



Gift  
of  
Life

Победи Жизнь!

Helping Children Beat Cancer



### The Mad Tea Party is coming

The Mad Tea Party is an annual international appeal organised around the 26<sup>th</sup> of November. On that day the Gift of Life sister charity Podari Zhizn celebrates its birthday, and we invite everyone to gather around a cup of tea and donate in aid of children and young adults fighting with cancer in Russian hospitals.

To support Gift of Life, please set up your Mad Tea Party fundraising page: <https://www.giftoflife.eu/appeal/mad-tea-party-2019>

Get together around the 26th of November, brew a pot of flavoursome tea, indulge in a piece of cake, donate generously in aid of little patients in Russian hospitals, and share it across social media with **#madteaparty** **#безумноечаепитие**

Enjoy your tea and make it count!



### A bit of history

The first Mad Tea Party took place as recently as 2014. Around 300 tea parties across Russia, Europe and the rest of the world made over £42,000 that year.

In 2015 Gift of Life supporters alone raised over £10,000 with just over 20 big and small tea parties from London to Paris to Tokyo, and back via the USA.

The year 2016 was truly outstanding: Gift of Life supporters gathered over £25,400 through more than 30 tea parties in London, Leeds, Oxford, Berlin, New York, and other cities. The overall donation Mad Tea Party was over £68,000 including parties in Russia.

In 2017 donations to Mad Tea Party appeal exceeded £10,000 - with the money mostly raised at the private Afternoon Tea with Princess Catherine Galitzine, our Patron.



# Mad Tea Party!

We support  
Gift of Life charity

Offer for  
the  
restaurants

## Suggestions for cafes, restaurants and other businesses:

- Organize your own Mad Tea Party
- Add a charity dessert or drink to your menu, with the proceeds going to Gift of Life
- Donate some of the earnings from the 26<sup>th</sup> of November to Gift of Life
- Provide informational materials about the event to your customers
- Set up donation boxes

## Information support:

- Information about the event (announcements, news and results) will be posted at [www.giftoflife.eu](http://www.giftoflife.eu) and [www.podari-zhizn.ru](http://www.podari-zhizn.ru), as well as our social media. Stay tuned.



Mad Tea Party  
fundraising pack

On the 26th of November, gather your friends, colleagues or neighbours to have a cup of tea and make a donation to help pay for treatment for the children in our care! You can create your own Mad Tea Party anywhere. Choose your own treats - from cupcakes, bagels and profiteroles to pasties and pirozhkis. And it doesn't even have to be tea – coffee or even kefir will work just as well! Hats are optional! The only requirement is that you have to do it on the 26th of November, and you have to have fun and help others.

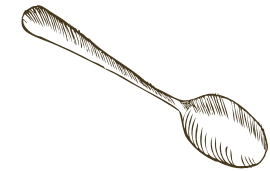
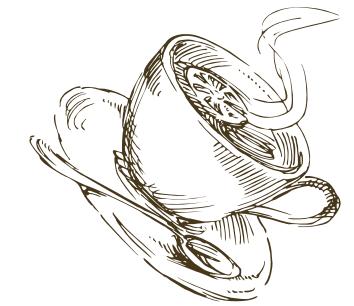
### Want to join us?

Register your fundraising page at <https://www.giftoflife.eu/appeal/mad-tea-party-2019> and invite your friends to help children in need.

Don't forget to post pictures of your Mad Tea Party with **#madteaparty** **#безумноечаепитие** hashtags.

### Any questions?

Ask Marina at [Marina@giftoflife.eu](mailto:Marina@giftoflife.eu)



## 1. Prepare a party and tell your friends and colleagues about your plans!

Create a fundraising page for your Mad Tea Party at <https://www.giftoflife.eu/appeal/mad-tea-party-2019>

Share your page on social media and circulate the link via e-mail or personal message to friends, family and colleagues. Let everyone know you are fundraising for a great cause!

Invite guests to your Mad Tea Party personally. Print invitations (pages 10-11), add the time and place of the party, as well as your contact details, and go ahead and hand them out!

*Pro tip: The more people find out about your campaign, the more supporters you'll have.*

## 2. Want to add a twist?

Offer a cake-making class or bake one with your granny's old recipe. No one will be able to resist indulging their sweet tooth and doing good at the same time!

