

THE  
**BIG  
BAKE**

**LIKE TO BOOST  
YOUR FLOUR POWER?**

THE  
**BRAIN  
TUMOUR  
CHARITY**

Use this clever guide to make your Big Bake a huge success

**Go to**



Going virtual



Going public



Boosting totals



Resources



Paying in

## HUNDREDS AND THOUSANDS CAN HELP!

**EACH £15 RAISED** could provide a 'Brainy Bag' for a child who has been diagnosed with a brain tumour, filled with child-friendly items such as a teddy bear, colouring book and blanket, and helpful information for parents too.

**EACH £100 RAISED** could pay for a genetic test to help doctors understand which type of treatment might be best suited to an individual patient – and most likely to be effective.

**EACH £500 RAISED** could help cover the cost of a researcher, to analyse tumour samples from people taking part in a clinical trial, so that we can draw useful conclusions and keep driving forward towards a cure.



# TOGETHER WE CAN

# RISE TO THE CHALLENGE!

## of beating brain tumours



This Valentine's Day and throughout February, people across the UK will be baking or faking it with shop bought treats to help raise money for The Brain Tumour Charity. Every pound you raise with your Big Bake will play its part in getting us closer to a cure and improving quality of life for people with brain tumours.

Today, 31 more people in the UK will be told they have a brain tumour. It's devastating to hear such news, but we are not powerless in the face of it. On top of this, the coronavirus (COVID-19) pandemic continues to have a devastating impact for so many people affected by a brain tumour. With research and support, we can continue to prevent brain tumours from wrecking lives and be there for our community at a time when they need it the most. And it all starts here, in your kitchen.



# ALL THE INGREDIENTS TO MAKE RAISING DOUGH A DODDLE...



## Set the date

Why not set hearts all aflutter with a Valentine's Day themed Big Bake? Most people will be holding their Big Bake in February, so how about adding a sprinkling of love by making those close to you feel extra special with baked goodies galore? Send an IOU to your loved ones promising them delivery of their baked delights once it's safe to do so.



## Go virtual

Taking your Big Bake online is easy – and just as enjoyable. And thanks to the wonders of technology, you can connect with as many of your friends and family as you like – from far and wide with no need to worry about how many people you invite! Remember to set up your own [JustGiving](#) Big Bake page to make donating easy.

Here are some fun and easy ways to raise some digital dough!

**PAY TO VIEW.** Fancy showing off your baking prowess? Then why not livestream your showstopper – topped with lashings of laughs along the way! Ask your invited virtual guests to pay to watch you bake up a storm in your kitchen.

**VIRTUAL BAKE SALE.** Ask your invited online guests to choose the cake that takes their fancy and make a donation. Ping them over an [IOU](#) – promising a delivery of their chosen creation once it's safe to do so!

**RAISE THE TEMPERATURE.** By taking on a baking challenge in front of your virtual audience – whether that's trying your hand at a more adventurous recipe for the first time, or spicing things up by asking for extra ingredient suggestions – the weirder, the better! And all for an extra donation! From chilli sprinkled into your chocolate cake, earl grey tea added to your lemon drizzle frosting, or fresh basil leaves sprinkled over your strawberry cheesecake – what's not to like?

**KNOCK, KNOCK - WHO'S THERE?** Ask your virtual guests for a donation for entry. Once in, guests can bring tea or coffee and cake to your online meet-up – whether they've baked it themselves or bought it

**HOLD AN ONLINE BAKE-OFF!** Friends and family give you a donation to take part in your digital bake-off – all for a chance to shine. Prop up your device and Zoom your efforts as you all make the same recipe together – at the same time. You can have fun and offer prizes along the way – for the best creation, best baking technique and anything else that takes your fancy.

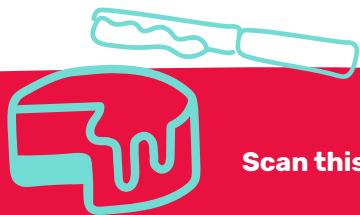
**UNDER THE ROLLING PIN!** Create a showstopper and put it up for grabs by auctioning it off to the highest bidder. Friends and family can donate online in exchange for the promise of a delicious delivery once it's safe to do so. In the meantime, keep winners happy with some IOUs.

**ALL BAKEDIN IT TOGETHER!** Why don't you and your friends use the Bakedin discount code to buy kits and bake together online?



## And don't forget school and work!

- Set up a virtual Big Bake school event for your children and their classmates. Younger ones can bring their parents to the video call, while teens can take a leaf out of your recipe book and hold their own online event!
- Although many of us aren't at our workplaces right now, connecting with colleagues virtually – all for a good cause – is the perfect way to boost your Big Bake, as well as your mental well-being. Be it a coffee morning or afternoon tea affair, it's also a chance to recreate that water cooler moment and get to know more workmates from across your organisation. Why not add a sprinkling of friendly competition between teams with a virtual bake-off?
- If you're planning to Hobnob with the boss, why not try asking if they'll match the amount you raise, given it's such a worthwhile cause? Use this handy form.



Scan this QR code and spread the love.





## Go public

Follow our tips to help you spread your Big Bake message far and wide - to get family, friends and colleagues involved.

- Invite your family, friends, neighbours or colleagues to your virtual or event.
- Use Facebook, Twitter and Instagram to get the word out too with **#BigBake**
- Setting up a Facebook event or WhatsApp group is an easy way to reach lots of people - and to keep them updated. While you're at it, don't forget to join our **[Big Bake Facebook group](#)**.
- Please tell people why this cause is so important to you, as your personal motivation may also motivate others.

