



NOVEMBER 25-DECEMBER 10, 2019

BAKE A DIFFERENCE HOW-TO GUIDE

Your guide to hosting a brilliant bake sale or an awesome afternoon tea



www.bake-a-difference.org.uk

www.junowomensaid.org.uk

 @JUNO_womensaid

 @JUNOWomensAidNottingham



WELCOME TO YOUR BAKE A DIFFERENCE HOW-TO GUIDE

Thank you for supporting us through Bake a Difference!

This year we will be hosting Bake a Difference during 16 Days of Activism, the UN campaign to end violence against women and girls.

Every cake, pie or quiche you bake will help Juno Women's Aid support more women, teenagers and children to be free from domestic abuse in Nottingham and South Nottinghamshire.

This guide has all the ingredients you need to host your own Bake a Difference event. Whether you're getting together with a couple of friends at home, work or holding an afternoon tea - big or small, every crumb sold will make a difference by raising much needed funds and awareness for our life-changing and sometimes life-saving work!

Get in touch - if we've missed anything or if there is anything else you need, please contact us at fundraise@junowomensaid.org.uk.

"Juno (formally known as WAIS) was always there for me. I suffered abuse for 20 years. What my husband put me through was wrong. I needed people to talk to, to listen to me and help me when I needed it the most. They gave me the strength to follow through for a divorce, to not back out. Now I don't have to suffer abuse anymore."

- Dawn, Survivor,





ABOUT JUNO WOMEN'S AID

Sadly, domestic abuse is common and under-reported. Being female is the biggest risk factor. 1 in 3 women in Nottingham will experience domestic abuse at some point in their lives. Since 2011, 14 women have been killed in Nottingham and Nottinghamshire by their partners or ex-partners.

Juno Women's Aid is a UK registered charity that began in 1979 because of a gap in provision for women and children experiencing domestic abuse. We have a dual history with other Women's Aid organisations in Nottinghamshire and in 2009, we merged with two refuges bringing together greater expertise. We're now the largest charity in the region working directly with women, teenagers, young people and children to help bring an end to domestic abuse.

We work in Nottingham and South Nottinghamshire (Ashfield, Broxtowe, Gedling and Rush-cliffe), although our recent campaigning work has achieved nationwide impact.

In 2018-2019...

We helped 5,324 women with specialist one-to-one support.

We took 9,053 calls on our Freephone 24-hour Helpline (0808 800 0340).

We fostered 53 pets, making it possible for women to move into a refuge/safe house without worrying for a pet left behind in the care of a perpetrator.

We worked with 629 children and young people.

We supported 107 teenagers with their own intimate relationship.



HOW YOUR MONEY COULD HELP

£25



Helps us take a call on our 24-hour Freephone Helpline and support a woman to get the help she needs after the call*

£50



Provides food for a destitute woman and her children for a week when they have no other way of accessing money

£177



Provides basic costs to house a woman or a child in our refuge for a month

£450



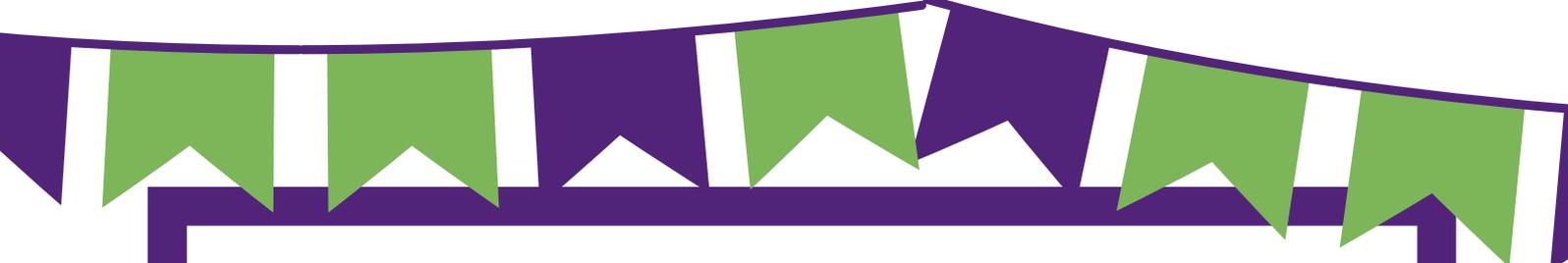
Helps a woman and her children set up her new home after leaving our refuge

£3K



Provides a 8-10 week Freedom Programme (healthy relationships course) for up to 12 women, helping to them to recognise abusive behaviours in future relationships

*For every call received, we make an average of seven outgoing calls to help each woman



MAKING YOUR BAKE A SUCCESS!