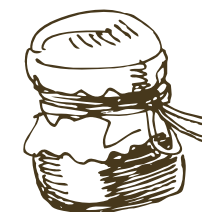
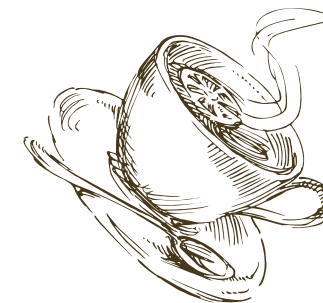
## 3. Your home must look fit for a festival

With stickers (pages 12-13) from the event package, even disposable plates will look colourful and fun. A paper flag garland (page 14) will give your living room a festive feel.

## 4. Don't forget to set up a donation box or just a hat.

Pro tip: our donation form (page 15) will also make sure you don't forget to thank everyone who has supported you!

**5. Take pictures of your Mad Tea Party** and share across social media with **#madteaparty** **#безумноечаепитие** hashtags. Let those who couldn't make it know how fun it was and they might want to donate. So always include the link to your fundraising page 😊



## What's next?

If you gathered some cash transfer it to Gift of Life using [our bank details](#).

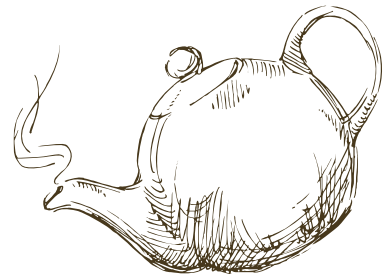
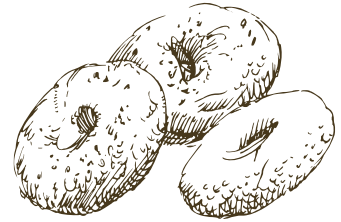
If you are a UK taxpayer, please don't forget to complete the Gift Aid form (page 17) and send it to us: 2 Putney Hill, London, SW15 6AB. It will help Gift of Life to receive an extra 25 percent from HM Revenue & Customs.

If you pay Income Tax at Higher Rates you can also include all your Gift Aid donations on your Self Assessment tax returns if you want to receive the additional tax relief.

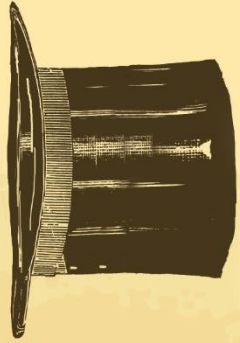
Receive a letter of thanks from our foundation.

With your support, Gift of Life will continue helping children with serious illnesses so their families don't face it alone.

Thank you for your support!







