

## Organising your WaterAid cake sale



### Get ready bakers, it's time to raise some dough!

So you've decided to host a cake sale. Top choice! This fundraiser is a deliciously simple way to raise funds for taps and toilets.

#### When and where

To get the ball rolling, have a think about where your cake sale will be. You could have it at work, at your school or in a community space in your local area. As soon as you've got your venue sorted and you've chosen a date, you're good to go!

#### Tell the world

Few people would turn down a piece of cake for a good cause, so make sure you advertise your sale far and wide. Drum up some interest using our [poster template](#), get busy on social media, or send out an email to your friends, family and colleagues. Whatever method you use, be sure to let everyone know when and where your sale will be, and tell them that you're doing it to raise funds for taps and toilets. Don't forget to let them know that they'll need change on the day, and send another reminder out on the day of the sale.

#### Order your WaterAid resources

Fancy some WaterAid resources to spruce up your sale? We can supply you with a WaterAid tablecloth, balloons, bunting, leaflets and a collection tin to gather those pennies in. To request these resources, get in touch at [events@wateraid.org](mailto:events@wateraid.org).

#### Cooking up a storm

Before you get out your apron, try to enlist some friends and family to help if you can. If you're doing your sale at school or in an office, you could ask everyone to make one thing each and bring it in on the day. We also recommend including a little something for everyone - it's always good to have a few gluten-free and nut-free options available. Finally, it's really important that your

food hygiene practices are up to standard, so have a look at the [Food Standards Agency](#) for some advice, and remember to clearly label any cakes that have allergens in them.

#### Put a spin on it

If you want to stir things up a little, why not introduce a competitive element to your cake sale? Nominate a few lucky judges and ask them to vote on the tastiest culinary contribution. This is a perfect one to do if you've got lots of people bringing in puds for your sale. May the best bake win!

#### Paying in your money

When organising your cake sale, you can either take payments in cash or ask your customers to pay in through [JustGiving](#). If you decide to take cash, you can [send us a cheque](#) or [pay the funds directly](#) into the WaterAid bank account. Let everyone know how much has been raised once all the money is counted, so they know how much their support means.

#### Need a hand?

Give us a tinkle! If you're in need of a bit of guidance or want to chat about your fundraising, give us a call on 020 7793 4594 or pop us an email at [events@wateraid.org](mailto:events@wateraid.org). We'd love to hear all about your challenge, so do keep us posted on how you get on through [Facebook](#), [Twitter](#) and [Instagram](#).

### Icing and inspiration

Stuck on what treats to whip up? Here are some of our favourites.

#1 Get a giggle with these [amazing poo-themed cupcakes](#).

#2 Discover a taste of Malawi, one of the countries where we work, with these [Mbatata sweet potato cookies](#).

#3 A little something for everyone, this Jamie Oliver [gluten-free carrot cake](#) is an absolute winner.

#4 Go blue for WaterAid with this amazing Hummingbird Bakery [blueberry cake](#).