



A Recipe for Success

Your guide to planning a
Bake with Compassion Event

Background

Bake with Compassion is Compassion in World Farming's annual supporter fundraising event.

The idea is to bake using free-range or organic eggs (remember to use other high welfare ingredients as well, such as organic butter, milk and chocolate) and to sell your baking creations or ask for donations to raise funds to support our work.

This event is also a great opportunity to talk to people about their consumer choices and the welfare of laying hens.

You can organise any event you like around this week, from cake sales and coffee mornings to dinner parties. Whatever you organise, it will be helping to fund our campaigns to end factory farming and raising awareness in your local community.

This booklet is designed to give you some key tips and ideas to help you organise your very own Bake with Compassion event.

So get your aprons on and oven mitts out to join us in [Bake with Compassion](#).



Laying Hens: The Issue

In modern farming systems, most egg laying hens are still confined in battery cages.

Bred to produce the maximum number of eggs, these hens are kept in appalling conditions that restrict their ability to express natural behaviours. Hidden from view in industrial scale units, their plight is easily forgotten by people across the world. In the EU alone, over 200 million hens are confined to battery cages.

Welfare Issues for Battery Caged Hens

Natural behaviour is severely restricted — The barren environment prevents the expression of important natural behaviour such as nesting, dust bathing, foraging, preening, wing-flapping, scratching and perching.

Brittle bones (osteoporosis) — Lack of exercise means hens are likely to suffer from osteoporosis, resulting in weak bones and high levels of fractures in these systems.

Feather pecking & mutilations — The inability to forage can result in hens re-directing this behaviour by pecking at other hens. To prevent this, battery chicks often have part of their beaks trimmed without anaesthetic.

In 2012 the barren battery cage is due to be banned across the EU. However the 'enriched' cage will still be permitted. Evidence shows that 'enriched' cages provide a seriously restricted and inadequate environment that prevents meaningful exercise and frustrates natural behaviours such as dust-bathing and foraging.

Caged hens never experience natural light or fresh air and do not leave their cages until they are taken for slaughter.

A cage is still a cage.

Getting Started

Your event can be as big or as small as you like, here are a few ideas to get you started...

Cake sale

One of the simplest ways to get involved is to bake some cakes and sell them. Why not see if you can hold a cake stand at work or school? Remember, wherever you decide to organise a stand, get permission first. Use the **cake labels** in this pack on your stand to show everyone they're made with free-range eggs and other high welfare ingredients.



Tea party

Get together with friends, family and neighbours for a cup of tea and a slice of cake. Use the **invitations** in this pack. At your party you can ask your guests to give a donation towards Compassion. Remember, if they are a UK tax payer we can claim Gift Aid on their donations. Use the **Guest Donation Form** enclosed to make their donations go further through Gift Aid.



Coffee morning

Organise a coffee morning, selling cakes and refreshments at a local venue such as your community centre. Why not hold a bric-a-brac stand or a raffle at the same time to raise even more funds?



Dinner party

Make Bake with Compassion a social event and organise a dinner party. Invite friends, family or colleagues, cook them a meal using high welfare ingredients and ask for donations from all those attending. Use the **invitations** in this pack or to organise this online visit dinner4good.com/ciwf.

Baking class

If you or someone you know is a budding chef then why not host your own baking class for friends and family. Either charge them a fee to attend the class or ask for donations after the class. Use the **Guest Donation Form** enclosed to make their donations go further through Gift Aid.

These are just a few of our ideas to get you started Baking with Compassion. Whatever you decide to organise, rest assured that it will be helping to raise funds to support our work to help farm animals as well as raising awareness for laying hens and Compassion.



Don't forget to shout about your free-range eggs and other high welfare ingredients. This is a great opportunity to show people how their consumer choices affect farm animal welfare. Use the **free-range flags** enclosed to advertise this to everyone.

Remember to let us know about your event. Contact our Supporter Services team on **01483 521 953** (lines manned 9am to 5pm, Mon to Fri) or email supporters@ciwf.org to let us know.

Organising Your Event

Use our simple step-by-step guide below to get started.

STEP ONE — Plan the day

Choose the date, time and location — Remember to pick a date, time and location well in advance to give yourself plenty of time to plan your event and make all the arrangements. You should also consider who your target audience is (friends, family or colleagues) and when and where will be most convenient for them to attend.

Budget — Think about costs and give yourself a budget for how much you want to spend.

Materials — If you need any materials from us, such as leaflets, posters, petitions or collecting tins, please let us know as soon as possible in advance. Use the **Materials Order Form** in this pack to request your materials. You can even buy your own Bake with Compassion items from our online shop at ciwf.org/shop.

Checklist — Make yourself a checklist of everything you need to do and take this with you to your event. This will help to make sure you don't forget anything.

Think about the unexpected — Planning for the unexpected will minimise the impact on your event. If your event is outside, then think about what you will do in the event of bad weather conditions.

STEP TWO — Promote your event

To get as many people as possible along on the day, remember to promote your event.

In the community...

If you're organising an event in your local community then remember that local media are always interested in local stories about local people. So if your event is in your community consider:

Local papers & free listings — Use the enclosed **Template Press Releases** to promote your event. We've also got a template you can send after your event, to let everyone know how it went. Remember to take eye catching photos to send with the press release. You must get permission from everyone in the photo first (if under 18 then ask the parent/guardians).

Local radio stations — Get some airtime on your local radio to promote your event to a wider audience.

Community areas — As well as using local media, remember to look into promoting your event using the enclosed **posters**. See if you can place a poster on local notice boards, local shops, the vets – you get the picture!

