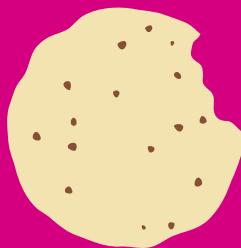




How to...

bake for  
dementia  
specialist  
nurses



# Coffee mornings, cake sales, afternoon teas and lots more!

Baking events are simple, low cost and everyone can get involved. After all, who doesn't love a cake and a cuppa?



## The recipe for success:

### 1. Location, location, location

A baking event can take place anywhere, such as your garden on a sunny day, at work or in your local community centre. It is key to set up in a busy area that is accessible. This way passers-by might be tempted by your yummy baked goods, and you can take treats to people.



### 2. All hands on deck

Ask friends, family and colleagues to help you out. See if they can help with the baking, spreading the word to others, or even lending you an extra kettle for the day.



### 3. Let's shout about it

You want as many people to know about your event as possible. Post about it on social media, create a Facebook event, put up posters (we have some we can send you), and contact us for our guide to getting your event in the news.



## 4. Make the place look ace

We have lots of lovely materials to help make your event a success, such as balloons, banners, stickers, collection boxes and postcards. Just get in touch and we can pop some in the post for you.



## 5. Think big, small and think all

Having a variety of sweet and savoury baked treats will attract more people. It is important to cater for all diets (or dietary requirements), so try to include some delicious options for vegans and gluten free customers.



## 6. Safety comes first

Check out some advice for providing food and labelling allergens at charity events on The Food Standards Agency website. Search “Food Standards” on [www.food.gov.uk](http://www.food.gov.uk)



## 7. Show 'em off!

Take some snaps, we'd love to see them! Tag us on social media [@DementiaUK1](https://facebook.com/DementiaUK1) [@DementiaUK](https://twitter.com/DementiaUK) [@Dementia\\_UK](https://instagram.com/Dementia_UK). Use our hashtag [#DoItForDementiaNurses](#) to help create as much awareness as possible!



## 8. Round up the pounds

After your event has ended, get cracking with counting up all your hard earned pennies and pounds over a cuppa. When you've totted up the total head over to [www.dementiauk.org/sending-in-funds](http://www.dementiauk.org/sending-in-funds) to see how to send in the vital funds you've raised. The sooner you get them to us, the sooner we can get them working to support families affected by dementia.



## Event checklist

- Set up your stall in plenty of time before the start of the event
- Label all the baked goods with ingredients for people with allergies
- Price up your cakes, but encourage people to give as generously as they can
- Have a float so you are able to give change
- Have some napkins and paper plates ready to hand, we know it can be a little messy!



## Top tips

- Add a bit of competition into the mix(ture) and make it a bake off. Ask guests to vote for the best looking or tasting treats and award a prize to the winner
- Have an area where guests can decorate their own cupcakes or biscuits. You could ask people to decorate gingerbread men as someone at the event or a celebrity, and see who can identify who is who
- Host a raffle and see a lucky winner win a prize. Please get in touch if you would like our guide to raffles and sourcing prizes
- Set up a guess the weight of the cake sweepstake and see who is closest!
- Check out our blog about baking with dementia [www.dementiauk.org/baking-with-dementia](http://www.dementiauk.org/baking-with-dementia)

Good luck  
and bake a leg!





# Decorate your cakes



**Cut around the cake flag and add  
a generous amount of glue to the back.  
Fold carefully around a cocktail stick.**





# How your fundraising will help

**By fundraising for Dementia UK, you will be making a difference to thousands of carers, families and people living with dementia.**

Dementia UK's specialist Admiral Nurses work with families when things get challenging or difficult, giving them one-to-one support, expert guidance and practical support.

The money you raise will help us provide more Admiral Nurses to the families that need them, in their communities, in hospitals, in hospices and taking calls on the Admiral Nurse Dementia Helpline. To find out more visit: [www.dementiauk.org](http://www.dementiauk.org)



**I went through a long period of finding difficulty in coping with my mother's behaviour and my response to it – the Admiral Nurse who listened to me was patient and inspiring and honest.**

*Admiral Nurse Dementia Helpline caller*

**£70**

could help fund a Helpline Admiral Nurse for two hours in the evening, helping carers in crisis, when other sources of support have closed for the night.





**Why not take the opportuni-tea  
to pop the kettle on, and sign up to our  
national Time for a Cuppa event in March?**

It's a wonderful chance to host a tea party  
in aid of Dementia UK. Find out more at  
[www.dementiauk.org/timeforacuppa](http://www.dementiauk.org/timeforacuppa)  
or call our Time for a Cuppa team  
on **020 8036 5380**.

## Any questions?

Get in touch with the fundraising team by calling  
**020 8036 5440** or emailing [fundraising@dementiauk.org](mailto:fundraising@dementiauk.org)

We receive no government funding and rely on voluntary donations,  
including gifts in Wills. For more information on how to support  
Dementia UK, please visit [www.dementiauk.org/donate](http://www.dementiauk.org/donate)  
or call **0300 365 5500**.



[www.dementiauk.org](http://www.dementiauk.org)

Dementia UK, 7<sup>th</sup> Floor, One Aldgate, London EC3N 1RE

Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC047429).



Registered with  
**FUNDRAISING  
REGULATOR**