

# wishful BAKING

In support of Make-A-Wish® Southwestern Ontario



## Guide to Hosting:

The best part about *Wishful Baking Week* is that you get to enjoy sweet treats and help grant life-changing wishes to children with critical illnesses.

Bake sales are easy to organize and fun to do. With some help from a small team of people, some planning and baking, you can have a successful bake sale of your own.



## Getting Started:

- Sign up to host your event by completing the attached form and e-mail it to Charlene at: [charlene.marsman@makeawish.ca](mailto:charlene.marsman@makeawish.ca)
- When completing the form, advise the date, time and location of your bake sale.
- You may also request a personal online fundraising page be created to help collect donations. Kindly provide a picture and share your reasons for supporting Make-A-Wish
- Once your personal online fundraising page is set up, we will send you the link that you can share with your family and friends. This is a great option for people who wish to donate to the cause, however, may not be able to attend the bake sale.



## Free Starter Kit:

- Once we receive your completed form, we will be happy to send you a free starter kit. Please contact our office if you prefer to pick up your free starter kit. Our Make-A-Wish® office is located at 551 Oxford St. West, Suite 207 in London.
- Your starter kit will include:
  - Make-A-Wish Fact Sheet
  - Event Posters (Posters for you to complete and share with others)
  - Bake Sale Price Tags
  - Donation Tracking Form
  - Return Envelope for you to send donations back to us
  - Star Sprinkles
  - Blue Tablecloth
  - Make-A-Wish Banner



## Set Your Goal:

Before you host your event, set a goal for how much money you'd like to raise. No amount is too big or small. Set a goal that you can reach, but that might be a bit of a stretch for you. For example, five dollars might be too small of a goal, however, \$250 maybe doable and would feel like a great accomplishment.



## Get Organized

**Recruit a Team:** Ask family and friends to help be part of your *Wishful Baking* Team. If this is a fundraiser for a school, have the students get involved. Have your team help with: Shopping, Baking, Packaging & Pricing, Promotions, Cashier, Set up & Clean up.

**Gather Supplies:** Here are some of the essentials we suggest you have on hand:

- Table(s)
- Table decorations
- Baked Goods
- Labels & Prices
- Plates & Napkins



- Donation container & cash float
- Hand Sanitizer
- Cooler & Ice Packs (if needed for baked good)
- Any other goodies you'll want to sell: vegan baked goods, bottled water.
- Camera/Phone: Please take pictures and share with us! We'll post on our Facebook page, website and newsletter



## Safety Rules

It may seem like common sense; however, cleanliness and safety is so important! Here are a few rules to keep in mind:

- If children are hosting the event, an adult should always be nearby to help keep an eye on things and make sure all is running smoothly.
- Be sure to keep your area clean and use hand sanitizer when handling food and drinks. Make sure you have paper towels nearby to clean up any spills.
- Ensure to keep the donations in a safe place
- Ensure to keep your supply of baked goods near by so you can re-stock your table.
- Label the baked good items along with the ingredients.



## Make it a Success!

Here are some tips to make your *Wishful Baking* event a success:

### Location, Location, Location

- Find the best spot to set up your bake sale table. School gym, Meeting room at Work, or Lunchroom OR...even in the comfort of your own Home.
- Other great ideas are to hold your event at a community hall, craft shows, family reunion, or holiday celebration.
- If you're setting up your event somewhere other than your home, please ensure you have permission! 🙏



## Product

- You may want to have a variety of baked goods so there is something for everyone. Such as cookies, squares, cupcakes, cake pops, muffins & pies.
- If you have others baking items for your event, be sure to make arrangements for them to drop off their goodies to you prior to the event day.
- Check your local flyers for any upcoming sales on baking ingredients and any other items you may need.
- Another option is to contact local bakeries to ask for a donation. If you plan to do this, please contact Charlene at [charlene.marsman@makeawish.ca](mailto:charlene.marsman@makeawish.ca) to request an introduction letter to present to the bakery.
- If you have time, you could ask your baking team to provide a recipe or two of their favourite baked goods and create a Recipe Booklet to sell.



## Spread the Word

- Use Social Media: Facebook, Instagram, Twitter, and email lists as great tools to help spread the word. Post information about date, time and location a few days before the event and again on the day of.
- Ask us to set up your own online fundraising page and you can share your link with all your family and friends.
- Create flyers using the template in your kit. Hand out flyers to your family and friends, too!



## Accepting Donations

### Price: What should I charge?

- How much you charge for your baked goods is up to you. Some people like to set a price, such as a loonie or toonie. Others find asking for a general donation is very successful. Either way, ensure you have a way to allow people to make an extra donation if they wish!





## Ways to Donate

- Be sure to let your customers know that they can make a donation via cash or cheque (make payable to Make-A-Wish Southwestern Ontario)
- If you have us create a personal online fundraising page for your event, you can simply share the link with your family and friends and they can donate online.



## What to do After Your Event

Once your *Wishful Baking* event is done, you will need to turn your funds raised in to Make-A-Wish® as soon as possible. You can drop it off in person at the office, please let us know in advance when you are planning to visit, in case we are out of the office for a wish or event, or send by mail to:

Make-A-Wish Southwestern Ontario  
551 Oxford St. W. Suite 207  
London, ON N6H 0H9

PLEASE NOTE: If you are sending by mail, please do not send cash donations. Donations should be sent in the form of a cheque or money order, made payable to Make-A-Wish Southwestern Ontario, with “*Wishful Baking*” in the memo line. All donations should be sent to our office within 30 days of completing your fundraising event. Use the donation tracking sheet in your kit if someone donates \$20 or more. Please photocopy prior to mailing it for your records. Use the return envelope in your kit to mail your donations and tracking sheet.



## Thank Your Supporters

- Personally thank everyone...because you can never thank enough!
  - Thank your supporters by sending a personal email and or personal note in the mail.
  - Post a Big thank-you on Social Media celebrating how successful you were and thanking all those who helped and donated to raise funds to grant wishes to children with critical illnesses.
  - Use hashtag #wishfulbaking2018 on social media posts (please tag Make-A-Wish Southwestern Ontario)