

Hold a Cake Sale

Hosting a cake sale is a tasty way to raise funds for SBS. With a dash of creativity and a pinch of cooking expertise, your cake sale can be a huge success in raising both awareness and the all-important funds.



Scale

The first thing to consider is the scale of your event. This will impact everything from, the venue you choose, to the number of cooks and volunteers required.

Organisation

If you are organising the cake sale as part of a group, then it is recommended that you each have assigned tasks. Some people may be better suited to baking, while others may be more creative and can be assigned to promoting the event. Delegating the roles and remaining organised is vital to ensure a faultless and smooth operation with the end result being lots of cakes consumed and lots of cash raised.

Location

Cake sales can be held anywhere, local schools, town halls, car boot sales, markets, parks. You could even go a small scale in your own home. When choosing a location, you need to consider a number of factors. The most important being footfall - how many people will end up walking past your cake stall? The more people the better! Secondly, do they have facilities such as a fridge? Preparation Areas? Kitchen Facilities? If not, then you will need to consider bringing your own equipment such as thermos flasks, cool boxes and something to heat water if you are looking to serve tea and coffee.

Cake Ideas

When you are planning a cake sale, it is imperative to have a wide variety of different cakes to appeal to all tastes. Themes are good fun and a great way to raise awareness. If you are particularly creative you could make robin shaped cakes or robin decorated cakes for National Robin Day?

Some popular cake sale items: Cupcakes, Muffins, Brownies, Victoria Sponge Cake, Biscuits/Cookies, Doughnuts, Tea/Coffee, Fizzy Drinks.

You should also try and work out how much each individual cake costs to produce. This will determine the price you can sell to ensure you are operating at a profit.



It may also be worth trying to get ingredients donated from friends, family, work colleagues and even local businesses!

Health and Safety

Ensure you follow proper food safety guidelines. Cleanliness is the most important factor, ensure that all volunteers wash their hands frequently, or better yet provide them with plastic gloves. You should also make sure surfaces are wiped down with bleach/anti-bacterial cleaner to kill any germs.

To avoid a food safety disaster, it may be worth avoiding certain cakes that have a higher rate of spoiling such as custards and creams.

You also need to consider people with food allergies, such as nuts, soy, wheat, milk and eggs. If you are going to make allergy-safe cakes, then you need to make sure it doesn't come into contact with certain ingredients.

Fun

Don't forget to have fun at your event. If you are enjoying yourself then your customers will too and the more sales you will make!



For more fundraising ideas:
www.songbird-survival.org.uk/fundraise-for-us

Learn more about National Robin day and what you can do to help all birds and wildlife at:
www.songbird-survival.org.uk/national-robin-day



National Robin Day
The awareness day
for SongBird Survival

