



HOW TO HOLD A

# BAKE SALE

**COMBAT  
STRESS**  
FOR VETERANS' MENTAL HEALTH

Bake sales provide a wonderful opportunity to get your family, friends, colleagues or wider community together to catch up, have a natter, and importantly eat cakes to help raise money for veterans' mental health.

## BEFORE YOUR BAKE SALE »»

- **Date / time:** Think carefully about the date so it doesn't clash with any national or local events.
- **Venue:** This could be your own home or a village hall. If using a public venue, make sure to check on any licences you might need.
- **Promotion:** Create some posters and leaflets so you can advertise your bake sale locally. We have some templates you can use on our [Resources page](#). Make the most of social media and create an event on Facebook or promote it on the local community pages. Try contacting your local newspaper and radio.
- **Goal / target:** Try giving yourself a target of how much you want to raise – this could help you get extra donations from people who want to help you reach your



target. Think about how you can make the most of the event to raise as much as you can.

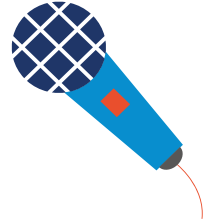
- **Support:** As it's for a great cause, maybe speak to local businesses who may like to donate some delicious cakes you can then sell at the event? It's always worth asking and you never know, they may go on to support Combat Stress in other ways too.



## AT YOUR BAKE SALE >>

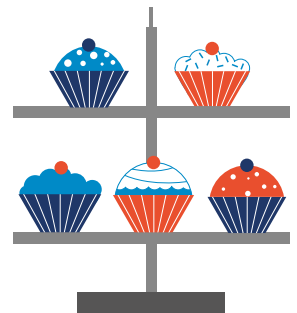
- **Fundraising:** Try to include fun games or activities to raise extra money. 'Guess the weight of the cake' is often popular or host a 'bake off' and sell any cakes that have been made. Or a tombola / raffle is guaranteed to help boost fundraising. Make sure you have plenty of options for people to give, including buckets/tins or links to your own fundraising page.

- **Awareness:** If you are comfortable with speaking, try to plan a moment to say a few words about why you support Combat Stress so people understand the difference their support makes to veterans and their families. Make sure you have plenty of literature for people to pick up too.



## AFTER YOUR BAKE SALE >>

- **Banking:** Count, record and send us the money you raise as soon as you can. See ‘Paying in money’ for the different ways to do this. It’s a good idea to share responsibility for this amongst more than one person and to prepare in advance by getting some money bags from the bank.
- **Thanking:** Remember to follow up with guests and anyone who has supported the event to thank them and let them know how much was raised. We will always ensure a ‘thank you’ letter is sent to you too.





## PAYING IN MONEY >>

There are lots of ways to pay in money. Please include your supporter number (if known), your name as a reference, and information about the donation.

- **Bank transfers:**

### **BANK ACCOUNT DETAILS**

Bank: Natwest  
Account Name: Combat Stress  
Sort Code: 60-00-01  
Account Number: 00100013

### **BANKING IN SCOTLAND**

Please pay into the above Natwest account via RBS branches in Scotland.



- **Online:** Donate directly through our online collections page [combatstress.org.uk/collection-donation](https://combatstress.org.uk/collection-donation)

- **Coinstar:** Coinstar machines are situated across the UK. You can take the cash to any Coinstar machines, select 'donate to charity' then select 'other' and enter the code **2998** to deposit directly to Combat Stress.

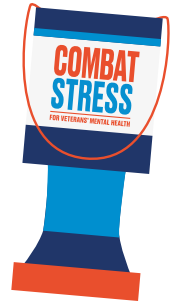
You will receive a voucher detailing the donation.

You must send a photo of this voucher to:

[fundraising@combatstress.org.uk](mailto:fundraising@combatstress.org.uk)

Find your nearest machine:

[coinstar.co.uk/findamachine](https://coinstar.co.uk/findamachine)



- **Cheque:** Please make cheques payable to 'Combat Stress' and send to:  
**Combat Stress, Fundraising Department, Tyrwhitt House, Oaklawn Road, Leatherhead, Surrey, KT22 0BX**
- **Online fundraising page:** Set up an online fundraising page for the event where you or guests can donate directly. You can do this through our platform [events.combatstress.org.uk/community-fundraising](https://events.combatstress.org.uk/community-fundraising) or Justgiving.
- **Phone:** Call **01372 587 140** and quote your name, postcode, and event.



For more help and advice,  
call **01372 587 140** or email  
[fundraising@combatstress.org.uk](mailto:fundraising@combatstress.org.uk)

# TOP TIPS >>



- **Let us know:** Tell us about your bake sale so we can support and advise if needed – we'd love to hear all about it!
- **Food and drink:** if you're selling food or drink it's essential to label things for allergens. Always visit the [Food Standards Agency](#) for advice.
- **Social media:** Keep pushing it out with regular updates, it often takes a few times before people take notice. And remember to tag us **@combatstress #combatstress** so we can see what you're up to and say thank you!
- **Double your money:** Do you or any of your helpers work for a company that offers 'matched giving' for charity? If so, encourage them to apply and you can double the amount you raise!
- **Licences:** check for any licences you need. For example, selling alcohol and playing music both require a licence.



# KEEPING IT SAFE AND LEGAL >>

- It's important that you are safe and legal whilst fundraising in aid of Combat Stress.  
Please follow our ['Keeping it Safe and Legal'](#) guidance document.



[combatstress.org.uk](http://combatstress.org.uk)

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