



## Big Yellow Custard Pie Throwing Event Guide

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### The Event

People pay to throw foam custard pies or wet yellow sponges at authority figures kept in stocks, for example, teachers and managers.

### Planning and Organising

- ◆ Firstly, make sure you get permission from the place the event will be held!
- ◆ Begin to plan the event about 2 months before you want the event to take place.
- ◆ Enlist the help of a couple of volunteer helpers - about two or three should be enough. One helper could be responsible for promoting the event and any others could be responsible for making the custard pies or obtaining the yellow sponges. You'll need to make sure there are a few people available on the day to collect money and generally make sure things run smoothly.
- ◆ You could hold the event at school, at a work place or community centre. However, due to the messy nature of the event it would be best to hold the event outdoors!
- ◆ Arrange to get posters/notices printed as cheaply as possible. You may handwrite them if you wish - it will certainly work out a lot cheaper! Blank posters are available from the CLDF office, with just our name and logo on and plenty of space for writing on! Or, of course, some nice ones could be done on a home computer. Check any text or writing is visible from a good distance away. It's also a good idea to have some smaller flyers that you can hand to people around the school or workplace.
- ◆ Ideally you will need at least three people that are happy to have pies or sponges thrown at them. It often helps if the people having pies or sponges thrown at them are figures of authority, for example, in a school they could be the head teacher or a head of department and in a workplace a director or line manager.



### 4 Weeks Before

- ◆ If you are having the event in a school, put an announcement in the newsletter or if you are holding it at a workplace send an email around to all employees. If possible repeat this nearer to the date of the event.
- ◆ Publicity in local press can help with numbers and also raise awareness of liver disease in children and the work of CLDF. Contact John Orchard, CLDF's Press and Communications Officer on 0121 212 6015 or email [communications@childliverdisease.org](mailto:communications@childliverdisease.org) for help with press releases or to ask us to send them for you!
- ◆ Place posters all around the school or workplace to get as many people on board as possible. The more people you can get to throw pies or sponges the more money you will make!
- ◆ Make sure you have volunteers still committed to helping you on the day.

### 1-2 Weeks Before

- ◆ Consider decorating the area – even a few balloons can work wonders! A banner at the entrance is good for attracting passers-by and CLDF can loan one to you. Of course, putting the CLDF name around the place reminds people where the proceeds are going and encourages people to give their



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support. Contact the BYF team on 0121 212 6022 and ask for balloons and leaflets to have around the venue.

- ◆ Make sure you have all the ingredients necessary to make your custard pies or make sure you have enough sponges and buckets (ingredients and instructions on how to make a custard pie can be found at the end of this guide).
- ◆ Make sure the people who are going to have custard pies thrown at them know to wear old clothing! It may be a good idea to arrange for a plastic sheet or even a bin bag to provide some protection!

### On the Day

- ◆ Be you sure you allow plenty of time to set up. You should aim to make the custard pies a good two hours before the event.
- ◆ Don't forget to have a float ready; about £50.00 (30 x £1.00 coins, and the rest in 50p, 20p, 10p and 5p) should be sufficient.
- ◆ Thank everyone for coming and mention where the money will be going to, if there's an appropriate time to make such an announcement.
- ◆ It is worth taking your own camera on the day, as press may be unable to attend or not bring a photographer with them. Send a photo (a good quality, close up shot) to papers the day after the event with a press release. This kind of coverage won't help to bring spectators but it will raise awareness about liver disease in children and the work of CLDF – and the success of your event!

### After the Event

- ◆ Follow up any press coverage. Remember to ask for our help if you need it on 0121 212 6015
- ◆ Make time to write and thank everyone who helped in anyway with the event. It doesn't need to be an essay, but a thank you goes a long way. We also have Certificates of Gratitude available.
- ◆ Send the money you have raised to CLDF. There are a number of ways to do this:
  - Send a cheque, postal order or CAF voucher (please do not send cash) made payable to CLDF to 36 Great Charles Street, Birmingham B3 3JY
  - Online at [childliverdisease.org/bigyellowfriday](http://childliverdisease.org/bigyellowfriday). Please let CLDF know so we can thank you.
  - Take the money to your local branch of Bank of Scotland and pay into CLDF's account. Sort code: 12:05:65 Account number: 00181442. Please let us know that you have done this so we can thank you.
  - Call CLDF on 0121 212 3839 and pay using debit or credit card
- ◆ Upload your photos to Facebook. See [childliverdisease.org/bigyellowfriday](http://childliverdisease.org/bigyellowfriday) for more information. Alternatively, email your photos to [byf@childliverdisease.org](mailto:byf@childliverdisease.org)

### How to make a custard pie

#### Shopping List (to make 6 pies)

- ◆ 3 cans of custard pie foam/shaving foam (one can should make about three pies)
- ◆ 6 thick card deep dish plates (note: not paper plates with the fluted rim as they become too soggy)
- ◆ Yellow food colouring
- ◆ One piping bag



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- ◆ One palette knife

### Method

- ◆ Wear some old clothes as it could get a bit messy!
- ◆ Fill a large bowl with one can of custard pie foam/shaving foam (note: if you are making large quantities of pies then fill a plastic bucket)
- ◆ If using shaving foam mix the yellow food colouring into the foam with a whisk until there is an even colour.
- ◆ Now spoon the foam into each of the card plates and use the palette knife to smooth it. Then spray a can of custard pie foam/shaving foam into the piping bag. One can should be enough to decorate 8 pies.
- ◆ Squeeze equally sized beads around the perimeter of the pie. You could leave it like this or be as creative as you like with the design.

### Health and Safety

- ◆ Shaving foam can sting a bit if it gets in the eyes. It is advisable to buy proper custard pie foam which is readily available from fancy dress shops. This kind of foam is non-toxic, non-staining and non-flammable. You can also order it at the following websites:
  - [www.fancydress.com](http://www.fancydress.com)
  - [www.drinkstuff.com](http://www.drinkstuff.com)
- ◆ Always make sure the people throwing and receiving the custard pies wear old clothes.
- ◆ Be responsible! Your friend may not appreciate yellow custard pie foam on his white shirt!



**Thank you for supporting Big Yellow Friday!**