



# TOP TIPS TO... HOLD A CAKE SALE

Indulge your sweet tooth and become the most popular person in your office or neighbourhood.

Raising money doesn't always mean running a marathon or throwing yourself out of an aeroplane. Selling (or eating) a large slice of cake could provide vital funds. Just £25 raised will help us fund a year's membership with Medic Alert for a patient diagnosed with Vascular EDS. That warm glow in your stomach won't just be from the sugar.

## > WHAT TO SORT OUT FIRST <

**Set the date.** If you work in an office, payday is always a popular choice.

**Arrange a time and place.** The joy of a bake sale is that you can hold it almost anywhere - from your desk, in the playground or outside the student union.

**Find some willing people to help** - whether they're selling the cakes or whipping up a Victoria sponge. Maybe call in a favour with that friend who is obsessed with the *Great British Bake Off*.

**Get in touch.** We can send you branded bits and pieces, from buckets to t-shirts.

## > OTHER THINGS TO THINK ABOUT <

**Tell us about the cake sale** and we can help you promote it - and offer advice.

**Spread the word** in local press and radio, as well as on the web and social media.

**Put up posters** in your area and around the workplace (if allowed). There are some posters and invitations on the Annabelle's Challenge website.

**Send an email the week before**, if you're working in an office - plus a reminder on the morning of the sale.

**Consider dietary requirements.** If you can, throw some choice into the (cake) mix. This might be time to find the perfect recipe for a vegan, low-sugar or gluten free sponge!

**Ask shops for help.** See if they want to donate any goodies or ingredients. We can give you a headed letter to ask them.

**Cheat.** Remember: if you're pushed for time, you can always buy from a shop.

**Label the food** to be on the safe side: people may be allergic to an ingredient. **The Food Standards Agency** has some good advice on selling food.

## > HOW TO RAISE THE MONEY <

**Sell, sell, sell!** Ask for a donation for a slice of cake: anything from 50p to £2 is reasonable.



Tel: **0800 917 8495**

Email: **info@annabelleschallenge.org**

@AJsChallenge

AnnabellesChallenge

Registered Charity No. 1157074