If you need any help or advice about contacting your local media, then please get in touch and our media team will be pleased to help you. Contact our Supporter Services team on **01483 521 953** (lines manned 9am to 5pm, Mon to Fri) or email supporters@ciwf.org

To friends, family and colleagues...

Social networking — Online social networking sites such as Facebook and Twitter are excellent and free ways to spread the word about an event to friends.

Invitations — Send personal invitations with details of your event by email or post. Use the readymade **invitations** enclosed.

At work or school — See if you can use notice boards internal newsletters and emails to promote your event to all your colleagues. Use the enclosed **poster** to advertise your event.



STEP THREE — Enjoy the day

During your event the most important thing to remember is to enjoy it and have **FUN!**

Take photos — A picture says a thousand words, so remember to try and take eye catching photos of your event. Make them inspiring and different.

STEP FOUR — Say thank you

It sounds simple, but thanking everyone who helped you organise your event and letting them know how it went will inspire them to help again in the future. You could also thank all those who attended or supported you through your local media or public notice boards.

STEP FIVE — Let us know

We really want to know how your Bake with Compassion event goes, so get in touch with us afterwards. We would love to see any photos of your event as well, so make sure you email them to us at **supporters@ciwf.org**.

Paying in — Use the enclosed **Donation & Feedback Returns Form** to return your proceeds to us by cheque or credit/debit card. Alternatively, you can make your donation by credit/debit card over the phone by calling Supporter Services on **01483 521 953** or online at **bakewithcompassion.org/donate**

STEP SIX — Relax

After all the planning, baking and the day itself you deserve a rest. So make sure you take some time to enjoy your baking creations as well.



Things to Consider

Here are a few things to bear in mind during your event, especially as you may be baking for other people.

About fundraising

Various laws and regulations govern how supporters can fundraise for a charity. These are laws designed to protect **you** and the public from fraud as well as to ensure best practice depending on the type of event taking place. We adhere to the **Institute of Fundraising's** guidelines in our work. Please take a moment to familiarise yourself with these for all your fundraising activities. To find out more please visit institute-of-fundraising.org.uk or call the team here on **01483 521 953** for a chat.

Compassion is also a member of the Fundraising Standards Board (FRSB). In joining FRSB we have agreed to adhere to a strict set of codes and a Fundraising Promise committing us to treat the public with respect, fairness, honesty and clarity in all our money raising activities.



This information should give you some basic guidelines to consider when organising your event. Ultimately it is the responsibility of the event organiser to ensure compliance with legal and health and safety standards.

Licensing

If you're holding your event on public property then always ensure you have permission for this from the Council or Police. Similarly if your event is on private property, then ensure that you have permission from the owner/manager before starting out.

You may also need to consider the following points:

Entertainment — What time can music or loud entertainment go on until? There may be a noise curfew.

Raffles and lotteries — Contact your local council. There are legal requirements and gambling laws regarding all aspects of holding a raffle or lottery. Don't let this put you off though, as we will be happy to help any way we can!



Health & safety

This is certainly an important area to consider when organising your event. Compassion in World Farming **cannot** be responsible for the health and safety of you or anyone else attending your event. We cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part.

As Bake with Compassion is centered around baking with high welfare ingredients, please ensure you are familiar with health and safety requirements before starting. You can find out about food safety on the Food Standards Agency (FSA) website at eatwell.gov.uk/keepingfoodsaf

Here are some quick tips from the Food Standards Agency (FSA) for preparing, storing and serving food for a cake stand.

- Always wash your hands before preparing food.
- Make sure that surfaces, bowls, utensils, etc. are clean.
- Don't use raw eggs in anything that won't be thoroughly cooked, such as icing or mousse.
- Keep cheesecakes and any cakes or desserts containing cream or butter icing in the fridge.
- Store cakes in a clean, sealable container, away from raw foods, especially raw meat.
- Transport cakes in a clean, sealable container.
- Make sure that cheesecakes and any cakes or desserts containing cream or butter icing are out of the fridge for the shortest time possible. Avoid handling cakes. Use tongs or a cake slice instead.

(From FSA website at <http://tinyurl.com/o7hf9w>)

We would also suggest that you:

- Label all your foods properly. Be proud to be selling only organic or free-range produce. Remember to use the enclosed **cake labels** to advertise this to everyone visiting your cake stand.
- Let your customers know if your food contains nuts, dairy or gluten.
- Make sure all trip hazards are out of the way or taped down.
- Make sure all food and drink is kept away from electrics and if knocked over, mop up as soon as possible!

How We Support You!

However big or small your event is, we want to help you to make it a big success. Our Supporter Services team is here to help you. So get in touch!

What can we do to help?

- Advertise your event to Compassion in World Farming supporters in your area and via our online calendar at ciwf.org/fundraise.
- Help you promote your event through your local media.
- Provide information about Compassion's work and the welfare issues for farm animals.
- Provide all the Compassion materials you'll need for your event.

We hope that this booklet has helped give you some ideas on what you can organise and how to get started. If you need any support or advice, then Compassion's dedicated Supporter Services Team is just a phone call or email away.

So please, contact Tor, Hayley, or Rosie in the Supporter Services Team.

TEL: 01483 521 953 (lines are open 9am to 5pm, Monday to Friday)

EMAIL: supporters@ciwf.org

WRITE: River Court, Mill Lane, Godalming, Surrey, GU7 1EZ

VISIT: bakewithcompassion.org





Thank you for being part of a global movement that is tackling one of the greatest challenges on earth: an end to the misery of factory farming.

