



# Bake for Bliss

Your fundraising pack

**Bliss**  
for babies born  
premature or sick

# Welcome from Bliss

Thank you so much for choosing to Bake for Bliss. We'll make sure you have everything you need to make your bake sale a huge success!

## Included in this pack will be:

- Posters to promote your sale
- Cake labels
- A fun quiz sheet to raise some extra pounds
- Stickers to create your collection jars
- A Gift Aid form to help boost your donations

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



Cake toppers



Banners



Balloons and stickers

You can confirm the date of your sale at any time by emailing [bake@bliss.org.uk](mailto:bake@bliss.org.uk)

Visit [bliss.org.uk/bake](https://bliss.org.uk/bake) for more goodies including bunting and additional cake labels

# How your money will make a difference

Every year over 100,000 babies are born needing specialist hospital care. For these babies, the first few hours, days and weeks are the most critical they will ever face. For their families, the journey can be full of challenges.

Bliss is here to give all babies the best chance of survival and quality of life by:



Supporting parents to be as involved as possible in care and decision-making for their babies when they are in neonatal care.



Supporting neonatal professionals to deliver high quality care and involve parents actively in their babies' care.



Placing premature and sick babies' voices at the heart of decision-making to ensure that their best interests are always put first.



Funding and supporting research that can tangibly improve care for babies born premature or sick.



# How to get started

Follow the steps below to make your bake sale a success

## 1 Choose your date

You can Bake for Bliss at any time of the year or join one of our special bake weeks (check Bliss social media for upcoming dates). Email [bake@bliss.org.uk](mailto:bake@bliss.org.uk) to let us know what date your sale is on.

## 2 Location is everything!

Think of a place where lots of people will be gathered such as at work or a local school. Many of our bakers choose to host sales in more than one place on different dates – this helps them raise more money for premature and sick babies.

## 3 Shout out for bakers

Ask your friends, family and colleagues if they can help you bake delicious goodies. The more bakers you have, the more sweet and savoury treats you can sell.

## 4 Spread the word

Visit [bliss.org.uk/bake](https://bliss.org.uk/bake) and download our digital invites and posters to promote your sale. Share your event on social media and send countdown reminders so everyone knows to come with lots of money.

## 5 Keep it safe

Ensure your bakes have been prepared hygienically – you can find lots of advice about this on the Food Standards Agency website. Please make people aware that some treats may not be suitable for people with allergies.

## 6 Bake day!

On the day, decorate your sale with the goodies we have sent you so people know the money they donate will help premature and sick babies.

You may also wish to:

- Use the labels provided to show what treats you have on offer
- Use our 'guess the number of sweets' poster to raise some extra pounds
- Have a cash float available for change
- Take a photo of you standing proud in front of your bake sale

Why not get a Bliss t-shirt to wear at your sale? Head over to [shop.bliss.org.uk](https://shop.bliss.org.uk) to get yours sent out.



## Raising money

Cake sales are a tasty and fun way to raise some dough and every pound goes towards our vital work. Here are some top tips for boosting your total.

### **JustGiving** Set up an online fundraising page

Ask people who can't make the sale to donate through JustGiving or Facebook and don't forget to remind everyone if you have a personal connection to the cause.



### **Do not underprice your treats**

Your guests will appreciate the time and effort that you have put into baking your treats and know that all money raised is going to a good cause.

*giftaid it*

### **Gift Aid it**

You could raise 25% more if you ask your guests to complete the Gift Aid form that comes with the pack.



### **Ask your employer for a donation towards your total**

Many companies match what their employees raise for charity.



### **Hold a competition**

Use our 'guess the number of sweets' poster or set up your own competition.

## How can we thank you enough?

Bliss is a small charity with a big ambition: to support all of the 100,000 babies born needing neonatal care every year and to give them the best chance of survival and quality of life.

As we're asking you to be ambitious it is only fair that we find the right way to say thank you. Once you have sent in your funds we will send a special gift:

**£100** or more and receive a Bliss pin badge and Bliss star baker fridge magnet

**£300** or more and receive the above and a My First Bliss Bear

**£1,000** or more and receive the above and a special glass trophy

**Don't forget to check our tips on the previous page to help you raise as much as possible at your bake sale.**

# 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

You can donate online at [bliss.org.uk/bake](https://bliss.org.uk/bake), call to pay by credit or debit card, or post us a cheque made payable to 'Bliss' using the contact details below.

Don't forget to post or email your Gift Aid form to us!

 [bake@bliss.org.uk](mailto:bake@bliss.org.uk)  020 7378 1122

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   search @blisscharity

