

BECOME.

THE CHARITY FOR CHILDREN IN CARE
AND YOUNG CARE LEAVERS

Become a Baking Hero: Care Day Fundraising Pack



All you knead to know about
baking a difference for
children in care...

What's inside

- All about Become and Care Day
- How to organise your Become a Baking Hero event
- Delicious recipe from Leanne at Become
- Top tips on how to have a cake-tastic event

Become a Baking Hero

Not everyone was made to jump out of an aeroplane, but that's what Tillie, a young woman from London did to raise valuable funds for Become.



Thankfully with the Become a Baking Hero pack you don't have to go to such lengths to support children and young people in care, and young care leavers, right across the country.



Baking for Become on Care Day

Care Day is the world's biggest celebration of children and young people in care. This year's event takes place on Friday 16th February. You can find out more about Care Day at become.org.uk/careday2018

This Care Day, we'd love you to Become a Baking Hero by holding a bake sale in aid of Become. You can do it from the comfort of your own office, living room, or wherever you please. Your support will make a huge difference in the lives of children in care and young care leavers.

Help us to make a difference

There are currently over 93,000 children in care across the UK and this number has increased steadily over the last seven years. Children who have been taken into care will have faced trauma and many have experienced abuse or neglect. At Become, we think all children in care should have the same chance to lead happy, fulfilling lives as those who are raised in their birth families. It is our mission is to make this happen.

How we help

Become provides help, support and advice to children in care and young care leavers, so that they can take control of their lives and unleash their potential. We support young people to learn more about themselves and their personal goals, as well as provide opportunities to develop their practical skills so that their disadvantaged start in life does not lead to an even more challenging future.

"I found it very helpful being able to talk to someone in confidence about my difficulties. Thank you for your support, it has been a lifeline for me, as I no longer feel completely isolated and finally I feel like there's a way forward."

Emily, caller to our Care Advice Line

The money you raise means that we'll be able to keep supporting care-experienced young people like Emily through our work such as our Become Coaching Programme and free helpline, the Care Advice Line. Your support means that when a young person has a question about any aspect of the care system, we'll always be there to answer it.

How to Become a Baking Hero

1) Select a date and scout out a location. You could hold your event on Care Day itself, or choose another day that works well for you. Pick a venue that's accessible, so that you can get as many people along as possible.

2) Start spreading the word about your event. You can use word of mouth or social media to help get the message out, and download our Become a Baking Hero posters and invitations to help promote your event.

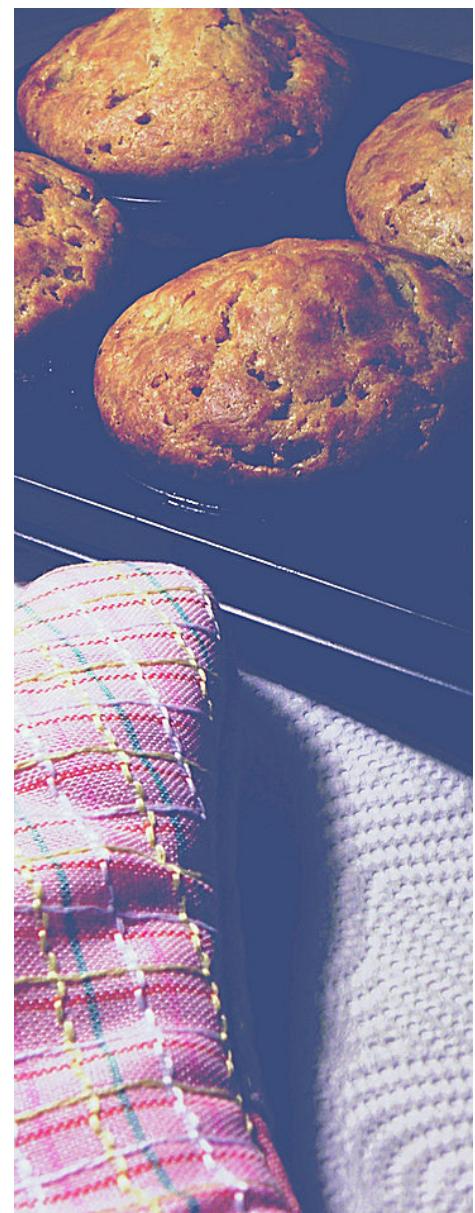
3) Get baking! You can cook up a frenzy in your kitchen and ask others to bake or buy something to sell.

