

How to guide **BIG TUF BAKE**

BAKE UP A STORM FOR UROLOGY HEALTH

Here at The Urology Foundation we believe you can't go wrong with a slice of cake. That's why every March we want people to hold their very own Big TUF Bake and raise money to help us improve the nation's urology health.

Whether you hold a one off cake sale, an afternoon tea party or a weekly TUF tea break event, the Big TUF Bake can be quick and easy to organise but bring in lots of money.

We are delighted that you have chosen to host a cake sale for The Urology Foundation and to help put the cherry on top of your event we've pulled together this little guide.

TOP TIPS TO STIR INTO YOUR TUF BAKES

- 1** Decide when and where you want to hold your Big TUF Bake. Pick a place and time you'll have lots of guaranteed traffic. Make sure you have permission from the venue before you start advertising your cake sale.
- 2** Let people know about your cake sale. As well as posters and flyers you can also tell people about your sale on Facebook and Twitter. Ask friends to donate cakes and also tell others about the sale.
- 3** Work out your pricing before you start selling and keep it simple. Price points of £1, £2, £3 or 2 for £5 work well. Use our cake flags included here to price up your cakes.
- 4** Think of ways to make more money during your sale, such as offering coffee and tea, or find out if your workplace has a 'matched giving' scheme. You might also like to run a 'guess the weight of the cake' sweepstake.
- 5** Don't forget to thank people after your bake sale is over and tell them how much they helped you to raise for The Urology Foundation.



THE DIFFERENCE YOUR BIG TUF BAKE WILL MAKE

The money you raise will help end the suffering caused by cancers and conditions of the kidneys, bladder and prostate. Every penny raised will support TUF's research and training programmes which aim to find new ways to treat, prevent and, one day, cure urology diseases that affect millions of people in the UK and Ireland.

Being able to provide the very best treatment to my patients is why The Urology Foundation is so important to me. With their commitment to urology research and training, together, we can make a difference to the millions of people affected by a urological condition or cancer.

Peter, consultant urologist



Mark was diagnosed with bladder cancer at just 39

"It felt like my life was on hold, that everything had just come to a standstill. I felt like I couldn't see light at the end of the tunnel and my emotions became very frail and very fragile. I'd feel sick whenever I saw the hospital's number was ringing on my phone, it was horrible."

Urology disease, like bladder cancer, kidney stones and incontinence, can devastate a life. Thanks to research and Peter, a surgeon trained by TUF, Mark is now cancer free.

MONEY RAISED FROM YOUR BIG TUF BAKE WILL BE INVESTED IN THE RIGHT TREATMENTS AND THE BEST RESEARCH SO THAT NO ONE DIES EARLY FROM UROLOGY DISEASE

PAT-A-CAKE, PAT-A-CAKE WHERE TO BEGIN?

Now that you've decided to host a Big TUF Bake the first thing you must do is make a plan. Take some time to think about the type of event you want to hold, how much you would like to raise and how big you would like the event to be. By having a plan in place you can break down your fundraising into manageable chunks. Helping you to enjoy your Big TUF Bake!

BIG TUF BAKE CHECKLIST

- Choose what cakes to bake
- you could ask friends / colleague to make a batch too
- Keep a list of ingredients for each item in case any customers have allergies
- Decide on a location and make sure you have permission to host your Big TUF Bake there
- Decide on a date and time to hold your event, taking into consideration when might see the most people attend
- Tell people about your Big TUF Bake - use the poster and invites included to help publicise your event
- Make sure you have napkins or paper plates ready to serve the bakes people purchase
- Have a collection tin or lockable money box for donations and change ready for your first customers
- Decide on the price you would like to sell each bake or slice for - use the cake flags included as price tags
- Consider decorating the venue or table to draw attention to your Big TUF Bake sale - use the bunting included



NOT A CRUMB WASTED WHEN YOU'VE PUBLICISED

The more people who know about your Big TUF Bake the better. Tell as many people as possible so no crumb or slice is wasted. Here are some ways you could get the word out about your cake sale.

For work

Put posters up around the office, send an email to all your colleagues, desk drop invitations, post a notice in the internal newsletter or on the intranet.

For home

Invite friends and family over email, via your social media accounts or with paper invitations. You could ask them each to bring a guest so more people can join.

For school

Ask to put posters up around the school, post a notice in the school newsletter or make an announcement in assembly.

