaign: brew your tea, take 15 mindful minutes, donate the cost of your cuppa via Stripe.

Where the money goes

Funds go into The Strange Apothecary Foundation CIC to support accessible wellbeing initiatives.

Why Brew for Balance matters

Because calm, regulation, and wellbeing aren't equally accessible. Brew for Balance turns a small, everyday pause into practical support for people who need it most.

Who Brew for Balance is for

Anyone. Individuals, families, workplaces, cafés, community spaces, and event organisers who want to support wellbeing in a way that feels doable, human, and kind.

How to get involved

Join solo, host with friends, run it at work, partner as a café, or take it to markets/events.

Who This Toolkit Is For



Individuals

Perfect if you want to fundraise quietly, from home, with zero admin.

Brew your favourite tea or coffee, take 15 mindful minutes, then donate the cost of your cuppa via the Stripe donation link.

You can do this once, weekly, or whenever you feel called to pause.



Workplaces

Ideal for wellbeing weeks, team reset breaks, and staff fundraising.

Host a Brew for Balance tea break during a wellbeing week, team meeting, or quiet afternoon slot.

Staff take a short pause, brew a drink, and donate individually via the Stripe link.



Cafés & Community Spaces

Great for counter QR donations, table talkers, and “Brew for Balance Week”.

Display Brew for Balance materials and invite people to donate the cost of their drink via QR code.

You can run it for a day, a week, or alongside existing events and markets.

How Brew for Balance Works

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For Individuals

Simple. Human. Community-led.



**Take part solo, with friends, at work, in cafes or at events.
Once or often. No pressure.**

How Brew for Balance Works

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For Workplaces

Step 1: Choose a Moment

Pick a simple, realistic time for your team to pause.

This could be:

- A scheduled wellbeing break
- Part of a wellbeing week
- A team meeting opener
- A quiet afternoon reset
- A Friday “down tools” moment

⌚ 15 minutes is enough.

Step 2: Brew & Pause

Staff brew their drink of choice, tea, coffee, herbal, whatever they enjoy.

They take 15 minutes to pause, breathe, and reset, alone or together.

This isn't a workshop.

There's nothing to perform.

It's simply space to slow down.

Step 3: Donate the Cost of a Cuppa

Staff are invited (never pressured) to donate the cost of their drink via the Brew for Balance Stripe donation link or QR code.

Suggested donation:

- £3–£5 (the cost of a cuppa)
- More if they feel called to

All donations are made individually, digitally, and securely.

Step 4: Funds Go to the Foundation

Donations go directly to The Strange Apothecary Foundation CIC, supporting accessible wellbeing initiatives and community support.

No money is handled by the workplace.

No admin burden.

No tracking required.

Step 5: Optional Sharing

Teams may choose to:

- Take a group photo with the Brew for Balance sign
- Share internally on Slack / Teams
- Share externally on social media (optional)

Participation can be completely private if preferred.

How Brew for Balance Works

For Cafés & Coffee Shops

Step 1: Choose How You'd Like to Take Part

Cafés can join Brew for Balance in the way that suits them best.

You can:

- Take part for a single day
- Run Brew for Balance Week
- Join seasonally or occasionally
- Add it alongside existing events or busy periods

There's no minimum commitment.

Step 2: Display the Brew for Balance Materials

Place Brew for Balance signage where customers naturally pause.

This might be:

- On the counter near the till
- On tables using table talkers
- Near the coffee machine or menu board

Signage invites customers to donate the cost of their drink via QR code.

Step 3: Customers Brew & Donate

Customers enjoy their usual drink and, if they choose, donate the cost of their cuppa via the secure Stripe donation link.

Suggested donation:

- £3–£5 (the price of a drink)
- Or any amount they feel comfortable giving

Donations are entirely optional and always digital.

Step 4: Funds Go Directly to the Foundation

All donations go straight to The Strange Apothecary Foundation CIC.

- No cash handling
- No till adjustments
- No reporting or admin for the café
- Your team simply point to the sign if asked.

Step 5: Optional Visibility & Community Connection

Cafés may choose to:

- Share participation on social media
- Be listed as a Brew for Balance supporter
- Display a “Proud Supporter” badge
- Take part in seasonal or national Brew for Balance moments

This is always optional.

