

# Bake for Bliss

## Your fundraising pack

Supporting premature and sick babies  
in the UK

**Bliss**  
for babies born  
premature or sick

Welcome

from

Bliss

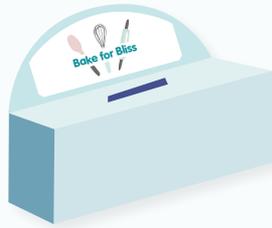
## Thank you for baking for Bliss

You and hundreds of bakers across the UK will be doing something amazing by baking up a storm to raise money for Bliss. Every penny you raise will help us give premature and sick babies the best chance of survival and quality of life, so we want to make sure you have everything you need to make your bake sale a big success!

With this pack you will find:



A poster to promote your sale



A Bliss collection box



A Gift Aid form

Once you have confirmed the date of your sale we will also send you:



Bliss cake toppers



A Bliss t-shirt



Little extras to make your sale stand out

To confirm the date of your sale email [bake@bliss.org.uk](mailto:bake@bliss.org.uk)

## Boost your Bake for Bliss fundraising

Every year, over 90,000 babies are born premature or sick in the UK and in need of specialist hospital care. For these babies, the first few hours, days and weeks are the most critical that they will ever face. For their families, whether their baby is in hospital for a few days or many months, or sadly does not survive to come home, the journey they face is difficult and full of challenges.

Bliss is there for all of these babies. We exist to ensure they have the best chance of survival and quality of life.

**The money you raise by taking part in Bake for Bliss will help in four big ways:**

1

It will help us support families to be as involved as possible in the care of their tiny or poorly baby.

2

It will enable us to get involved in vital, life-changing neonatal research.

3

It will help us fight for more staffing and resources for vulnerable babies in neonatal care.

4

It will allow us to work hand-in-hand with health professionals, training and supporting them to involve parents in their babies' hospital care.

These are Bliss' four priorities to ensure premature and sick babies get the care they need and every penny you raise will go directly to supporting this work.

Your support makes a big difference, so raise as much as you can with your Bake for Bliss sale and let's work together to give premature and sick babies the best start in life.



# How to make your bake sale a big success



## Step 1: Choose your date and location

First choose a date that would be most popular with your cake bakers and buyers. You should also choose a location where lots of people will be gathered. Some of our bakers choose to host sales in multiple locations on different dates - schools, workplaces, and at home.



## Step 2: Get your Bliss goodies

If you haven't already told Bliss the date of your sale, do so now by emailing [bake@bliss.org.uk](mailto:bake@bliss.org.uk) so that we can send you a pack full of extra Bliss goodies.



## Step 3: Spread the word

Use the invitations in this pack to tell people about your bake sale and then start sharing your event on social media. We will also email you a PDF version of the poster so you can advertise your sale in as many places as possible.



## Step 4: On your marks, get set...bake!

Recruit as many bakers as possible to help you. If you end up with leftover cakes you could sell them the next day as well. For lots of extra fundraising tips, see pages 6 and 7.



## Step 5: The icing on the cake

On the day decorate your bake sale with your Bliss goodies so that people know the money they donate will help premature and sick babies. The baking labels in the pack can be used to label and price the cakes. Remember to provide a cash float in case people want change.



## Step 6: Bask in your baking glory

Make sure you congratulate yourself on a fantastic sale then let us know how it went.

**Email [bake@bliss.org.uk](mailto:bake@bliss.org.uk) with your photos and total raised.**  
**Find out how to pay in your fundraising on page 8.**

## Boost your Bake for Bliss fundraising

Every pound you raise goes a long way to helping premature and sick babies and their families around the UK, so here are some easy ways to help boost your fundraising total.



ticket

### Hold a raffle

Ask your company, local shops, or your friends to donate prizes and sell raffle tickets on the day. Bake an extra special cake for the top prize.



### Hold a competition

How many sweets are in a jar or guess the weight of the cake. Get creative and have some fun with competitions.



### Ask your employer

Many companies match what their employees raise for charity so check whether your workplace has a matched giving scheme or if they would like to make a donation towards your total raised.