“ The day was wonderful. I lost my mum to a grade 4 tumour three years ago aged 61, she loved cake and I do too, so this fundraiser was perfect for us.

- Lindsey Eltman, Chorley



## Boost the total

- You can download our sweepstake and other fun and useful extras at [thebraintumourcharity.org/extra-ingredients](https://thebraintumourcharity.org/extra-ingredients)
- If people can't join you virtually or would like to help more – please encourage them to text **BAKE5** to **70507** to donate £5.



## Pay it all in

- **Click here** for clear instructions on how to pay in the money you have collected. As you'll see, every pound raised makes a vital difference.

## From the planning to the plating up...

### We're here to help

If you need any advice or support, please feel free to contact  
The Big Bake Team at

**01252 749043**

[thebigbake@thebraintumourcharity.org](mailto:thebigbake@thebraintumourcharity.org)

### The Big Bake Facebook group

Please head over to The Big Bake [Facebook group](#) and join our online community in sharing how you're holding your bake, get tips from others and see all the latest updates from us at The Brain Tumour Charity.





## Ready, steady - bake!

Thanks to our amazing corporate partner, **Bakedin**, it's super easy to get stuck into The Big Bake. What's more, we'll provide you with a double helping of Bakedin discount codes for you to use.

With your first discount code, sign up for a monthly subscription to Bakedin's Bread Baking Club or Baking Club by 31 March 2021, and you'll get your first box for just £2.99, instead of £10.99 – giving you all the Big Bake inspiration you need to get your fundraising off to a flying start! And you can cancel your subscription at any time.

To add an extra cherry on the Bakewell, when you use the discount code to sign up to a monthly subscription to The Bread Baking Club or Baking Club by 31 March 2021, the lovely people at **Bakedin** will also make a donation of £5 to The Brain Tumour Charity.

And if anything else tickles your taste buds, use Bakedin's second discount code – giving you 15% off all the non-subscription goodies that catch your eye across their website. You can use this code up to 31 March 2021 – and pass both codes on to friends and family to enjoy.

Head over to our [website](#) for more on these irresistible discounts on goodies from **Bakedin**!







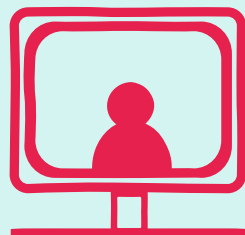
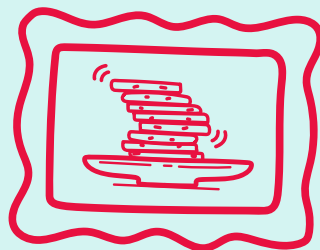
## The world must see my wonky Welsh cakes

We would love to see evidence of your baking mastery (and disaster-y) – wherever you're from in the UK.

Are Cardigan's crumpets better than Colchester's? Do Falkirk's fancies trump those of Falmouth?

Please share images using **#BigBake**

Please remember to tag your friends as it's a really good way to publicise your event – and your fundraising efforts.



## Make your bake go boom on Zoom!

Download our digital resources from our website, so you have everything you need to add an eye-catching Big Bake backdrop to your virtual event!





## Raising funds is as easy as pie!

Head over to our [JustGiving](#) page, where you can set up your own Big Bake page to make it easy for your friends and family to make a donation to you.

## Bakes win prizes



Thanks to our scrumptious corporate partner, [Bakedin](#) there are great prizes up for grabs for the top three Big Bake bakers who raise and pay in the most money by the end of April 2021. Head over to our [website](#) for more on these fab prizes from Bakedin and how you could be in for a chance to win!



## All flour to your elbow!

Put some extra flour power into your fundraising with our Big Bake [digital resources](#) – where you'll find everything you need for baking success.

## HANDY RESOURCES!

[Recipes](#)

[Design a cup cake](#)

[Guess the weight of the cake](#)

[Tent Cards](#)

[Sweepstake](#)

[Matched Funding form](#)

[Zoom Background](#)

“ I held The Big Bake at home in memory of my Dad who died suddenly, aged 51, from an undiagnosed brain tumour, as well as my husband’s uncle who also died from a brain tumour in 2011. This charity has been close to our hearts ever since.

- Jodie Tiller



## PAYING-IN YOUR OWN CONTRIBUTION IS A PIECE OF CAKE



### **At the bank or via online banking:**

Our bank details are:

Lloyds Bank—Sort code: **30-93-74**—Account: **50290568**

Please give your name and **TBB21** as a reference – and email us

to let us know you've donated at: [thebigbake@thebraintumourcharity.org](mailto:thebigbake@thebraintumourcharity.org)



### **Using a debit or credit card:**

Simply visit [thebraintumourcharity.org/donate/](https://thebraintumourcharity.org/donate/) and click on the 'Pay in your fundraising' tab. Alternatively, call our donations line on 01252 237792 to make your donation over the phone.



### **By cheque:**

Please make cheques payable to The Brain Tumour Charity and send them with a covering letter to: **The Brain Tumour Charity, Fleet 27, Rye Close, Fleet, Hampshire GU51 2UH.**

- Please include a cover note stating your name and contact details and whether you have collected in someone's memory or as part of a supporter group.

### **Need any help?**

Feel free to call our donations line on **01252 237792** with any enquires relating to paying in your money or email [thebigbake@thebraintumourcharity.org](mailto:thebigbake@thebraintumourcharity.org)  
We'll always do our best to help.

THANK YOU  
FOR RAISING  
DOUGH TO FUND  
VITAL RESEARCH.



Registered with  
FUNDRAISING  
REGULATOR

**Registered office:** Fleet 27, Rye Close, Fleet, Hampshire GU51 2UH.  
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