



**grief
encounter**
supporting bereaved children & young people

Fundraising Guide

Thank you for signing up to Baking Memories and hosting a bake sale in aid of Grief Encounter. Every cake you sell helps a child rebuild their world after loss.

This simple guide will walk you through everything you need to plan your event, raise lots of dough and have fun along the way.



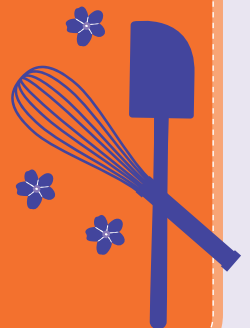
Step One: Planning

Before you get whisk-deep, spend a little time planning your day.

Think about:

- Where will you hold your bake sale?
- When will it take place?
- Who will help with baking and running the stall?
- Who will you be selling to?
- How will you spread the word?

Next Steps - Print and fill in our Baking Memories poster to let everyone know when it's happening.





Step Two: Get Baking!

Time to whip out your whisks — it's bake o'clock! Get friends, family or colleagues involved — after all, the more cake, the better.

Remember to:

- **Label any allergens in your bakes clearly**
- **Store your goodies safely and hygienically until you're ready to sell**

We've included handy cake labels for you to use to display ingredients and allergen information.

Step Three: Selling

Make your stall stand out, with colour and creativity!

Before the day, decide:

- **How much you'll charge per item**
- **Whether you'll take cash, card and/or online donations**

Set up a JustGiving page and we can send you a QR code poster so buyers can scan and donate directly on the day. Download our bunting, cake flags, and cake labels to decorate your stall.



Step Four: Donate Your Dough

Once your bake sale is over and the crumbs have settled, it's time to send in your donations.

Our website: griefencounter.org.uk/donation

(Be sure to write "Baking Memories" in the message box)

BACS: Contact your fundraising lead for details

JustGiving: Transfer your funds directly through your page

As a thank you, we'll send you a special Baking Memories certificate so you can proudly display the difference you've made.



Thank you for helping to ensure no child has to grieve alone — baking a difference, one cupcake at a time.

If you need help at any stage, we're here for you.

Click here to register your interest:

www.griefencounter.org.uk/support-us/baking-memories-registration/



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