

# Baking a Difference

Host a Bake Sale in support of Variety – the Children’s Charity and help BC’s kids!



## Get Involved

There are so many ways you can get involved with Variety BC. Your imagination and creativity are your only limits!



### At School

Organize a Bake Sale at school to raise money and awareness for Variety – the Children’s Charity. Showcase recipes from diverse and multicultural backgrounds, create a school-wide recipe book or even compete in a classroom showdown.

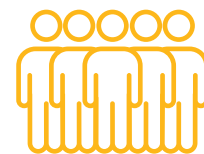
Visit the Variety Schools website [variety.bc.ca/getinvolved/fundraising-at-schools/](http://variety.bc.ca/getinvolved/fundraising-at-schools/) to register and set up your school’s very own online fundraising page today!



### At Home

Invite your friends and family to a Bake Night and try out some new recipes together. Collect orders from your loved ones so they can try something new and investigate as a family how accessible some of the unique ingredients are to your community.

Join Club Heartly to connect with other families who have supported and been supported by Variety and make a bigger impact together!



### In your Community

Organize a Cookie Exchange to celebrate the holidays! Throw a block party and invite your neighbours to support Variety BC through your online community groups or ask your local coffee shop if they will help bake or sell your recipes by donation.

Check out our website [variety.bc.ca/getinvolved/do-it-your-way/](http://variety.bc.ca/getinvolved/do-it-your-way/) for more inspiration and resources to get you started and “Do it your way!”

## School Connections Guide: BC Core Competencies



**Communicating:** connecting and engaging with others  
**Collaborating:** working collectively



**Social Awareness and Responsibility:**  
contributing to community & valuing diversity

# Get Started

Let's discover why your school is Baking a Difference for Variety and gather the right ingredients for your Bake Sale!



Why are you planning a Bake Sale at your school?  
What impact will this make in the lives of BC's kids?

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What does it mean to make the world a more inclusive and accessible place?  
How can your ideas impact someone's life? Will it make a difference in your life?

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<b>Fundraising Goal</b>	<b>Variety Pillar</b>	<b>How many bakers do you need?</b>

*(If everyone bakes 10 cookies for \$2/ea., how long will it take to reach your goal?)*

# Now it's time to taste test! How will you make sure your Bake Sale is inclusive and accessible?



Are students from all backgrounds able to participate in your Bake Sale?  
What do diversity and inclusion mean to you?

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**Heartly's Hint:** Consider an option for classroom orders where everyone contributes what they can so that all students get to enjoy your baked goods. You can even accept donations for classroom orders online and boost your fundraising with a second payment option – ask Variety to set up your school's very own online fundraising page today!

How will you decide who is baking for your fundraiser?  
Is this activity accessible to all of the students at your school?

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**Heartly's Hint:** Put a twist on your Bake Sale with a cupcake decorating party and help create an inclusive school community. Ask classrooms to come up with their own themes and decorate cupcakes together as a team. You can showcase each classroom's cupcakes and have a friendly competition to see who sells the most!

Does everyone like the same kind of foods? Why or why not? How will that affect your Bake Sale?

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**Heartly's Hint:** Stay safe. Make sure everyone follows your community food guidelines and ask if there are any dietary restrictions at your school. You can respect others' food allergies and intolerance by offering a nice variety of treats (such as gluten free, dairy free, nut free or sugar free). Use the toolkit sale cards to display your prices and list all the ingredients in your baked goods so that your customers know what to expect in the treats they are buying!

# Plan Your Bake Sale



**You're ready to start planning your event. With two tablespoons of teamwork and a dash of creativity, your Bake Sale will be a piece of cake – literally!**

**Here are a few fun themes to inspire you:**



## Healthy Bake Sale

- Host a healthy Bake Sale set up like a Farmer's Market where each booth features a different fruit or vegetable
- Display nutrition fact cards so your customers can learn more about forming healthy eating habits
- Sell reusable shopping bags with your schools' logo to encourage eco-friendly shopping



## Breakfast Bar

- Host a pancake breakfast and sell jarred mixes for people to flip their own jacks with assorted toppings and syrups
- Set up a "Grab & Go" table where your customers can pick up coffee, muffins & breakfast bars on the run
- Throw a Donut Carnival with "by donation" games such as donut stacking & eating donuts off a string



## School Recipe Book

- Create a recipe book to feature all of your bakers and sell it to raise even more funds
- Celebrate diversity and ask for recipes from everyone's unique cultures & traditions



## Let's build your Bake Sale Check List! What else can you think of?

### Before the event

- Set a date/time/place
  - Choose a theme
  - Ask about food allergies
  - Post sign-up sheets
  - Hang posters
  - Make announcements
  - Share on social media
  - Organize your bakers
  - Make decorations
  - Gather supplies/décor
  - Start a money float
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### On the day

- Decorate the tables
  - Display your sale cards
  - Set up your register/have spare change
  - Play some music
  - Take lots of pictures
  - Tag @varietybc on social media
  - Record the highlights/make a video
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### After the event

- Count your money raised & send it to Variety BC
  - Thank everyone who baked & supported
  - Tell everyone how much you raised
  - Celebrate with a Spirit Day
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### Don't forget

- Tables
  - Tablecloths
  - Chairs
  - Decorations
  - Bake Sale posters
  - Sale cards (for prices & ingredients)
  - Variety brochures (how you help)
  - Parent letters
  - Cash box and change
  - Serving utensils or gloves
  - Coolers if offering drinks
  - Garbage bags
  - Napkins
  - Goodie bags
  - Recyclable forks & spoons
  - Cooler with ice (if selling drinks)
  - Camera
  - Markers & pens
  - Calculator
  - Wet wipes
  - Hand sanitizer
  - Radio & AUX cord
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# SMART Goals

Use Variety's action planning worksheets to help you measure for success!



