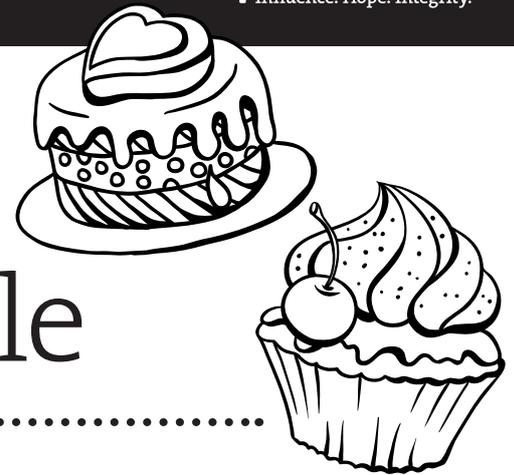


HANDY FUNDRAISING GUIDE

How to organise... a charity bake sale



A charity bake sale is a fun and easy event to organise and is suited to groups of any size. Increasing in popularity (due in part to the likes of the 'Great British Bake Off') they can bring in a surprising amount of cash, as well as helping to raise awareness of PH.

SET A DATE AND LOCATION

Decide where and when you would like to hold your bake sale. Choosing a high traffic location at a busy time of day will benefit your event greatly. Scheduling your cake event to coincide with another big (already existing) event can provide you with the guaranteed crowd you need to raise as much money as possible.

GET OTHERS INVOLVED

Encourage friends, family and colleagues to join in and give as much notice as possible. Not everybody likes to bake, but most of us know somebody who would be happy to put their baking skills to good use and for a good cause. If you don't have the time to bake everything from scratch, it is ok to sell a few bought cakes.

ASKING FOR SUPPORT

Ask your local supermarket or any other local supplier for cake donations or materials such as paper plates and decorations for the table. PHA UK can provide you with a letter to prove you are seeking donations for an authentic charity event – just give us a call on **01709 761450**.

PROMOTION

As well as word of mouth, use posters, email and social media to spread the word about the date and time of your sale. Create some excitement online, announcing

any new details as they happen. Social media is also a great way of sharing photos of the yummy cakes you have for sale.

DISPLAY

Complement your beautiful home-made bakes by showing them off properly – presentation is crucial. Details such as a well styled table (a nice tablecloth and attractive cake plates for display) will help you to attract more customers, and raise more money for PHA UK.

DON'T FORGET...

Decide on prices for your cakes and clearly label them in advance or use a blackboard. Make sure you include allergy information with each bake.

LET US KNOW WHAT YOU'RE UP TO

We're always keen to know what people are doing to help raise much needed funds and awareness for PHA UK. If you're planning a bake sale contact Helen at **office@phauk.org** or on **01709 761450** and we'll send you a handy Fundraising Kit to help with your event.

COBY, LUCIE AND POPPY DID IT...

Youngsters Coby, Lucie and Poppy teamed up to hold a bake sale outside their house in Darlington. The trio, aged between six and 11, made the treats themselves and raised £41 in support of Coby and Lucy's mum, Lynsey, who has PH.

