Bake for a Cure

CHILDREN'S CARDIOMYOPATHY FOUNDATION

Guidebook to Planning a Big Heart Bake Sale

Benefitting children with cardiomyopathy, a chronic and life-threatening heart disease

Children's Cardiomyopathy Foundation™

Bake for a Cure is a nationwide initiative started by the Children's Cardiomyopathy Foundation (CCF) and affected families to increase awareness of pediatric cardiomyopathy and raise much-needed funds for research. You can join Team CCF and families across the country in hosting a Bake for a Cure event in your town. Bake sales are a fun and easy way to get the entire community involved. It brings people together, creates special memories, and provides a creative outlet for many.

This guidebook provides planning suggestions to help make your event a sweet success. CCF is ready to assist you in brainstorm, planning, and promoting your event. **Together, we can "bake a difference" for children with cardiomyopathy.**

Getting Started: Key Ingredients

- Form a bake team to assist in planning, baking and promoting
- Find a visible, high-traffic location
- Determine what baked goods and other food items to sell
- Promote your bake sale within your community and beyond

Form a Bake Team

Planning a bake sale doesn't have to be a lot of work when others are available to help. Most people want to volunteer if their task is well defined and they know that their contributions will make an impact. Invite family members, friends, colleagues, schoolmates, sports teammates, and members from your favorite activity group to get involved. Determine what each person's responsibilities should be based on their strengths and skill set. Responsibilities might include:

- Research recipes and decoration ideas
- Contact retailers to donate baked goods or baking ingredients
- Shop for ingredients
- Bake and package items
- Identify venue and make arrangements
- Recruit volunteers
- Create signs and table decorations
- Hang posters in town
- Handle social media
- Contact local media for event coverage

Decide on a Location

High-traffic areas in your community, such as schools, college events, community centers, sporting events, and local business (supermarket, coffee house) are great spots to host an event. Determine if your event should be indoor or outdoor, and have a weather contingency plan if outdoors.

Neighborhood events, such as festivals, street fairs, outdoor concerts, and other popular public places such as parks are also good options. Check in advance whether any permits or registrations or necessary to sell. Sometimes, local establishments will allow you to set up a table inside or nearby.

Pick a Day

The most popular months for Bake for a Cure events are February and September. February is National Heart Month and September is Children's Cardiomyopathy Awareness Month. However, there are other awareness months, weeks, and days to tag onto with the opportunity to highlight cardiomyopathy.

- National Pediatric Transplant Week (April)
- National CPR & AED Awareness Week (June)
- National Health Center Week/Children's Health Day (August)
- National Cookie Month (October)
- Sudden Cardiac Arrest Awareness Month (October)
- World Kindness Week (November)
- National Cupcake Day (December)

Determine What to Sell

The fun and creative part is deciding what to sell and determining whether you should have a theme for your bake sale. Consider selling your favorite homemade treats like chocolate chip cookies or brownies, and add some heart-themed items like red velvet cupcakes or cake pops, heart shaped cookies, chocolate covered pretzels with red sprinkles, and snack bags with party mix and red M&Ms. With your bake team's input, you can create special treats for the event that cannot be easily purchased elsewhere.

There are different way to gather items for your Bake for a Cure event:

- Request that each bake team member bring their own family favorite baked item

- Get your bake team together for a “bake party “to make different items and decorate
- Ask local bakeries, donut shops, or supermarket to donate baked goods
- Consider using pre-mixed brownie, cake mixes, or cookie dough to save time in making your baked goods

Also, you don’t have to limit yourself to just selling baked goods. You can expand your offering of baked goods to include:

- Red punch or pink lemonade on warmer days
- Hot chocolate, apple cider, and coffee on chilly days
- Other food items like sandwiches, wraps, granola bars, and savory snacks
- Homemade chocolates or caramel apples
- Low-sugar, vegan, or gluten-free treats

Visit CCF’s Pinterest page and CCF’s event photo gallery for baked good ideas delicious recipes, and packaging options. CCF’s Bake for a Cure Starter Kit includes a heart shaped cookie cutter, some cellophane bags for baked goods, and CCF logo stickers in different sizes to place on the bags.