4) Once the big day arrives, sell lots of cake and have lots of laughs. Make sure you have your Become collection box in pride of place and don't forget to tell everyone why you've chosen to support Become.

5) Let us know how your event went. We'd love to share photos of your cake creations online, so everyone can be inspired by you!

6) Count up the money you've raised and send it to Become. We'll then get busy using it to improve the lives of children in care and young care leavers.

"I held a bake sale at my university, and it was a great way to raise awareness for Become."
Joanna
Become Hero



Leanne's Victoria Sponge

Preheat the oven to 180C/350F/Gas Mark 4.

Gently heat the knob of butter in a pan and brush two 6in-7in/15cm-17.5cm cake tins with the melted butter. Line the bottom of the cake tins with a circle of greaseproof paper.

In a large bowl, cream together the butter and sugar until pale and creamy, using an electric whisk or a wooden spoon. Beat well to get lots of air into the mixture.

Beat in the eggs one at a time. Add a tablespoon of flour if the mixture curdles.

Fold in the flour using a large metal spoon.

Pour the mixture equally between the two cake tins and level off the top with a spatula.

Place in the oven and bake for about 20 minutes, or until the cakes spring back when pressed gently with a finger and are pale golden in colour.

Remove from the oven and take them out of the tins after about 5-10 minutes. Place them on a wire rack to cool completely.

Spread the sponge with the jam and the whipped cream, then carefully sandwich together.

Dust with icing sugar and serve.

What you need

- knob of butter, melted
- 230g/8oz butter, softened
- 230g/8oz caster sugar
- 4 large free-range eggs
- 230g/8oz self-raising flour
- jam and whipped cream (for the filling)
- icing sugar to serve



Top tips for your bake sale

- If you want to keep things cash-free, set up an online fundraising page using JustGiving or Virgin Money Giving before your event and share the link with your friends and family beforehand.
- You can use JustGiving to set up a text to donate code and all donations go to your page – this can come in handy if people don't have cash on the day
- Holding your bake sale at work? Capitalise on those afternoon munchies by taking a cake trolley through the office at 3pm. Lots of employers have a matched funding scheme for fundraising events - will your employer match your fundraising efforts with a company donation?
- Think about theming your cake sale. It could be anything from superheroes to food of the world. Why not add a fun twist by insisting on fancy dress?
- Don't forget to identify and clearly label any allergens in cakes.



Resources for a cake-tastic event

Our website has all the resources you need to help organise a cake-tastic event. Visit www.becomecharity.org.uk to download:



- Invitations
- Posters
- Collection box sticker

Paying in money raised - easy as pie!

Paying in slip

If you've collected cash, contact us by phone or email and we will send you a paying in slip. Fill in the slip and take the cash to your nearest RBS bank, where you can pay the money in over the counter. The money will go straight into Become's bank account.

Set up an online fundraising page

Go cash-free and set up an online fundraising page through JustGiving or Virgin Money Giving. People can make donations straight to the page and all the money automatically comes through to Become after the event.

You're our Become Baking Hero!

Once we receive your donation, we'll send you a Become Baking Hero certificate to proudly show to everyone who contributed to your fundraiser.



Let's get social...



www.facebook.com/becomecharity



@BecomeCharity

Whether you make a brilliant Battenberg or terrific tiramisu, we'd love you to share your baking creations on social media. Send us a tweet or share on Facebook using **#becomebakinghero**

Feeling shy? You can send a photo of your creations to fundraising@becomecharity.org.uk and we'll share it on your behalf.

We're always happy to help!

If you have any questions or would like any advice on your Become a Baking Hero event, contact our friendly fundraising team.

- Our telephone number is 020 7251 3117
 - Our email address is: fundraising@becomecharity.org.uk
 - Our address is: Become, 15-18 White Lion Street, London, N1 9PG



**Thank you for supporting
children in care and young
care leavers this Care Day!**