### Gift Aid it



*giftaid it*

You could raise 25 per cent more if you ask your guests to complete the Gift Aid form that comes with this pack. Just make sure the form and Gift Aid declaration can be seen by your guests.



### Bliss collection boxes

We can send you extra Bliss collection boxes or tins for you to place in local workplaces, shops and cafes. Don't forget to return after a few weeks to empty the boxes and pay the money to Bliss. Email [bake@bliss.org.uk](mailto:bake@bliss.org.uk) to get your boxes or tins.

**We can send you one free Bliss t-shirt per bake sale to show that you are raising money for Bliss. If you would like extra t-shirts these can be purchased at our online shop.**

**Visit [bliss.org.uk/shop](https://bliss.org.uk/shop)**





## My Bake diary - Alex



**My son was born at 31 weeks and 5 days in 2010 and running a Bake for Bliss event in 2016 was the first time I'd had a chance to really give something back to Bliss.**

**I now volunteer on my local special care baby unit - but Bake for Bliss is where it all started for me.**



### On your marks...

I contacted my son's school and asked if I could hold a bake sale in their playground after school. We chose the final day of term as we thought people might be in a celebratory, cheerful mood, and they certainly were! The hard work MORE than paid off and it was great fun!



### Get set...

In the lead up to my sale I found 18 very kind friends to help me bake. I advertised the event on Facebook as well as through the school and on local forums. Advertising the event with photos from a practice baking session with the kids in their Bliss t-shirts helped too.

### Bake...

We had trestle tables piled high with a range of cakes and bakes, and we also held a tombola. We were stunned to see people queuing out of the playground.

Using the Bliss balloons, banners and stickers really helped give the bake sale a strong Bliss look and feel. The kids understood why we were raising money, and the parents and school were incredibly supportive of the event.

We raised over £600 at the bake sale itself, and the grand total reached over £1,100 after a large corporate donation. I am really looking forward to 2017 already!



It's not just Alex that raised a fantastic amount for Bliss. Up and down the country our amazing bakers did us proud with their bake sales at homes, workplaces, schools and clubs.

## Your best sellers were



cupcakes



lemon drizzle  
cake



gluten-free  
cakes



traybakes



banana  
bread



chocolate cake



malteser  
cake



cheese cake



red velvet  
cupcakes



coffee cake



scones

## Your top tips to raising the most dough were



Ask your work place for  
a contribution - mine  
were very generous.



Do a sale at work, home  
and at school. The more  
places the better!



Ask for help. So many  
people baked I didn't need  
to bake anything myself!



Advertise well in advance so  
that people bring money to  
work. Send a reminder about  
your sale on the day too.



Have as many sellers  
as possible for the first  
20-30 minute rush.



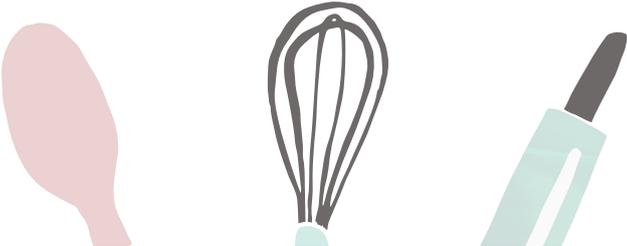
Have a variety of cakes,  
including dairy-free and  
gluten-free options.



Take wrap and  
packaging for cakes.



You can never have  
enough chocolate!



# Thank you



Thank you for baking for Bliss and helping to give every baby born premature or sick in the UK the best chance of survival and quality of life.

## Pay in your fundraising

 Donate online at [bliss.org.uk/donate](https://bliss.org.uk/donate)

 call 020 7378 1122 to pay by credit/debit card

 post your cheques made payable to Bliss to  
Bliss, 2nd Floor Chapter house, 18-20 Crucifix Lane, London, SE1 3JW.

 [bake@bliss.org.uk](mailto:bake@bliss.org.uk)

 [@blisscharity](https://twitter.com/blisscharity)

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