

This June join the

# BIG BRUM

CAKE SALE



50p



choc chip



Lemon

80p

In aid of  
Birmingham City Mission

## CAKE SALE GUIDE 2018

Reg Charity No. 1051023

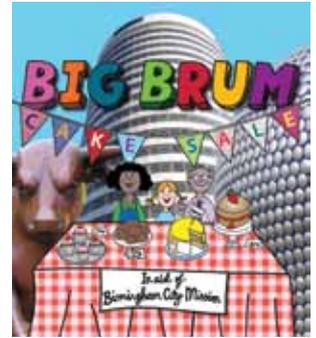


# Introduction

Organising a Big Brum Cake Sale in aid of Birmingham City Mission this June is a great way to be involved and make a difference in people's lives. Your cake sale doesn't have to be huge - big or small, every effort makes a contribution and is a crucial part of BCM's work of bringing help to those in need in Birmingham.

So, get baking! Get your friends, families and colleagues baking! Your event could help change lives.

This guide is just that - a guide. It may give you some helpful tips on organising your cake sale or how to fundraise. But your cake sale is your event - just be creative, be safe, make some delicious cakes and have fun!



## Organising your cake sale

### Where?

at work	at your parents and toddlers group
at home	at church
at school	at your Brownies or Scouts group
at a fete or special event	

Just make sure you have permission from the building's owner to hold your cake sale there.

### Register your sale

Let us know that you are holding a cake sale in aid of BCM by calling 0121 766 6603 or emailing [hannah@birminghamcitymission.co.uk](mailto:hannah@birminghamcitymission.co.uk)

### Get help

Ask your friends, family and colleagues to help out with the baking - the more cakes, scones, biscuits, chocolates and pies the better. You may well need help lined up for the day of the sale too. Cake sales can be really hard work if you tackle them alone.

### Publicise

Let everybody know about your cake sale. The flyers and posters in this Cake Sale Guide can be filled in with the details of your event - display and distribute as many as you can to make your sale a success. You could even ask your local paper to give your sale a mention.

### Plan

Here are some questions you may want to think about before your cake sale, to help you be well prepared and less likely to panic on the day...

#### *What sort of cakes shall I sell?*

The answer to this question may depend on to whom you are selling. If you are holding a school cake sale, iced cupcakes are a big attraction. If selling to adults, tiffin and carrot cake are popular. You don't have to make round cakes - tray bakes cut into squares are easier to pick up and eat on the run. You may like to stock one or two whole cakes for somebody buying for a special occasion.

How about making some gluten-free cakes? Or cakes that can be eaten by people with a dairy or nut allergy?

You could even prepare some plain cupcakes, buy in some sweets and sprinkles and set up a 'decorate-your-own' stand for children.

### ***How much should I charge for my cakes?***

It is quite hard to decide how to price cakes. Think about how much you would pay. This could vary depending on the size and ingredients of different cakes. Don't price too high - you don't want to put people off - and don't price too low - home baked cakes are worth the money.

### ***Should I label my cakes?***

It is a good idea to give as much information as you can to your customers about your cakes. You could do individual labels or one sign for each type of cake. You could include information such as ingredients, date of baking and price.

### ***How should I store and transport my cakes?***

Make sure you have enough tins, storage containers, trays, cling film and fridge space to keep your cakes fresh and undamaged on their journey to your cake sale.

### ***What about food hygiene?***

There is some great advice on good food hygiene on the University of Warwick website. It gives basic tips on preparing, storing and handling cakes safely at:

[www2.warwick.ac.uk/services/healthsafetywellbeing/guidance/foodhygieneandsafety/charitycakesale](http://www2.warwick.ac.uk/services/healthsafetywellbeing/guidance/foodhygieneandsafety/charitycakesale)

In brief,

- wash your hands
- clean your surfaces, bowls and utensils
- always thoroughly cook eggs
- keep cakes containing cream, butter icing or cream cheese in the fridge
- store and transport cakes in a sealed container away from raw foods
- use a utensil to handle cakes and wear plastic gloves

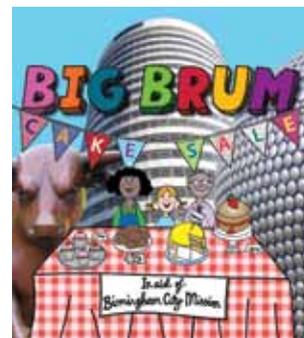
### ***How can I let people know what I'm fundraising for?***

Perhaps you could display some BCM posters at your sale, or make some BCM literature available to your customers. If you would like some BCM posters, you can print them off on our website at [www.birminghamcitymission.co.uk](http://www.birminghamcitymission.co.uk) - click on the Big Brum Cake Sale link. Alternatively, email [hannah@birminghamcitymission.co.uk](mailto:hannah@birminghamcitymission.co.uk) or call 0121 766 6603 and let us know what you need.

### ***Do I have everything I need for the day?***

This checklist may help you to make sure you've covered everything...

- Tables
- Table cloths
- Cake stands, plates and trays
- Plenty of tins and sealable food storage containers
- Cling film
- Plastic food bags
- Scissors, pens and labels
- Cash tin (with change)
- Plastic food gloves
- Tongs and cake slices
- Black rubbish bags
- BCM literature and posters
- Decorations



# When it's all over

## How to send in your money

Send in the money you have raised at your cake sale to:  
Birmingham City Mission  
The Clock Tower  
2 Langdon Street  
Birmingham B9 4BP

Cheques are made payable to 'Birmingham City Mission'.

You can also pay in money online at [www.birminghamcitymission.co.uk](http://www.birminghamcitymission.co.uk) or over the phone with a credit card by calling 0121 766 6603.

## Let us know how it went

We would love to know how your cake sale went - when you send in your money, or email [hannah@birminghamcitymission.co.uk](mailto:hannah@birminghamcitymission.co.uk) any time, tell us a bit about your cake sale experience. You could even send in a photo of your event.

# Thank you

Just to say, once again, your contribution, big or small, makes a difference to the people in need BCM staff meet every day. So thank you for your help, and enjoy the cakes!

## Resources available

- Recipe Ideas
- Posters and flyers to publicise your cake sale
- BCM information posters

Visit [www.birminghamcitymission.co.uk](http://www.birminghamcitymission.co.uk) and click on the Big Brum Cake Sale link, call 0121 766 6603 or email [hannah@birminghamcitymission.co.uk](mailto:hannah@birminghamcitymission.co.uk) to download or request any of these resources.

