

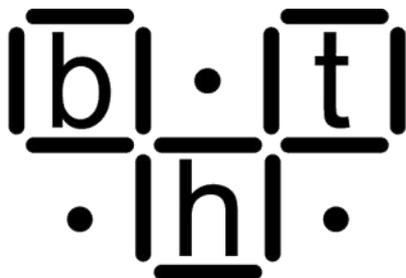
Bake 4 BHT

Friday 20 September
2013

Thank-you for wanting to organise a bake sale for BHT!



Never done a fundraiser before? Don't worry, this 'Bake 4 BHT' fundraising pack is full of tips to help make your bake sale a delicious success.



Combating Homelessness
Creating Opportunities
Promoting Change



Before the Event

Tell Us About Your Event

The Bake 4 BHT Team are on hand to help you every step of the way. Just email us on supportourwork@bht.org.uk or call 01273 645425.

Please register your event by emailing us with the time and location of your sale.

For more information visit: bht.org.uk/support-our-work/fundraise-for-us

Get Organised

Choose a great venue. Find somewhere that's easily accessible for your potential customers such as a common room at work, your school or a community centre.

If you can't find somewhere to hold your sale, you could also make a door-to-door or desk-to-desk sale.

Ask your colleagues, friends and family to help you run the event on the day. Make sure you know who's doing what on the day. Divvy up the tasks and communicate your expectations clearly.

Advertise Your Event

Tell everyone you know. Word of mouth is the most powerful tool for making an event successful.

Leave leaflets and posters at the venue and at nearby community areas, such as churches and centres. Remember to get permission first!



Send out invites via post or email. Give people plenty of notice. Send out reminders to all of your guests closer to the big day.

Spread the word using social media. Tweet about the event, using the hashtag [#bake4bht](https://twitter.com/bake4bht), and create an event on Facebook.

Get Your Bake On

Bake Up A Storm

Bake sales are a great opportunity to roll up your sleeves and bake something delicious. Be sure to appoint yourself 'Supervisor' and include 'Taste Tester' among your official duties.

Make a variety of cakes. People buy what they love, so go for familiar favourites.

Let Someone Else Do The Cooking

Ask your colleagues, friends and family to each bake a cake. If you've kids, why not get them involved? Also ask your local bakeries if they'll donate something. Many local bakeries will want to support a charity event.

Traybakes Are Tremendous

Traybakes such as Flapjacks and Chocolate Brownies are a quick and easy way to bake in bulk. Flapjacks are one of the cheapest things to make and almost always sell out.

Decorate, Decorate, Decorate

Make your cakes as attractive as possible. You can decorate them simply with sweets such as Dolly Mixtures or get creative with icing and marzipan.

We don't expect you to make 'I Heart BHT' cupcakes, but if you do be sure to take a photo!



On the Day

Set Out Your Stall

Decorate your stall to make it appealing. Raise awareness by putting up posters or signs. Get snap happy and take lots of photos of your event throughout the day.

If you'd like us to send you some BHT balloons, poster templates or cake labels, please give us a call.

Label your cakes clearly. It's essential to cater for customers with food allergies or strict dietary requirements. So be sure to label which cakes contain nuts, are vegan, gluten-free or suitable for diabetics.

Get Them When They're Hungry

Go where people gather when they're on their break or feeling peckish. Set up at work in the tea room or canteen area.

Serve drinks. People are much more likely to munch if they've got a tea or coffee too. Offer soft drinks to keep the kids happy.

Allow people to try before they buy. Provide napkins, paper plates, and plastic or paper bags — people will buy more if they can take it home with them.



Raise Extra Dough

Remember you're selling for a good cause. People will often buy because of that, so be proactive when selling and don't be afraid to be flexible with the price. Offer bargains and bulk-buys.

Capitalise on the event with additional fundraising activities. Put your donation box where people can see it and get donors to fill in the Gift Aid form.