**We support**

Gift of Life charity

# Mad Tea Party

you are invited to celebrate

birthday of the Podari Zhizn foundation

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Contacts: \_\_\_\_\_



**We support**

Gift of Life charity

# Mad Tea Party

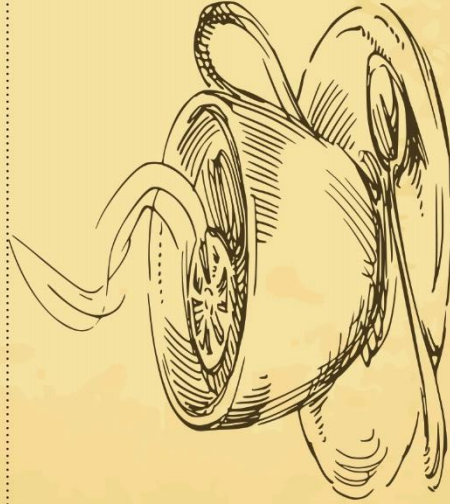
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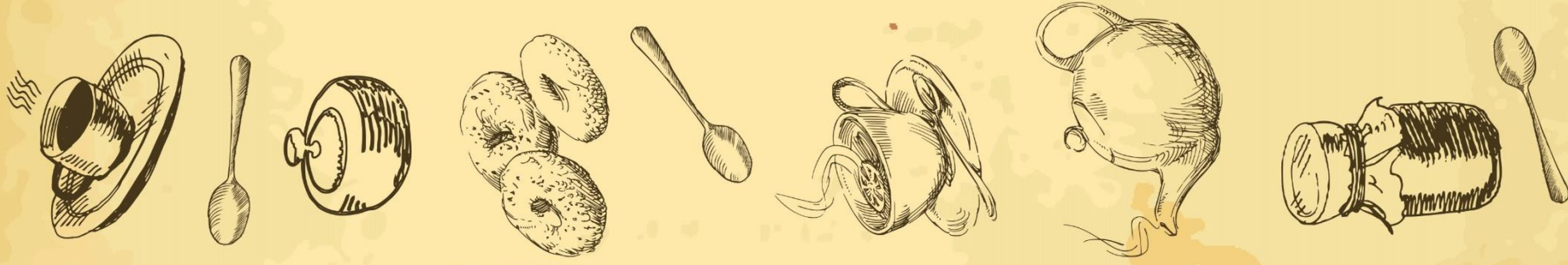
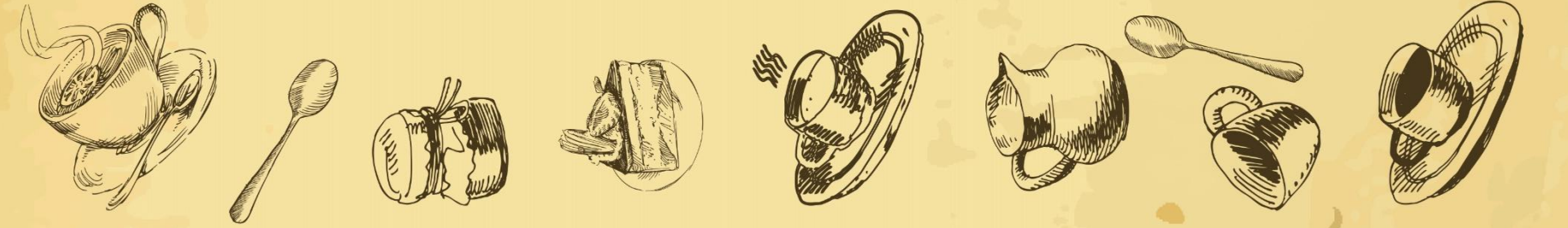
Enjoy your tea!

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We support  
Gift of Life charity





Mad Ted  
Party

We support

## Gift of Life charity



Mad Tea  
Party

We support

Gift of Life charity



Madd Ted  
Party

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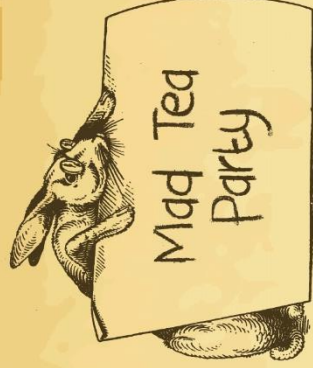
Gift of Life charity



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Mad Tea  
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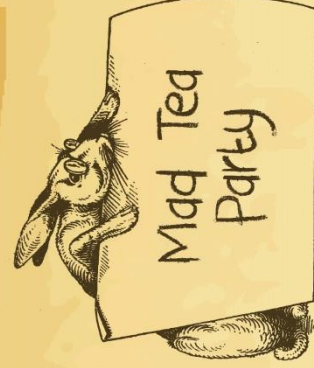
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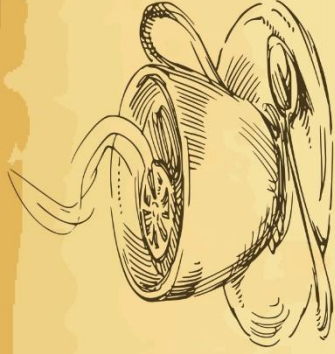
Gift of Life charity



Mad Tea Party

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Mad Tea Party

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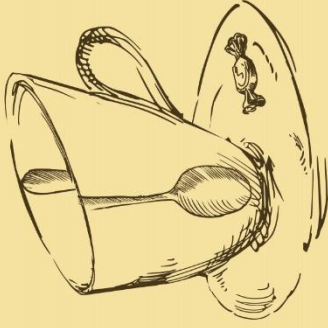
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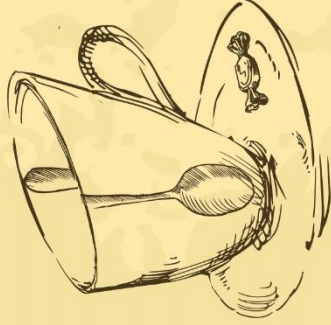
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Mad Tea Party

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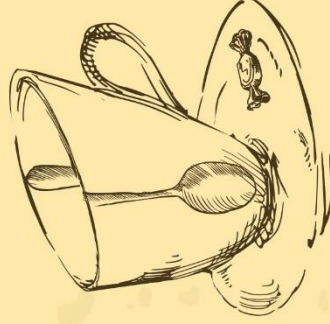
Gift of Life charity



