



# NELSON'S JOURNEY PURPLE PICNIC FUNDRAISING PACK



Bringing Back  
Smiles to Bereaved  
Children in Norfolk



127

Children and young people are bereaved of a parent every single day in the UK.



**Thank you for signing up to support our Purple Picnic campaign. We are so excited you've chosen to support us and we can't wait to hear how your Purple Picnic goes.**

**All of the funds you raise will help us to continue supporting bereaved children and young people throughout Norfolk.**

**If you need any help or support whilst you're planning your event, our Fundraising team are always at the end of the phone by calling 01603 431 788 or you can email [fundraising@nelsonsjourney.org.uk](mailto:fundraising@nelsonsjourney.org.uk)**



"I feel less alone  
with the deaths,  
there are people  
who understand"

## What's Included

### A Thank You For Taking Part Video

Share with anyone who might like to donate

### Recipe Cards

### We Are Remembering Poster

A place for you to write the names of special people  
who have died that you will be remembering.

### Bake Off Activity Sheets

Host your own bake off day

### Nelson's Favourite Cake Game

### Purple Picnic Poster

### Sponsorship Forms

### Thank You Certificate



# Thank You Video

(Please click the image below to launch the video)



NELSON'S JOURNEY  
PURPLE PICNIC





# Kate Barby's Chocolate Fudge Cake

# CHOCOLATE FUDGE CAKE

This simple chocolate cake is made to the same recipe that my mum used when I was a child and it's what I always bake if I want a nice cake that doesn't take long to make. It makes a great addition to a picnic as the fudge icing sets fairly hard which makes it much easier to pack and transport.

Approximately 12 slices.

## CAKE

- 225g soft unsalted butter or baking spread
- 225g caster sugar
- 4 large eggs
- 1 teaspoon vanilla extract
- 175g self raising flour
- 50g cocoa powder
- 2 teaspoons baking powder

## CHOCOLATE FUDGE ICING

- 75g unsalted butter
- 4 tablespoons cocoa powder
- 225g icing sugar
- 1 teaspoon vanilla extract

## COOKING INSTRUCTIONS

- 1 Pre-heat the oven to 160°C (fan oven).
- 2 Lightly grease two 21cm loose bottomed cake tins with butter and base line with baking parchment.
- 3 Beat the soft unsalted butter (or baking spread) in a large bowl with an electric hand held mixer until pale and light (almost like a mayonnaise like consistency).
- 4 Measure the caster sugar into a measuring jug and gradually add to the butter whilst continuing to beat. Stop occasionally to scrape the mixture back down the sides of the bowl with a silicone scraper.
- 5 Break the large free range eggs into a jug and beat lightly with a fork.
- 6 Measure the self raising flour, cocoa powder and baking powder into a medium sized bowl and combine with a dry whisk.
- 7 Gradually add the beaten eggs to the butter and sugar mixture whilst continuing to beat followed by the vanilla extract. As you get to the final few additions add a tablespoon of the measured flour each time to prevent the mix from curdling.
- 8 Sift the remaining self raising flour and cocoa powder into the mixture then fold in using a large metal mixing spoon.
- 9 Divide the mixture equally between the tins. Bake the cakes on the middle shelf of the pre-heated oven for 20 - 25 minutes until they spring back when you press them and a metal skewer comes out clean when inserted into the cake.
- 10 Allow the cakes to cool for 5 minutes before loosening the edges with a round bladed knife and then removing. Leave to cool completely on a wire rack.
- 11 To make the icing melt the butter in a medium sized saucepan over a gentle heat.
- 12 Stir in the cocoa powder, icing sugar, milk and vanilla extract.
- 13 Continue to stir over the gentle heat until the icing is smooth and glossy.
- 14 Pour half the warm icing over the bottom layer of the cake and sandwich the top layer on.
- 15 Pour the remaining icing over the top of the cake.
- 16 Leave to set.

Love Kate x

Kate Barmby's

# Eatable Memory Jars



My grandmother was an enthusiastic cook however she was quite rebellious and almost always refused to follow a recipe. These jars full of deliciousness have been created in her memory as they are more of a concept than a recipe and they are perfect for anyone that doesn't really like following instructions!

My "naughty nanny" as she was affectionately known used to make us eat our pudding before our main course in case we would be too full up to manage it! My grandmother was very partial to a glacé cherry and always carried a KitKat in her handbag in case of emergencies.

The idea is that you layer up your loved ones or your own favourite treats in a screw top jar and then eat your way through the layers of memories that they evoke.

## Tip

- Include some layers of wet ingredients like cream, custard or yoghurt to help bring everything together
- You could make a frozen version using icecream

## My jar in memory of my grandmother Lucy was layered with her favourites...

Whipped double cream

Fresh sliced strawberries

Raspberries

Blueberries

Tinned peaches

Broken shortbread biscuits

Smashed meringues

All topped off with a KitKat and a glacé cherry

Once you've put all your layers of treats in your jar put on the lid and leave it in the fridge so the flavours have a chance to meld together a bit.



Love Kate x



# We Are Remembering...







# Bake Off Score Sheet



Name of Baker:

Name of Bake:

	<b>1</b>	<b>2</b>	<b>3</b>
Appearance:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texture:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOTAL SCORE:



# Bake Off Score Sheet



Name of Baker:

Name of Bake:

	<b>1</b>	<b>2</b>	<b>3</b>
Appearance:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texture:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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TOTAL SCORE:



# Bake Off Score Sheet



Name of Baker:

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	<b>1</b>	<b>2</b>	<b>3</b>
Appearance:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texture:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOTAL SCORE:



# Bake Off Score Sheet



Name of Baker:

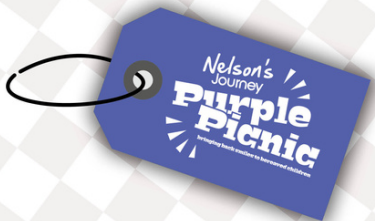
Name of Bake:

	<b>1</b>	<b>2</b>	<b>3</b>
Appearance:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texture:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOTAL SCORE:



# What's Nelson's Favourite Cake?



## To play...

Please pay £2 per guess and write your name under the cake which you think is Nelson's favourite. The winner will receive half the total takings!