Set up a Just Giving page so people can donate online: [justgiving.com](https://www.justgiving.com)

Send a link to your friends so those who can't attend can still make a donation. Link your bake sale to the 'Bake4BHT' event on our Just Giving page: [justgiving.com/brightonhousingtrust](https://www.justgiving.com/brightonhousingtrust)

After the Event

Thank Everyone

Thank everyone for their help and donations. Let volunteers take leftovers with them, but be sure to keep a little cake for yourself.

Send round a final reminder that people can make last-minute donations online on your Just Giving page.

Please send us your donation form and Gift Aid form as soon as possible — we require you to send all money raised to us within one month of the event. The deadline for donations for 'Bake 4 BHT' 2013 is Friday 18th October.

Email the Bake 4 BHT team to tell us how it went and how much you raised.

Don't forget to send us your photos!

Key Contacts

Here's a list of all the key contacts and information you need.

Contact Us: Email.
supportourwork@bht.org.uk Tel.
01273 645425

BHT Just Giving Page:
[justgiving.com/
brightonhousingtrust](http://justgiving.com/brightonhousingtrust)

Support Our Work: bht.org.uk/support-our-work



BHT

Combating Homelessness, Creating Opportunities, Promoting Change

Every pound raised for us helps to change lives for the better.

For more information about our work please visit: bht.org.uk

THANK YOU!

Essential Information

Stay Safe

Bake sales are great fun but it's important to keep you, your volunteers and your guests safe at all times — both in the kitchen and at the event.

Unfortunately accidents can happen so we recommend that you carry out a risk assessment to minimise the risks and make the event as safe as possible.

Follow Health and Safety guidelines and best practice: www.food.gov.uk.

Money Handling

Keep your money safe. Have a 'Float' so you can give change, but keep most of your proceeds locked-up and out of sight.

Permits

In some circumstances events may need a permit. Please check with your local authority licensing team to find out if you need a permit.



Recipes

Here's a great recipe for a classic cake to get you started.

Classic Victoria Sandwich

1. Heat oven to 190C/fan 170C/gas 5. Butter two 20cm sandwich tins and line with non-stick baking paper. In a large bowl, beat all the cake ingredients together until you have a smooth, soft batter.

2. Divide the mixture between the tins, smooth the surface with a spatula or the back of a spoon, then bake for about 20 mins until golden and the cake springs back when pressed. Turn onto a cooling rack and leave to cool completely.

3. To make the filling, beat the butter until smooth and creamy, then gradually beat in icing sugar. Beat in vanilla extract if you're using it. Spread the butter cream over the bottom of one of the sponges, top it with jam and sandwich the second sponge on top. Dust with a little icing sugar before serving.

Keep in an airtight container and eat within 2 days.



Ingredients

For the cake:

- ◆ 200g caster sugar
- ◆ 200g softened butter
- ◆ 4 eggs, beaten
- ◆ 200g self-raising flour
- ◆ 1 tsp baking powder
- ◆ 2 tbsp milk

For the icing:

- ◆ 100g butter, softened
- ◆ 140g icing sugar, sifted
- ◆ 1 drop vanilla extract (optional)
- ◆ Jar good-quality strawberry jam
- ◆ Icing sugar, to decorate

Recipes

This tremendous tray bake is sure to go down a treat. Flapjacks are cheap and easy to make, taste delicious and always popular.

Fabulous Flapjacks

1. Melt 6oz margarine with 8oz granulated sugar and 2tbsp golden syrup
2. Stir in 11oz oats and 3oz sultanas
3. Line a shallow baking tray approximately 6inch by 10inch with non-stick greaseproof baking paper
4. Bake at 180C for 20mins
5. Leave to cool
6. Cut into squares whilst still slightly warm



Ingredients

For one tray of Flapjacks:

- ◆ 6oz margarine
- ◆ 8oz granulated sugar
- ◆ 2 tbsp golden syrup
- ◆ 11oz oats
- ◆ 3oz sultanas