



# Virtual fundraising:

How to organise a virtual cake sale



your local  
**air ambulance**

Derbyshire • Leicestershire • Rutland  
Warwickshire • Northamptonshire



If you've recently learnt to bake or perfected your skills, why not use your talent to turn cakes into cash by holding a virtual cake sale and support our lifesaving service?

You could sell your cakes in your local neighbourhood by using an honesty pot or sell them over the phone to family and friends arranging non-contact deliveries or collections.

Our guide for a virtual cake sale offers step-by-step instructions on how to host a fundraiser for your local air ambulance.



£10 could help pay for a special mask that will be used to help patients when they've stopped breathing.

- 1 Decide on your bake**  
Bake your favourite cakes, cookies or confections or use the recipes provided to make some delicious cakes.
- 2 Set up a JustGiving page**  
JustGiving allows people to donate to your cake sale without using cash, they can pay securely online knowing that their donation will be going directly towards supporting our lifesaving services.
- 3 Create your cake stall**  
This might be in your garden or outside your front door. You could even host your bake sale online – by taking a picture of your tasty treats and posting on your social media channels - your friends and family won't be able to resist!
- 4 Promote your bake sale**  
Utilise local Facebook groups and friends and family to make people aware that you've baked some treats in support of a good cause.
- 5 Sell your creations**  
Whether you choose to set up an honesty pot or use JustGiving, sell your bakes. Why not set up a telephone service where people can donate via JustGiving and collect their cake from you at a specified time?
- 6 Get in touch**  
Let us know about the success of your bake sale by tagging us in posts on social media.

 @WNDLRAirAmbulance

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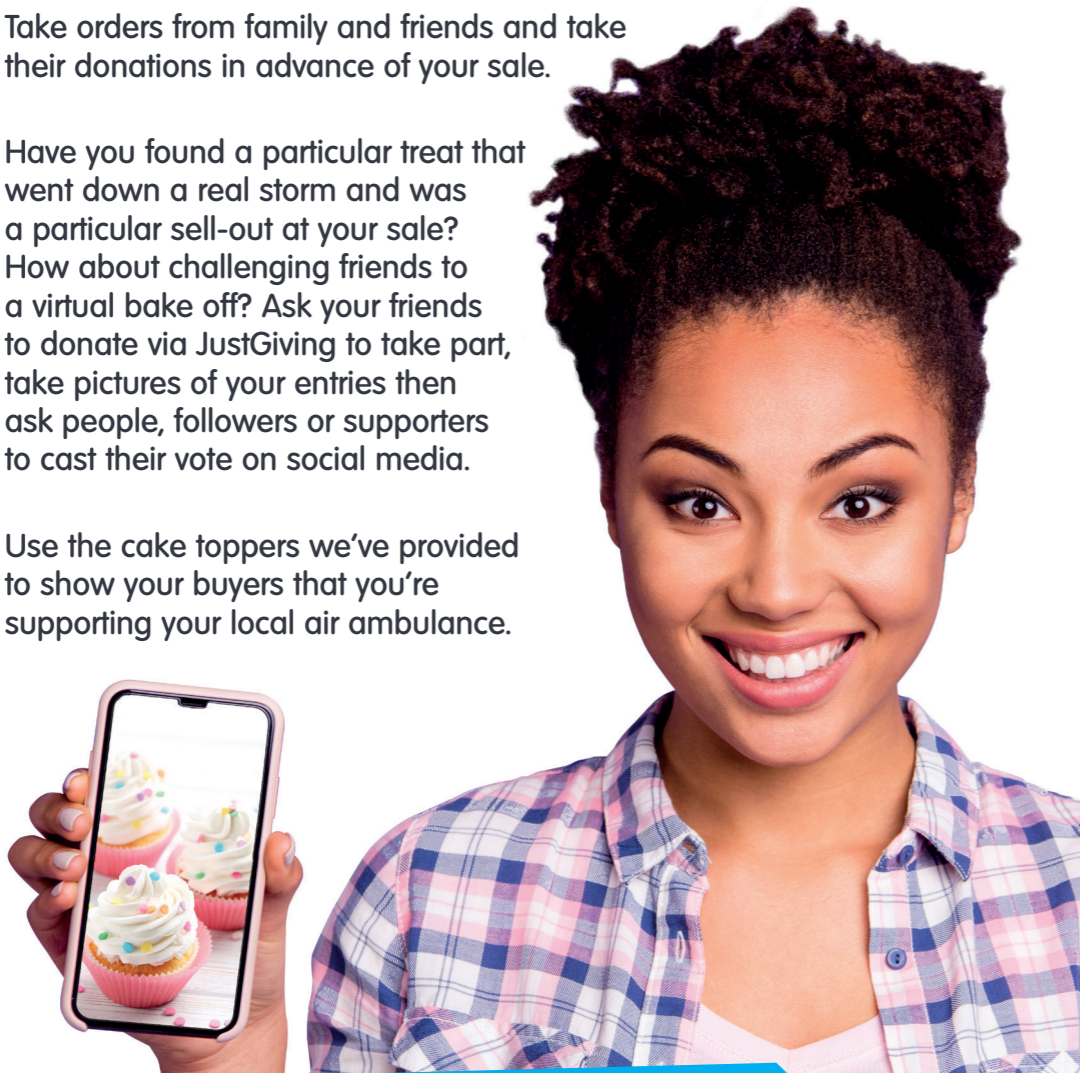