Mad Tea Party

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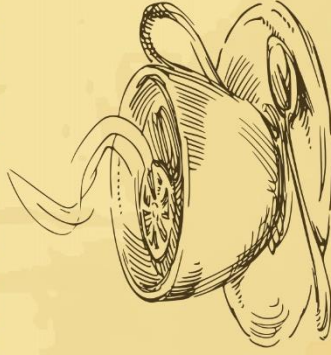
Gift of Life charity



Mad Tea Party

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Mad Tea Party

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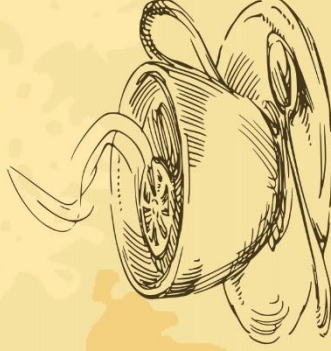
Gift of Life charity



Mad Tea Party

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Mad Tea Party

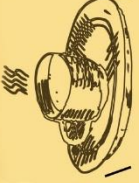
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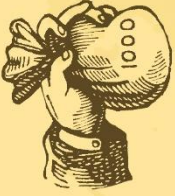
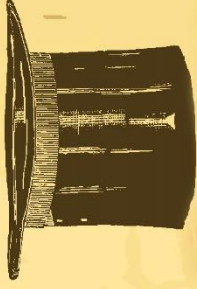
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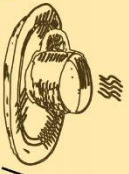


Mad Tea Party



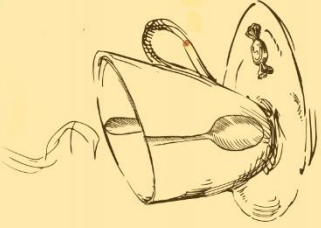
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We support

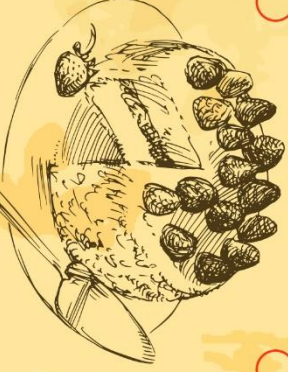
Gift of Life charity

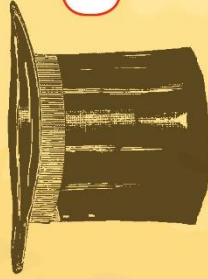


Mad Tea Party

We support

Gift of Life charity





Date:

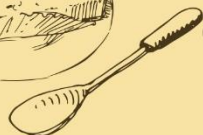
Thank you for your support!  
Thanks to you, Gift of Life helps children  
with serious illnesses and their families!

We support  
Gift of Life charity



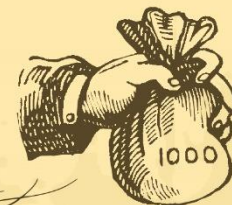
You can donate to Gift of Life here!

Enjoy your ted!



You can donate to Gift of Life here!

Enjoy your ted!





**Make the most of your donation**  
Use **Gift Aid** for Gift of Life

Gift Aid means that for every pound you donate Gift of Life will receive an extra 25 percent from HM Revenue & Customs. For example, a donation of £10 can be turned into £12.50 and it won't cost you another penny. Please send this form to us and we'll do the rest.

Full name.....  
Home address.....  
.....  
Postcode.....  
Telephone.....  
E-mail address.....

Tick all that apply\*

- ☐ I am a UK tax payer  
☐ I would like to Gift Aid all my donations until further notice  
☐ I would like to Gift Aid all donations made to the charity in the past four years

**\*Notes:**

- \* To qualify for Gift Aid, you must be a UK tax payer and understand that if you pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all your donations in that tax year, it is your responsibility to pay any difference.
- \* Gift of Life will reclaim 25p of tax on every £1 you give.
- \* If you pay Income Tax at the higher rate, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.
- \* You can cancel this Declaration at any time by notifying us.
- \* If your circumstances change and you no longer pay enough Income or Capital Gains Tax to cover the amount claimed by Gift of Life, you can cancel your declaration.
- \* Please notify us if you change your name or address.

Signature..... Date .....

Please return this form to:  
Gift of Life, 2 Putney Hill, London, SW15 6AB