For a community club

Ask for an email to be sent to every one in the club, or for a notice to be put on their social media page or website, put posters up and let everyone know at your meetings.

We have included a poster and invitations for your use.



IDEAS TO WHIP UP YOUR TUF FUNDRAISING

You can make your fun go further and with a few flourish that can help boost the amount your cake sale raises.

- 1 Pop the kettle on and offer a brew along with your bakes, selling a cuppa for 50p or more.
- 2 Add a competition element for those contributing a cake to your Big TUF Bake, perhaps raffling off the best cake.
- 3 Provide other ways for your guests to donate money, such as a 'guess the weight' sweepstake or sell your cake or cookie recipe to get people baking at home.
- 4 Think of adding some healthy or vegan friendly bakes so there is something for everyone.
- 5 Let people know why you have chosen to support TUF so they can see how their purchases will help.

CELEBRATE YOUR BIG TUF BAKE WITH US

Once the last cake has been sold, the crumbs wiped away and you've counted up your sales, please complete and send us the enclosed Money Return Form along with the money you have raised.

Don't forget to let all those who came to your Big TUF Bake how much you raised. We have included a thank you poster for your use.

Finally, we love to hear about your TUF fundraising events so please do send in your photos and let us know how it went.

THANK YOU SO MUCH FOR HOLDING A BIG TUF BAKE AND SUPPORTING OUR VITAL UROLOGY RESEARCH AND TRAINING





Join our cake sale in aid of The Urology Foundation

When

Time

Where

Raising money for kidney, bladder and prostate cancer research



You are invited to my



for The Urology Foundation

On: _____
At: _____
Address: _____

The Urology Foundation (charity no. 1128683) is working to end the suffering caused by cancers or conditions of the kidneys, bladder or prostate. We fund vital research and training to improve treatment and care for everyone with urology disease.



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CAKE FLAGS

These TUF cake flags are great for displaying the names and price of your bakes as well as any allergens they contain.

As well as many A4 print outs of this page you would like, you will need:

- ~ cocktail sticks
- ~ a pen
- ~ glue or sticky tape
- ~ scissors

You may also want some spare cake flags on the day for any last minute bakes or price adjustments.

Instructions:

- 1 Cut out the flags along the grey line and fold in half, so one side is purple with the logo and the other side white.
- 2 Use the flags to mark the cost of your baked good. Fill in the blank flags with the names of the cakes and any ingredients which may cause allergies. For example, 'Carrot Cake' or 'Contains Nuts'.
- 3 Wrap each flag around a cocktail stick and glue or tape together before putting the flags on your cakes ready to start raising money.



BIG TUF BAKE BUNTING



Use this printable bunting to decorate your Big TUF Bakes event to capture the attention of cake needing folk. To use simply print this page out as many time as you like, cut round each triangle and attach to string or ribbon with sticky take or staples and decorate your table.



Together we raised

£ _____

With your help we can invest in vital urology research and training so fewer people suffer from cancers of the kidneys, bladder and prostate.

Thank you.

FUND RAISED MONEY RETURN FORM

Thank you for holding a Big TUF Bake in aid of The Urology Foundation.

Please complete this form and sent it back to us along with the money you have raised. By doing so we can make sure we have a record of your Big TUF Bake and make sure the money is attributed to you. We will confirm receipt of the donation through the contact details provided.

I raised £ _____ at my Big TUF Bake on _____ date _____

I enclose a cheque(s) made payable to **The Urology Foundation**

I have made a bank transfer using reference _____

To make a payment via bank transfer please use:

Account Name: **The Urology Foundation**

Sort Code: **50-30-25**

Account Number: **26113090**

Your name _____

Address _____

Postcode _____

Contact No* _____

Email* _____

*Please provide a phone number or email address in case we have any queries with your form or monies returned.

I would like to be kept updated with the work of The Urology Foundation by:

Post Email Do not update me

Please send the completed form, along with any cheques, to:

The Urology Foundation

1 - 2 St Andrew's Hill

London EC4V 5BY

Thank you for supporting The Urology Foundation.

By providing TUF with any personal information you consent to the terms and conditions of our Privacy Policy available at theurologyfoundation.org
If you change your mind you can unsubscribe at any time by emailing supportercare@theurologyfoundation.org or call 020 7713 9538.