**The remaining money will be added to the host's fundraising total to be sent to us, to help bring back smiles to bereaved children!**

**Notes to the host:** Please choose the cake before your guests guess which is Nelson's Favourite Cake. We suggest you pop the answer in an envelope before your guests arrive, to be revealed once all the cakes have been chosen.



**Terms & Conditions:** When entering the game, you agree that if you win, at least half the money will be donated to Nelsons Journey (a registered charity). If the winning cake does not get chosen, the winner will be the closest guess to the winning cake.



# Please Sponsor Me



Name

Is taking part in the **PURPLE PICNIC** for Nelson's Journey

Nelson's Journey relies on local fundraisers. Their brilliant efforts allow the charity to continue and grow the support available for Norfolk's bereaved children and young people. Thank you for your donation!

Gift Aid It

If you pay UK tax\* and tick the Gift Aid box the government will give us 25% on top of your donation. It won't cost you a penny! Remember to put your full name and home address and tick below so we can claim Gift Aid.

Full name

(First name & surname)

Home address

Only needed if you are Gift Aiding your donation. Don't give your work address if you are Gift Aiding your donation.

Postcode

Total amount

Date paid



**Privacy notice:** The information that you provide on this form will be passed to Nelson's Journey and used for processing and administration of donations; and it may be shared with HMRC for the purpose of managing and reporting Gift Aid payments. Your details will not be used for any other purposes, or passed on to any other organisations.

**\*Gift Aid Information for Sponsors:**

You will need to have paid UK Income/ or Capital Gains Tax this year at least equal to the 25% charities or Community Amateur Sports Clubs (CASCs), will claim on your donations. Council tax and VAT do not count for Gift Aid purposes.

Total raised:



# COME TO OUR

Nelson's  
Journey  
**Purple  
Picnic**  
bringing back smiles to bereaved children



Bringing Back  
Smiles to Bereaved  
Children in Norfolk

Join us to help raise funds for

Nelson's  
Journey  
**Purple  
Picnic**  
bringing back smiles to bereaved children

When:

Where:

What's Happening?





# Congratulations!

in taking part in the 2023

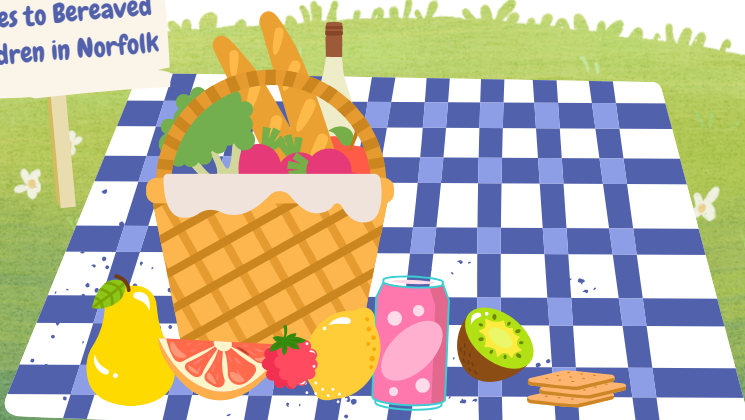
Nelson's Journey

Purple Picnic.

Thank you for raising

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to support Norfolk's  
bereaved children.





# Set Up Your JustGiving Page

The most convenient and easiest way for you to collect donations is to set up an online fundraising page by visiting <https://www.justgiving.com/campaign/purplepicnic>

Here's some tips on how to set up and promote your fundraising page:

- 1) Upload a profile photo
- 2) Set a fundraising target
- 3) Tell your story of why you are taking part in Purple Picnic, and why you're raising funds for Nelson's Journey
- 4) Share the link so your supporters can make a donation
- 5) Thank your supporters

**Good Luck!**  
**We Hope You Have Fun**







## How To Pay Your Funds In

If you have not set up a JustGiving page you can send donations to us in the following ways.

### ONLINE DONATION

Visit <https://www.justgiving.com/campaign/purplepicnic> and select the give now option.

### BY DIRECT BANK TRANSFER

Account Name: Nelson's Journey

Account No. 30120375

Sort Code: 20-99-21

### BY CHEQUE

Please make this payable to 'Nelson's Journey' and post to Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH.

### BY CASH

You can drop off payment to our office by prior arrangement. We are open Monday – Thursday 9am to 5pm and Friday 9am to 4:30pm. Call us on 01603 431 788 to arrange this.



## After Your Picnic...

We hope you enjoyed hosting your Purple Picnic and that everyone had fun.

### WHAT'S NEXT?

We would love to know how your event went.

Please email

[Fundraising@nelsonsjourney.org.uk](mailto:Fundraising@nelsonsjourney.org.uk)

Please tell us a bit about what you did, include details like this:

- Details about your Picnic, what you did, what went well.
- Photos of your event that you are happy for us to share on social media and for marketing purposes.
- How much you raised.
- How and when you will be paying in funds in to the charity.



**Thank you for supporting our work and helping to bring back smiles to Norfolk's bereaved children.**