

the
BIG
cake bake

Bake a difference
for deaf children



Thank you



Deaf children can do anything other children can do, given the right support from the start.

That's why we've given expert support on childhood deafness, raised awareness and campaigned for deaf children's rights for more than 70 years. Today, we continue to break down the barriers that hold deaf children back – but we can't do it without the support of amazing and committed fundraisers like you.

By fundraising together we can prevent deaf children being treated unfairly, and stop them being robbed of vital support. Your fundraising will make sure deaf children have the same opportunities as everyone else.

There are so many ways to raise money, but a Big Cake Bake has to be the most delicious!

This guide will help you get started and our friendly fundraising team are on hand to offer advice and support all the way. To get in touch with them, chat about your fundraising or find out more about our work, please call **020 7014 1199**, email **community.fundraising@ndcs.org.uk** or visit **www.ndcs.org.uk**.

Thank you for your support and happy fundraising,

Susan

Susan Daniels
Chief Executive



Getting started

Set a date

The first ingredient in our recipe for success. Whether at work, school or a local club – allow time to organise your Big Cake Bake so you can rise fully to the occasion.

Plan your day

Any baker worth their salt will tell you preparation is key. The same is true for your event – recruit your fellow bakers and get practising! Remember, we're here to help with recipes, materials and advice – our contact details are on the right.

Spread the word

Don't be shy!

We can help you create your very own press release to share with the local press, just get in touch using the details below. Make sure you promote your Big Cake Bake on social media with lots of pictures too.

How much could you raise?

Set yourself a target and get planning.

You might want to add on some extra fundraising activities like a raffle or a guess the weight of the cake game to raise even more. More funds means we can support more deaf children and their families!

Get Big Cake Baking!

Now is the time to put your skills to the test and hold your Big Cake Bake. Haven't had time to bake? We don't think store bought cakes are cheating if it's for a good cause! Don't forget to label any allergens clearly.

Put your funds to work

You've finished all of your fundraising, now it's time to get your funds to put the work in. It couldn't be easier to send us your hard earned dough either online or using one of our paying in forms.

Thank you

You're all done – we think you are baking brilliant!

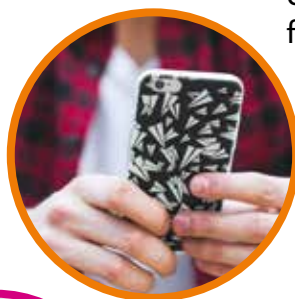
Make sure you say a huge thank you to everyone who helped make your Big Cake Bake possible. Together, you've helped to bring us closer to a world without barriers for deaf children.

Get in touch

Drop us a line for extra support, materials or information on how to promote your event. Email us on community.fundraising@ndcs.org.uk or call on 020 7014 1199.

£20

means a deaf child could borrow a vibrating alarm clock that will help them to wake up independently for the first time.



“Even though we usually can’t fix everything in one phone call, for many families, **calling the Helpline is the first step towards getting help and support.** It is nice to be there to give initial information and let them know they’ve come to the right place.”

– Catriona Corbett, Helpline Manager



Our Helpline is often the first point of contact for families who have just found out their child is deaf. We reassure families that they are not alone, and that the future may not be as difficult as they initially feared.

We give advice on a wide range of issues including benefits, education, health and communication, and offer guidance on the latest developments in technology. We are also there to support families through important points as their child grows up like starting school and taking exams.

Our Helpline receives about 8,000 enquiries each year, including by phone, email and online chat.



£25 could give a family, who have just found out that their baby is deaf, 40 minutes of free, confidential support through our Helpline.



£75 means 30 deaf children in India could receive a sign language book that will support them to communicate with family and friends for the first time.

How to make the most of your Big Cake Bake

There are lots of fun things you can do to boost your Big Cake Bake fundraising. Whether it's putting photos of your cakes on Facebook or sharing delicious recipes on your online fundraising page, make your fundraising stretch even further with these simple steps.

Get set up

Why not set up a JustGiving or Virgin Money Giving page? A lot of people don't carry cash with them, but will have a smart phone so they can donate online at your sale. Set a fundraising target, upload a photo and show donors what their support will do.



Explore match funding

Many employers will match amounts their employees raise for charity. Ask your company if they'll help you double your Big Cake Bake fundraising.



Get help

Ask for support from friends, family, colleagues, neighbours, or anyone else you know.



Post your event

Social media is a great way to share what you're doing and get more people to come to your Big Cake Bake. Don't forget to tag us in your posts!



Extra fundraising

Take a look at our Fundraising A-Z to see if there are any extra fundraising ideas you could use to raise those extra funds! www.ndcs.org.uk/bcbmaterials



Street dance king

Being deaf won't stop Joshua!

Eda was devastated when her son Joshua, now 13, was diagnosed as deaf – but now she knows nothing will stop him!

As a baby Joshua was diagnosed as profoundly deaf.

“I felt a deep sense of loss and fear. How would we communicate with him?”

Luckily, Eda had the opportunity to attend one of our weekends for parents with deaf babies. “I finally understood Joshua’s deafness. It was one of the best weekends of my life. For the first time I felt hope for Joshua.”