Take a look at the resources page on our Bake a Difference website for added tips and tricks! Plus a winning recipe from a former Great British Bake Off contestant! www.bake-a-difference.org.uk

1 - Date and Venue

You can hold your event at home, work, school, university or at a community space. Pick a high-traffic location or at a busy time of day – for example during lunchtime at work, or a Saturday afternoon bake sale. Try arranging your bake sale during another big event, like a parade, church fete or school sports day, so you know you'll have lots of guaranteed passers by!

2 - Recruit Early

If you don't bake much yourself, maybe ask your mates to help out either by baking or buying items to sell but also by spreading the word and by telling friends and family.

3 - Advertise

Why not tell people about your event on Facebook or Twitter,

or go the old fashioned route and pop up some posters or flyers. We've designed some for you to download and print. Just visit www.bake-a-difference.org.uk/resources

4 - Establish Your Pricing System

Clearly label your cakes and bakes with prices so that customers find it easy to select what they want. Settle on three or four price points (such as 50p, £1, £3 and £5) and ask all your bakers to package their offerings based on those prices.

Alternatively, you could forget pricing altogether and instead ask your guests to donate what they think each cake is worth. It might feel a bit risky but you'd be amazed how generous people can be when the decision is left up to them.



MAKING YOUR BAKE A SUCCESS!

5 - Have a Donations Jar Handy

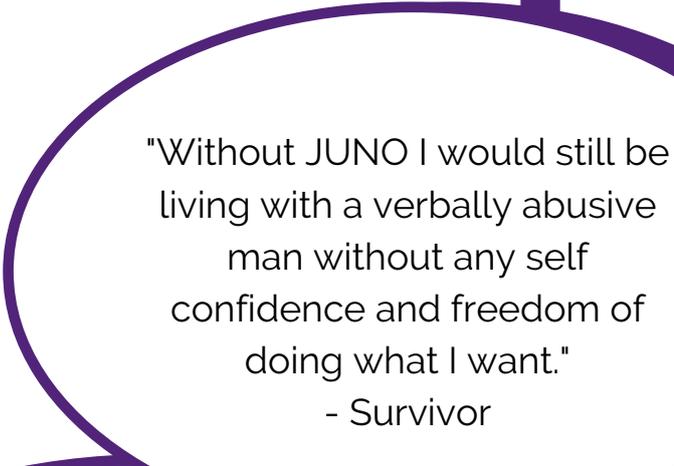
You might want to collect the money in a jar and stick one of our collection jar labels on the side so that people know what you're fundraising for. You can find the jar labels on our website: www.bake-a-difference.org.uk/resources.

