

NSPCC

 **battle** 
of the
bakes

AT CHRISTMAS

 
FUNDRAISING PACK 



EVERY CHILDHOOD IS WORTH FIGHTING FOR

#BattleoftheBakes

A recipe for success

A dash of planning, a pinch of organisation, and your festive Battle of the Bakes is sure to be a success. Simply follow our step-by-step guide and it'll be a piece of Christmas cake.

Step 1

Set up your Battle of the Bakes JustGiving page. It's an easy way for people to donate, whether they're taking part or buying cakes. You can also set up a text to donate code by clicking 'Edit' on your page and then 'Get started with your unique text code'. So even if people don't have change, they can still get their hands on some delicious baked treats.

Step 2

Whip up some excitement. Challenge people to enter the Battle of the Bakes, with a suggested £3 donation for every entry. Find a judge or two who will rate the bakes and find the Christmas champion. We've included a score sheet in this pack to help them rate the bakes, and a certificate for the winning baker. What's more, if you raise over £100, we'll send you an exclusive Battle of the Bakes apron. Just make sure your fundraising is all wrapped up on your JustGiving page by the end of January.

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Step 3

Hold a bake sale. Nobody wants all that baking to go to waste, and holding a bake sale is a great way to raise money and help keep children safe. Offer those tasty treats in exchange for a suggested donation and see your fundraising total rise faster than a soufflé!

Top tip

Fundraising online and via text takes the hassle out of paying in your money. No need to post anything. Just a couple of clicks and you'll have donated. Find out more on our JustGiving page.

giftaid it

Don't forget Gift Aid!
It can boost donations by 25% – making your fundraising efforts go even further for children.



How your money helps

Every slice of stollen, every piece of panettone, and every penny you raise can do amazing things.

This year, we want our Christmas appeal to shine a light on children who are being neglected. 1 in 10 children in the UK have suffered neglect but, by working together, we can give more children the safety, warmth, and care they need.



Did you know?

Our helpline is open 24/7. Even on Christmas day, we'll have a team of experts ready to answer calls – ready to help keep children safe.

£5

could answer a call to the NSPCC helpline and shine a light on a child who's being neglected.

£25

could pay for a trained helpline practitioner for one hour, supporting adults concerned about issues like neglect.

£180

could pay for one helpline practitioner's shift, providing vital help and support to keep children safe from neglect.

£500

could pay to run the helpline service for an average of one hour.

Your donation could go towards the NSPCC helpline, or it could help fund other work like our therapeutic services working directly with children.

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AT CHRISTMAS

GET
INVOLVED!

What:

Where:

When:

Find out how your support can help keep children safe.

Visit nspcc.org.uk/Christmas

Yummmmmmm



#BattleoftheBakes

Registered with



FUNDRAISING
REGULATOR

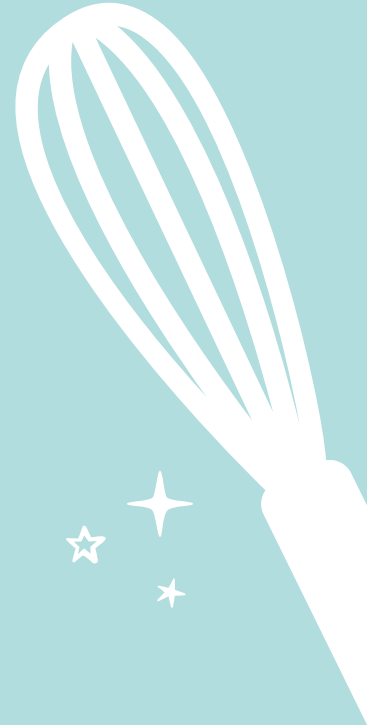
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AT CHRISTMAS

GET INVOLVED!



It's a piece
of cake!

Text

To

Choose how much you'd like to donate,
then simply text to give.

#BattleoftheBakes

EVERY CHILDHOOD IS WORTH FIGHTING FOR



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Mark out of
10 for each
category!

Who's your Christmas champion?

Name	Bake	Flavour	Texture	Presentation	Total

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LET PEOPLE KNOW WHAT'S ON OFFER WITH OUR LABELS BELOW. JUST CUT OUT AND FOLD.

<p>Suggested donation:</p> <p>By:</p> <p>Bake:</p>	<p>AT CHRISTMAS</p> <p>battle of the bakes</p> <p>NSPCC</p> <p>CUT OUT</p>
<p>NSPCC</p> <p>battle of the bakes</p> <p>AT CHRISTMAS</p>	<p>Bake:</p> <p>By:</p> <p>Suggested donation:</p>
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And the winner is...

.....

It's official. You rose to the occasion, you baked up a (snow) storm, and you are the festive Battle of the Bakes champion. Your prize? The sweet taste of victory. Savour it.

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Thank you

1 in 10 children in the UK have suffered neglect. And, for a child who's being neglected, Christmas is yet another cold, dark and lonely time. But, with your support, we can turn their lives around.

By challenging your friends, family or workmates to a festive Battle of the Bakes, you'll be helping us to give children the safety, warmth and care they need – now and all year round.

So wear that apron with pride. Although there can only be one champion, you're all winners.



Raise £100
by 31 January
and receive
your apron

Share your baking pics!



@NSPCC



@nspcc_official



#BattleoftheBakes

Any questions?

battleofthebakes@nspcc.org.uk
020 3772 9720



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