

The Cake Box

99, Station Road, Hampton. TW12 2BD Tel. 020 8941 8333

www.thecakeboxhampton.co.uk  TheCakeBoxHampton

email: joanna@thecakeboxhampton.co.uk



Fundraising

with

The Cake Box

Calling all schools, Charities and Organisations

Fundraising is a very necessary fact of life, but can be hard and time consuming for dedicated volunteers in schools, charities and organisations.

We have some exciting ideas to share with you to help you raise money for your organisation with ease, whilst having fun and learning new skills at the same time.

We are experts in running Cupcake and Cookie decorating workshops and have put together this overview, followed by Q&A to help you see if this would work for you.

How does it work?

We would provide you with resources to market our collaborative fundraising workshop to potential participants. This would include our business name and website address which would be great marketing for us and allow us to keep our charges to you at a reasonable level and thereby maximise your fundraising. We would then invite members of your fundraising team/PTA to our shop at a mutually agreed time and day shortly before the event to learn how to create the item you have chosen for your workshop.

On the day we would arrive at your venue and set up all the equipment and consumables. You would need to set up the tables and chairs before we arrive. We would provide enough Cake Box staff for the number and age of the participants in addition to your PTA/volunteers. For older children or adults, we would start with a demonstration of the whole task. The working tables would be set out with the component parts of the task so that the participants can then free flow around the room to complete the finished item. So for example:

50 adults-5 x tables of 10, table tasks include 1. Filling cupcakes 2. Covering cupcakes 3. Making roses 4. Making leaves 5. Arranging flowers onto cake and packaging. Tasks 1, 3 and 4 can be completed in any order. On each table, a trained PTA/Fundraiser would guide and support the task on that table. Jo and her team would assist where most needed and ensure

everything is running smoothly. The Cake Box would take a fee to cover the tuition prior to and on the day, plus the cost of consumables for the number attending. The remainder will be entirely yours (assuming you do not need to hire the venue) The total amount raised will be based on what you feel you can charge for participation. (see below)

Who would the workshop be for and when would it take place?

- An evening school workshop for adults only, which could include bring your own drinks and nibbles and perhaps a raffle to add to the fundraising
- A lunchtime or evening office workshop as above
- An after school workshop for pupils old enough to work mostly independently - suggest 8 yrs plus
- An after school workshop for parents and their children together – suggest 4 yrs plus

Where would the workshop take place and how many children could be involved?

The larger the number of participants the more funds can be raised, so we suggest use of the school hall or dining room, or a large classroom/ interconnecting classrooms, or a conference room or staff canteen. With enough support (see below) up to 50 adults or 35-40 children could take part.

What would be made in the workshop?

We suggest a cupcake based workshop, but other options are decorated cookies or chocolates and sweets and also “lighter” options such as breadmaking, tropical fruit salad or fresh milkshakes. The best options for large numbers are items that can be broken down into component parts (see below)

For smaller groups of adults ,other skills such as modelling, piping skills etc could be considered.

What would the school/charity/organisation need to do or provide?

The Cake Box would provide proforma advertising which the organisation would then pass on to the potential participants through school newsletters/works bulletins/posters/emails. You would deal with the bookings and let The Cake Box know numbers and information such as allergies or cultural requests. You would need to provide the room, tables and chairs and hand-washing facilities and ensure security, health and safety and child protection procedures are covered and adequate insurance is in place. You would need to set out the chairs and tables as suggested by us prior to the workshop.

What would the Cake Box provide?

All proforma advertising, all tools, equipment and edible items required for the workshop, plus staff to set up, demonstrate, support and clear away in sufficient numbers for the number and age of participants and depending on how many volunteers you can provide.

How long would the workshop be for?

This would depend on the age of the participants, so perhaps 1.5- 2 hrs for adults, 1 hr-1.5 hrs for older children and 45 mins-1 hr for younger children.

How much could we raise?

This will depend on what you feel you can charge and how many people book on the workshop

Here are some potential costings:

Example A

50 adults x £10 for an evening workshop for 2hrs =£500

Cake Box Tuition fee for 5 x PTA/volunteers for 1 hr @ shop £30

Cake Box Fee for running workshop for 2 hrs plus set up and clear up £95

Cost of consumables £50

Total to Cake Box £175

Profit to your organisation £325

Example B

30 children x £8 per head for an after school workshop for 1.5 hrs= £240
Cake Box Tuition fee for 5 x PTA/volunteers for 1 hr @ shop £30
Cake Box Fee for running workshop for 1.5 hrs plus set up and clear up £65
Cost of consumables £25
Total to Cake Box £120
Profit to your organisation £120

Example C

30 children x £4 per head for an in Nursery/Reception class “Sticky Fingers” session for 1 hr (in two groups of 15, with teachers/teaching assistants/parents supporting) = £120

No Cake Box in advance tuition required as the format will be much simpler. Jo will introduce theme (which can link to your current topic) with a story for whole class, then the class will split into 2 groups, one group to complete a craft prepared by us but led by you, the other group to complete a cake or cookie decorating (or other such as bread making) activity prepared and led by us, supported by you. Groups then swap over. Song and rhyme session to finish and follow up activity ideas sheet to take home.

Cake Box fee for running workshop for 1 hr plus set up and clear up £45
Cost of consumables £30
Total to Cake Box £75
Profit to your organisation £45

What teaching experience have you got?

I am a trained teacher with experience in Nursery/Reception/Y1 Y3,
I also teach adults and have taught 16-18 yr olds
I have an enhanced DBS check

What themes can you suggest?

- Easter
- Valentines
- Christmas
- Mothering Sunday
- Father’s Day
- Diwali
- Chinese new year

- Children's story characters
- Endangered species
- Mini beasts
- The seasons

Can you cater for allergies and cultural requirements?

I can make egg free, dairy free, gluten free, vegan cupcakes if necessary. As with most cake makers although I don't use nuts in my recipes, and have a nut aware policy, we can't guarantee nut free as we store nuts on the premises.

I hope I have answered all your questions!

Please phone or email for a chat to see how we can work together.

020 8941 8333 or joanna@thecakeboxhampton.co.uk

Other ways we can help with fundraising

- Providing printed school or business logos in edible paper to add to your cupcakes or cookies at school sales
- Supporting you in organising a school bake off, providing resources/guidelines/ certificates etc and being a judge on the day
- Having your school as a designated "cause" with a collection box in the shop for 1 month
- Having information about our collaborative fundraising event and links to your specific fundraising aims on our website, in our Sweet Charity section
- We can provide a themed cake for a guess the weight of the cake competition at your school fair. You find a volunteer to run this . We provide fliers to give out. You keep all proceeds.
- We can donate "Sticky Finger's" vouchers for your fundraising raffles.