



Get **BAKING**  
for

**BBC** Children in Need

## HELP RAISE HUNDREDS AND THOUSANDS

Baking is a great way to raise money for BBC Children in Need. Whether you hold a cake sale or a cake auction, you can help make a difference for children and young people across the UK.

Why not organise a bake sale at your school, club or workplace?  
Here are some top tips to help make it a tasty success:

- Recruit baking volunteers well in advance. Ask them what they're planning to make, so that you don't end up with lots of the same cakes.
- Ask baking volunteers to provide a list of ingredients for people with allergies.
- Ask baking volunteers not to cut up big cakes or tray bakes in advance, so that you can divide them into even portions on the day.
- Pre-package small cakes and biscuits to make them easier to take away. Use cellophane bags sealed with stickers or, for more delicate cakes, use disposable bowls as baskets wrapped in cellophane and secured with ribbon.
- Decorate your selling area with a clean tablecloth and some bunting – print out paper bunting from [bbc.co.uk/food/getbaking](http://bbc.co.uk/food/getbaking) and hang it from lengths of string.
- Hygiene is important. Make sure bakers and sellers wash their hands frequently. The area where you're selling cakes should be wiped down with anti-bacterial spray.
- If your stall is outside, make sure you plan for hot or wet weather.
- Choose a theme for your bake sale: it could be fruity, traditional or even spotty.
- Play some of your favourite music during the sale and have fun!

[bbc.co.uk/food](http://bbc.co.uk/food)

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## Top Tip

“If you want to sell cakes, it’s important to make cakes that people recognise, want and enjoy. Don’t make anything too obscure. Lemon drizzle cake, fruit cake, chocolate cake, coffee cake, scones, flapjacks, muffins, fruit scones and biscuits will all go down a treat. Present them well, carefully wrapped and beautifully displayed.”

Mary Berry

## Great bakes sell like hot cakes

Aim to have a range of flavours and colours at your sale. There are lots of recipes that are perfect for bake sales at [bbc.co.uk/food](http://bbc.co.uk/food). Why not try:

- [Victoria Sandwich](#)
- [Scones](#)
- [Flapjacks](#)
- [Jumbo Cheese and Ham Straws](#)
- [Chocolate Whoopies](#)
- [Cupcakes](#)
- [Shortbread](#)
- [Chocolate Brownies](#)
- [Lemon Drizzle Muffins](#)
- [Fairy Cakes](#)
- [Chocolate Cake](#)
- [Coffee and Walnut Cake](#)
- [Iced Biscuits](#)
- [Cookies](#)
- [Banana Bread](#)

[bbc.co.uk/food](http://bbc.co.uk/food)





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## Other fundraising ideas

- Research local and traditional baking recipes and put together a booklet to sell.
- Run a cake auction. Ask a community champion (like a head teacher, postman or local celebrity) to bake and donate their favourite cake.
- Host a baking quiz – charge a small fee and give a cake or wooden spoon as a prize.
- Sell baking kits with ready-weighed bags of ingredients to bake at home.
- Organise a raffle and ask local food producers or cafés to donate baking-themed raffle prizes.
- Guess the weight of the cake, the number of biscuits in a jar, or the secret ingredient in a bake.
- Hold a ‘Generation Game’ competition – challenge parents and kids to ice a cake in 30 seconds. Charge a small fee and let everyone eat their cake afterwards.
- Organise a themed tea party. You could have everyone in their pyjamas, fairies selling fairy cakes, or people dressed as their favourite book character.
- Get colleagues or classmates to compete to produce the most creatively iced cake.
- Attempt a ‘just for fun’ record – the biggest biscuit, the tallest tower of sponge cakes. Or recreate a local landmark using bread, cake and biscuits.

To place your order for a 2010 BBC Children in Need fundraising pack please contact Pudsey on 0345 6 07 33 33\*.

[bbc.co.uk/food](http://bbc.co.uk/food)

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## Important dos and don'ts

Here's some information to help you fundraise safely and legally. It's important you read this to ensure you know you are doing the right thing.

### DO it safely

- Have fun, but be sensible and be safe in everything you do.
- DO make sure that children are supervised and DON'T let them collect money from strangers.
- DO make sure your venue is safe and DON'T forget crowd control.
- DO think about security if you're carrying money around. DO pay any cash in at a bank or building society straightaway. DON'T send cash through the post.
- The BBC Children in Need Appeal cannot accept liability for your event. If you think you need insurance you will need to take it out yourself.

### DO it legally

- If you're thinking of holding a raffle, check the rules with your local authority or the Gambling Commission first.
- If your event or activity is on private property, DO remember to ask permission from the owner.
- DO NOT collect money in the street without a licence from your local authority or the police. It is recommended that you hold a fundraising event rather than a collection.
- DO pay BBC Children in Need all donations collected, without deducting any costs. If you are a business selling goods, services or running a promotion for the Appeal, you are required by charity law to have a written agreement with BBC Children in Need. Please call 0345 609 0015\* for advice.
- BBC, BBC Children in Need and Pudsey Bear are trademarks of the BBC and are used under licence only.
- BBC Children in Need works with the Institute of Fundraising and The Fundraising Standards Board to ensure that the public can give with confidence.





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## How to donate to BBC Children in Need

It's easy to donate the money you raise - to find out how, visit [bbc.co.uk/pudsey/donate](http://bbc.co.uk/pudsey/donate)

## And finally...

Let us know what you're planning - email [getbaking@bbc.co.uk](mailto:getbaking@bbc.co.uk) and tell us what you're up to.

Pay in your money as soon as possible after your event.

To receive a BBC Children in Need Thank You Certificate, send your original paying-in counterfoil, cheque or receipt to BBC Children in Need Appeal, PO Box 1000, London W12 7WJ. Include your address and the name you'd like on your certificate.

**BBC Children in Need Appeal Night is  
Friday 19 November 2010.**

**Don't forget to watch the show on BBC One!**

\*Standard geographic charges from landlines and mobiles apply and calls may be included in your telecom provider's call package.

[bbc.co.uk/food](http://bbc.co.uk/food)

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