Now in secondary school Joshua has shown a particular talent for dance and drama. “He uses his body to tell a story. I’m looking for a deaf dance school for him to attend.

“Joshua believes in himself, doesn’t feel bad about his deafness,” says Eda. **“He raps now too, and would love to be a performer. He also wants to teach deaf children.”**

Eda still comes to us whenever Joshua needs anything.

“I can’t thank the National Deaf Children’s Society enough. They helped me to cope at a time when I was at a total loss and gave us so much. I’m now able to talk and laugh with Joshua – and that’s such a gift.”



£500

could give a deaf child the chance to go on a weekend event, where they can make friends and feel more confident.



£1,000

could fund two weeks of Family Sign Language classes, where families can learn how to communicate with their deaf child.

Inspiring your bake



Motorcycling banker and Great British Bake Off star **Selasi Gbormittah** shared this delicious recipe with us to inspire you bakers out there. His layered lemon cake is always a winner!

Ingredients for the frosting

- 600g icing sugar (sifted)
- 100g softened butter
- 200g cream cheese

For the lemon curd filling

- 175g butter
- 87g golden caster sugar
- Juice and zest of 3 lemons
- 2 medium free-range eggs, plus 1 egg yolk

For the cake

- 300g butter (softened at room temperature)
- 240g golden caster sugar
- 1tbsp vanilla essence
- 4 medium free-range eggs
- 300g plain flour (sieved)
- 3tsp baking powder
- 100ml milk
- 2tbsp poppy seeds
- 100g fresh raspberries
- Zest of 4 lemons
- Zest of 1 large orange

Method for the cake

- Preheat the oven to 180C. Grease and line three 20cm cake tins with baking parchment.
- Place the butter in a bowl and whisk until light and fluffy. Gradually add the sugar to the butter and continue to whisk for 2 minutes.
- Mix in the vanilla essence and lemon zest, and then beat in the eggs one at a time.
- Add the flour and whisk into the mixture. Gradually add the milk and stir well.
- Separate the mixture into three equal portions.
- For the first portion, fold in the poppy seed and pour mixture into a tin. Bake for 25–30 minutes. The cake is ready when it springs back when touched at the top.

- For the second portion, fold in the raspberries and bake as before.
- For the third portion, fold in the orange zest and bake as before.
- Place all three sponges on a wire rack until they are completely cool.
- To decorate, cover the top of the orange layer with lemon curd and frosting. Place the raspberry layer on top of that layer, and cover with more lemon curd and frosting. Then finally place the poppy seed layer on top and cover with the remaining frosting. Smooth the frosting across the entire cake using a palette knife and decorate with a drizzle of lemon and/or lemon zest.

For the lemon curd

- Place a heatproof glass bowl over a pan of simmering water.
- Add butter, sugar, lemon juice and zest to the bowl and stir gradually until well mixed.
- In a separate bowl, whisk the eggs and egg yolk. Add this to the mixture and stir well. Make sure it's well incorporated to avoid white egg lumps.
- Cook for 15 minutes, stirring occasionally, until it runs gently off the back of a spoon.
- Once it's ready, remove the bowl from the pan and leave to cool and set.

For the frosting

- Cream together the sugar and butter.
- Gradually add the cream cheese until well incorporated. Make sure you do not over-mix, to avoid it becoming runny.



The nuts and bolts

Here are a few things it's always good to remember about staying safe and keeping your fundraising legal.

Get permission

For things like raffles, lotteries and collections you may need a licence or permission from your local council. Get in touch with us for advice.

Food and drink

If you're handling and serving food at a fundraising event, it's important to have a good understanding of hygiene. Take a look at www.food.gov.uk for further information. Make sure you mark any allergens in your bakes clearly.

Data protection

It's important to make sure personal data stays personal. Find all the up-to-date guidance you need on the Institute of Fundraising website, or speak to our team!

Be clear

When asking for sponsorship make sure it's really clear who you're fundraising for.

Larger events and insurance

Some events require more planning and even public liability insurance. Speak to our fundraising team for advice on what you need. For more information on keeping it legal and data protection please speak to our team or visit www.institute-of-fundraising.org.uk.

Drop us a line if you need any advice. You can contact us on community.fundraising@ndcs.org.uk or 020 7014 1199.

**Thank
you**

Once again we would like to say a massive thank you for choosing to support the National Deaf Children's Society and helping us create a world without barriers for all deaf children.

More ways you can take action

We need you. There are so many more ways you can support deaf children. Visit our website for more information on any of the below.

- Help your community to become deaf-friendly so that deaf children don't face growing up isolated and lonely.
- Become a volunteer. From supporting us at events and being part of our Cheer Squad, to office volunteering or being a community rep, there are so many ways you can get involved.
- Join our campaigns. We work locally and nationally to improve services for deaf children and young people.
- Be a part of #TeamNDCS. We have lots of fundraising challenges and other events you can take part in, the Big Cake Bake is just the beginning!



**Come and have a dough
if you think you're hard enough.**



**Call 020 7014 1199 or
email community.fundraising@ndcs.org.uk
for help, support or materials**

www.ndcs.org.uk



The National Deaf Children's Society is a registered charity in England and Wales no. 1016532 and in Scotland no. SC040779. J/R1360a Apr 19