Decorate Your Table

To attract people to your bake sale table, you want to be visible. Wear CCF red t-shirts and use the red plastic tablecloth and posters from CCF’s Bake for a Cure Starter Kit. You can also get your bake team to create large colorful banners with brown or white 36” wide butcher paper to hang in front of your table or behind your table if set up against a wall. Red and white balloons can be used to increase visibility.

Additional red t-shirts and red curebands can be ordered from CCF for your other bake teammates, or each team member can wear something red. Please visit CCF’s Bake for a Cure webpage for a downloadable merchandise order form. Other CCF resources that you can utilize include:

- Make copies of CCF’s Facts to Know handout to distribute at your table
- Print CCF’s table sign and insert it into an 8.5”x 11” acrylic sign holder purchased from Staples, Office Depot, or Amazon.

A few Bake for a Cure events have offered kids activities like face painting, arts and crafts, temporary tattoos, or a magician to attract people to their bake table or bake event.

Extend Your Fundraising

There are many ways to increase your bake sales revenue. Think outside of the box, and consider these add-on fundraising ideas:

- Add a "calorie free" jar to your table so customers who may not want a treat can still make a donation
- Sell non-bake items such as cookbooks, craft items, homemade jam or granola, or decorated jars of make-your-own cookie mix.
- Expand your event beyond your community by creating a Bake for a Cure Team fundraising page on CCF's GoFundMe platform.
- Set up a Facebook fundraiser to notify family and friends about your efforts and encourage those who cannot come to your bake sale to contribute online instead.
- Invite local businesses to partner with you; they can promote their business and be associated with a worthwhile charitable cause. Local bakeries or supermarkets can help by donating ingredients or baked goods. Another idea is to identify a business that will match or double the amount you raise.

Promote the Event

Let everyone in your community know about your Bake for a Cure event. Ask your bake team members to promote the event within their social circle. Besides word of mouth and personal emails, your event can be shared with a larger group of people by posting to social media, contacting local press, distributing posters and flyers around town, and making announcements to different community groups.

Your Bake for a Cure Starter Kit includes posters for you to write your event details so you can post around town. Additional posters can be requested from CCF, or you can ask a local printer to print more with CCF's print ready file on the Bake for a Cure webpage. There is also an 8.5"x11" flyer that you can copy to hand out at reception/register areas or post on the message board. Suggested places include:

- Retail and service establishments
- Local restaurants
- Coffee houses and delis
- Supermarkets
- Arts establishments (dance studios, martial arts studios, art schools, community theaters, music schools)
- Gyms and youth sports training facilities
- Libraries
- Pediatrician and dentist offices

- Town borough and recreation centers
- High school and college campus student centers

To generate interest, some bakers document their event planning and preparations with photos and videos posted on social media with the hashtag #BakeADifference.

Reaching out to the local media is an important step in promoting your Bake for a Cure event. To spread the word, you can reach out to your hometown newspaper and magazines, local TV and radio stations, and community bloggers to share your personal story and why increasing awareness of pediatric cardiomyopathy and raising funds for research is important to you. Download CCF's Reaching Out to the Media Guide for tips on getting media coverage.

Once you register your event with CCF, your event will be added to our community fundraiser page and mentioned in our monthly announcements to CCF Connect members.

Event Support

CCF is available to help with ideas and provide guidance for your Bake for a Cure event. Our Bake for a Cure webpage provides downloadable materials and resources. You may request a Bake for a Cure Starter Kit to get you started with basic items:

- Bake for a Cure posters
- Red tablecloth
- Cellophane bags for baked goods
- CCF logo stickers in different sizes
- Heart-shaped cookie cutter
- Red Team CCF T-shirt

Once you have the details of your event, please complete CCF's event registration form and email Stormy Bell at sbell@childrenscardiomyopathy.org . After your event, please let us know how your event went and send us photos to add to our Bake for a Cure photo gallery.

Proceeds from your Bake for a Cure event can be sent to via check to Children's Cardiomyopathy Foundation, P.O. Box 547, Tenafly, NJ 07670. Alternatively, a secure online donation can be made to CCF, but a 3% credit card processing fee will be applied.