The most important step in any fundraiser is to make SMART decisions!



## SPECIFIC

What needs to be accomplished?  
Who's responsible for it?  
What steps need to be taken?



## MEASURABLE

How will you keep track of your progress? How will you know if you're successful (use numbers)?



## ACHIEVABLE

How will you reach your goal? Is this a realistic target? Do you have the necessary skills and resources?



## RELEVANT

Why should people care about this fundraiser? What do people care about? How do you connect them?



## TIMELY

What's capturing people's attention right now? How does this align with your timeline?



Our goal is: \_\_\_\_\_

*(...to raise \$2,500 and help one child in our community receive specialized therapy or counselling)*



We will measure our success by: \_\_\_\_\_

*(...signing up 50 bakers, keeping track of how many items we sell, counting our donations)*



We can reach our goal by doing the following: \_\_\_\_\_

*(...selling 1,000 cookies for \$2.50 each, asking Mrs. Smith to share our Bake Sale in the Parent Newsletter)*



People care about helping Variety because: \_\_\_\_\_

*(...there may be students at our school who need Variety BC's support and we're helping kids just like us?)*



We chose the date for our fundraiser because: \_\_\_\_\_

*(...lots of people are coming to the school concert & we can celebrate the holidays at the same time)*

# Campaign Compass Example



Ask yourself these questions as you complete your own worksheet.

## Timeline

**Make sure you leave yourself enough time to plan and advertise your Bake Sale!**

- When is the date of your Bake Sale?
- When do you need to have your bakers signed up by?
- When do you need to remind people to start baking/bring their donations?
- When do you need to have all your equipment and other supplies by?
- What time do you need to start setting up your Bake Sale?
- How often will you meet to make sure everything is on track until then?
- When is your next meeting?

## Roles & Responsibilities

**Use your strengths, talents and passions to help you decide how everyone can contribute**

- Who's going to create a sign-up sheet?
- Who will put up posters around the school?
- Who's going to make school announcements?
- Will anyone be in charge of social media or taking photos?
- Do you need any volunteers for other jobs?
- Who's responsible for setting up the tables and décor?
- Where can people find more information? Who do they ask?
- Who will count your donations and send them to Variety?

## Allies & Resources

**Make a list of the people & supplies already around you that can help make this event a success!**

- Who do you need permission from to host a Bake Sale at your school?
- Who can tell you what kind of food restrictions or allergies to be aware of?
- Is there a kitchen or a teacher's room you can have access to if needed?
- Where will you get the tables, tablecloths, chairs and other equipment you need?
- What kind of information can Variety provide you with to share with your customers about how they are helping?
- Have you printed out the Variety ingredients & Price Cards to hand out to all of your bakers?
- Does anyone have a friend or family member who can get involved to help bake, take photos or spread the word?
- Are there any big events coming up at your school where there will be lots of people around to buy your baked goods?

## Roadblocks & Solutions

**If you can anticipate potential problems now, you can overcome them later with a backup plan!**

- Could your event get cancelled (global pandemic or snow day)?
- What will you do if there aren't enough bakers who volunteer?
- What will you do with any baked goods that don't sell (buy one/get one free sale or auction off to "cake" a teacher)?











# Student Debrief Activity

**Congratulations to all you event experts, marketing masterminds, brilliant bakers & sales superstars!**

**You sure threw a Bake Sale for the cook books! Now it's time to look back and most importantly ... celebrate!**

How can you celebrate as a school so that every baker feels appreciated?

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Did you run into anything unexpected during your Bake Sale (good or bad)? How did you react?

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<b>How much money did you raise?</b>	<b>How many baked goods did you sell?</b>	<b>How many people attended your event?</b>	<b>How many bakers participated?</b>	<b>Is your school celebrating with a Spirit Day?</b>

What did you learn about inclusivity by participating in Variety's "Baking a Difference" campaign?

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What will you do moving forward to raise awareness and help make the world a more inclusive place?

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# Thank everyone who participated and attended your Bake Sale!



Use this space to brainstorm ways to show your appreciation  
(such as making Thank You Cards or announcing your Grand Total at a school assembly)

**Don't forget to share all of your discoveries, commitments to continue making a positive impact and photos of your day with Variety Schools! You can even email us your worksheets so we can learn & celebrate with you: [anna.polden@variety.bc.ca](mailto:anna.polden@variety.bc.ca)**