6 - Don't Forget Vegans

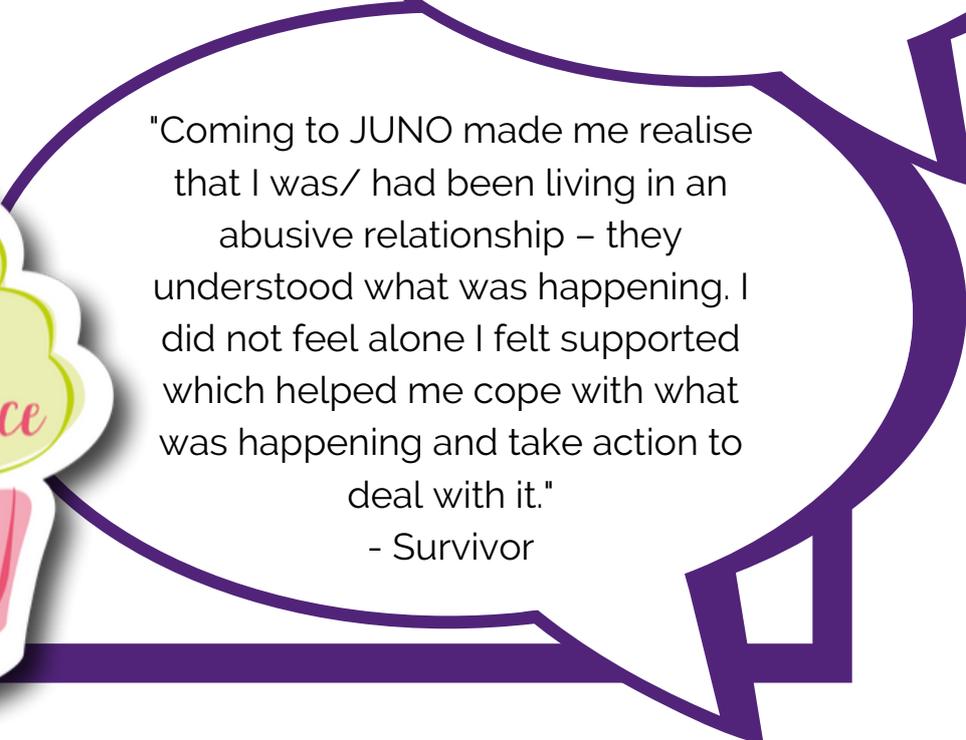
Lots of people are vegan now, so try to include dairy-free choices. Be inventive! We've got some great recipes on our website.

7 - Share, Share, Share

We'd love to see photos of your event, bakes and cakes. Email us or share them on Instagram, Facebook or Twitter using the hashtag #Junobakes and tag us too. We will feature some on our Bake a Difference website!



"Without JUNO I would still be living with a verbally abusive man without any self confidence and freedom of doing what I want."
- Survivor



"Coming to JUNO made me realise that I was/ had been living in an abusive relationship - they understood what was happening. I did not feel alone I felt supported which helped me cope with what was happening and take action to deal with it."
- Survivor





KEEPING IT LEGAL AND SAFE

As the organiser you are responsible for the overall running of the event. Depending on the size and location of your event you may need to consider, amongst other items, the following:

Hygiene

If you are having a large event it's always wise to get some advice from your local council or food hygiene body. For more information and advice make sure you visit www.food.gov.uk

Licences

If your event is in a public place (not your home or office) it is best to check with your local authority in case you need special permission or licences.

Insurance

Juno Women's Aid insurance cannot extend to volunteer fundraising events – depending on your event, you should consider whether you need to seek independent advice.

Make sure you know what the food you're offering contains

and ensure your guests tell you if they have any allergies.

Common allergies include: gluten, shellfish, eggs, fish, peanuts, milk, nuts, soy, sesame seeds, celery, mustard, lupin, sulphur dioxide and sulphates. Consider labelling foods which contain any of these items. We have included some labels in your pack to get you started.

It is highly unlikely, but if one of your guests does have a reaction, call 999 immediately. If you have children joining you, make sure they are supervised at all times, particularly if they are helping in the kitchen or using scissors to make some of our craft ideas. If you are holding a large event, consider a risk assessment to make sure you've got everything in place so your party goes smoothly on the day.



HOW TO PAY IN YOUR MONEY

After your event, it's time to put your feet up and give yourself a pat on the back for your fundraising efforts. We truly couldn't help all the people we do without your support, so a big thank you.

1 - Online

- Count up your money and deposit it in your own bank account
- Go to our donate page at <https://junowomensaid.org.uk/get-involved/donate/> and donate online
- Pay in the total amount using your credit or debit card
- Put 'bake' in the comments box on the donations page so we know what it's for

2 - By Post

- Count up your donations and deposit it in your own account
- Write a cheque made payable to Juno Women's Aid for the total amount
- Send your cheque and a covering letter to:
Fundraising, Juno, 30
Chaucer Street, Nottingham,
NG1 5LP. Please state 'bake'

in your covering letter or on the back of the cheque and let us know who you are, how you raised the funds (i.e. I did a bake sale at work) and how you heard about the Bake a Difference event

3 - Justgiving

It's quick and easy to set up your own Justgiving page. This can help you promote your fundraising efforts too as you can directly share your page on social media. It also makes gathering your donations nice and simple as well as allowing anyone who's not able to come along to your event, make a donation. You can also add off-line donations. Find us at www.justgiving.com/wais-nottinghamshire and click on "Fundraise For Us".