Campaign Assets Checklist

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What You'll Receive in This Toolkit

- A4 Posters
- Counter QR Donation Sign
- Pledge Form
- Social Media Pack
- Market & Event Mini-Games
- FAQ & Support Contact



BREW FOR BALANCE

MAKE HOLISTIC WELLBEING
ACCESSIBLE TO EVERYONE



SUPPORT OUR
FUNDRAISING EFFORTS

DONATE VIA QR CODE

LEARN MORE ABOUT THE CAUSE
strangeapotheccary.co.uk/foundation





#BrewForBalance

Brew a Pause, Support a Cause

Join us in turning a small pause into support for families in need.



Making Holistic Wellbeing Accessible

The Strange Apothecary Foundation CIC

How you can help:

Donate directly
to the cause
via the QR code

Organise a
Herbal Tea
Morning

Collect
sponsorship for
other fundraising



Contact Info:



foundation@strangeapothecary.co.uk



strangeapothecary.co.uk/foundation



One Cup, Many Ripples

Join us in turning a small pause
into support for families in need



Scan to Donate

#BrewForBalance

strangeapotheчary.co.uk/foundation

SPONSORSHIP FORM

FUNDRAISING FOR THE STRANGE APOTHECARY FOUNDATION CIC



SCAN THE QR CODE TO
DONATE DIRECTLY TO
THE FOUNDATION

YOUR NAME:

YOUR ACTIVITY:

RECORDS OF SPONSORSHIPS RECEIVED

#	NAME OF SPONSOR	CONTACT INFO (EMAIL OR PHONE)	£££	PAYMENT METHOD (QR CODE, CASH ETC...)	Tick to confirm payment
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

SOCIAL MEDIA ASSESSTS



SCAN THE
QR CODE



Fundraising Games & Ideas

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Simple ways to raise funds
while bringing people together

Pay for Your Pause

Invite people to donate the cost of their drink (£3–£5) in exchange for a 10–15 minute mindful pause.

Perfect for cafés, workplaces, or quiet community events.

What you need: QR code + sign

Brew for Balance Raffle

Sell raffle tickets for a small prize, donated item, or wellbeing-themed bundle.

Ideas for prizes:

- Tea or coffee bundles
- Self-care items
- Vouchers from local businesses
- A “Brew with a Friend” hamper

What you need: Tickets, prize, QR donation link

Guess the Amount

Fill a jar with tea leaves, coffee beans, sugar cubes, or wrapped teabags.

Closest guess wins.

Donation idea: £1–£2 per guess

Spin to Support

Use a spinner wheel with outcomes like:

- Donate £2
- Donate £5
- Free entry
- Choose the next song
- Pick a raffle ticket

Fun, visible, and great at markets.

Lucky Dip

A bag or box with wrapped items or written prompts.

Options inside:

- Small prizes
- Affirmations
- “Thank you for donating” cards
- Discount codes (if applicable)

The Calm Challenge

Invite people to sit quietly for 2 minutes without checking their phone.

If they manage it, they donate.
If they don't, they donate anyway

Fundraising Games & Ideas

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Continued...

The Brew Timer

Set a timer for how long someone can wait before taking their first sip.

Each second = £0.10 donated (or similar).

Silly, playful, very human.

Pay What You Feel Craft Table

Simple activities:

- Colouring
- Writing intention cards
- Decorating tea labels
- Making affirmation slips
-

People donate what they feel comfortable giving.

Message Wall

A board where people write:

- A word of calm
- A message of support
- An intention for families or communities

Entry via donation.

Silent Support Box

A donation box + QR code for people who don't want to engage socially.

Perfect for:

- Neurodivergent attendees
- Anxious spaces
- Busy cafés

One Minute for Wellbeing

Invite people to take one slow breath or grounding moment, then donate £1.

Very gentle. Very inclusive.

FAQ Sheet

1. Permission

Q

Do I need permission to fundraise for the Foundation?

A

No formal permission is required for small, community-led fundraising. If you're planning something larger, public, or involving a business partnership, we simply ask that you let us know so we can support you.

2. Donations

Q

Do I need to handle cash or collect money myself?

A

No. We encourage all donations to be made digitally via the Foundation's Stripe donation link or QR code. This keeps things simple, secure, and reduces admin for everyone.

3. Fundraisers

Q

Can I run my own fundraiser, or does it have to be Brew for Balance?

A

You can absolutely run your own fundraiser. Brew for Balance is one option, but you're welcome to host any activity that aligns with the Foundation's values.

4. MISSION

Q

What will the funds be used for?

A

Funds raised support accessible wellbeing initiatives run by The Strange Apothecary Foundation CIC, including community support, regulation-focused resources, and wellbeing projects designed to reduce barriers to care.

5. Other

Q

How can I get in touch?

A

foundation@strangeapothecary.co.uk