£5 could pay for pressure dressings to control a patient's bleeding.

## Hints and tips

- Livestream the making of your delicious cakes or perhaps your cake selling stall on the day! You can add a livestream video to your JustGiving page too, making it easier for you to encourage supporters to donate through the duration of your fundraiser.
- Visit our website for information on how to set up a JustGiving page and livestream [theairambulance.org.uk/fundraising](https://theairambulance.org.uk/fundraising)
- Take orders from family and friends and take their donations in advance of your sale.
- Have you found a particular treat that went down a real storm and was a particular sell-out at your sale? How about challenging friends to a virtual bake off? Ask your friends to donate via JustGiving to take part, take pictures of your entries then ask people, followers or supporters to cast their vote on social media.
- Use the cake toppers we've provided to show your buyers that you're supporting your local air ambulance.



## Things to remember:

Please ensure you are following the most up to date government guidance when completing any activity that requires you to leave your home or have contact with others outside of your own household.



Follow guidelines set out by the Food Standards Agency.

## Recipe ideas

### Crunchy chewy rice crispy cakes



#### Ingredients

- 200g soft butter toffees
- 200g white marshmallows
- 50g butter, plus extra for greasing
- 65g Rice Krispies

#### How to make them

1. Melt the butter in a very big saucepan (large enough to fit all the ingredients).
2. Add the toffees and melt them slowly in the butter (stirring continuously until melted).
3. Add the marshmallows and continue heating and stirring until they have melted.
4. Add the Rice Krispies, stirring and folding until the mixture completely covers all the ingredients. Do this over a gentle heat to keep the mixture free (don't worry it will go really stringy when stirring it). You may need to add more crispies if necessary.
5. Grease a tin (around 20cm square) with a little butter and line with baking parchment (this is important or they will stick to the dish) then empty the mixture into the tray. Press down with a metal spoon (as this won't stick to the mix) and leave to cool.
6. Cut into squares then serve. If not serving straight away store in layers with baking parchment underneath and in between.

# Show your support with DIY cake flags

- Simply print out the template and cut out the toppers
- Glue together around the side of a cocktail stick
- Stick into your cake and show your support for your local air ambulance.



Thank you for your support



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# Feeling inspired?

There are a range of ways to support your local air ambulance...





**£20** could pay for essential pads to be used with a defibrillator when a patient suffers cardiac arrest.

Every day of the year, your local air ambulance (Warwickshire, Northamptonshire, Derbyshire, Leicestershire & Rutland) is helping save more lives. Our critical care paramedics, doctors and pilots attend an average of 10 rescue missions a day.

Within minutes they can be on the ground delivering lifesaving care. The air ambulance gives people the very best chance of survival and recovery.

We are supported by a Critical Care Car meaning that we can reach those who need us 24 hours a day, seven days a week, 365 days a year.



☎ 0300 3045 999

✉ [theairambulance.org.uk](mailto:theairambulance.org.uk)

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