



*Supporting Our Wounded Into Work*

## **BAKE GREAT**

The universal popularity of baking shows no sign of abating – and this is no surprise – for who doesn't **LOVE** cakes? And buns? And tray bakes? And biscuits?

### **1. HOW YOU CAN HELP**

What better way of supporting our charity than a cake sale? Many of our loyal supporters enjoy outdoor challenges and are intrepid in the extreme – cycling, climbing, rowing, walking, running in all kinds of unpredictable weather conditions. How about enjoying a cosy cuppa in the warm and risk only a potential flapjack feeding frenzy, rather than a torn ligament?

You can rustle up any number of delicious treats in no time at all – and then know that raising funds to support the re-training and re-education of our wounded servicemen and women has never tasted so good.

### **2. DATE AND LOCATION**

Cake sales can take place almost anywhere – at a school, village hall, in the office, someone's home, a sports hall. The date can be whenever suits you. Have a look at a list of National Awareness Days – you might like to plan your event around one of these?

### **3. HOW WE CAN HELP**

We can provide a number of volunteers with branded WWTW t-shirts and wristbands along with other marketing material and pop up banners – this can be arranged nearer the time of the event. Here is a link to a WWTW poster that can be adapted to publicise your event (under 'Promote Your Event'):

<http://walkingwiththewounded.org.uk/support-the-walk/become-a-fundraiser/>



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#### **4. SOCIAL MEDIA**

Our fundraising team is keen to promote your event on our website, facebook page and twitter so please keep in touch, and email us photographs of the event – email details below.

**For further information please contact Eliza Miller, Community Fundraiser**

**[eliza@wwtw.org.uk](mailto:eliza@wwtw.org.uk)**



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## HOW TO RAISE EVEN MORE DOUGH!



Write up or print recipe cards and sell them with your bakes



Fill an empty jar with sweets, nuts or chocolate drops – everyone pays to enter and the person who guesses correctly wins the jar



Add a sticker to the bottom of one cake and whoever picks the lucky cake receives a prize (kindly donated by someone) – or a second cake for free. You could then put the sticker under another cake, and another until all the cakes are sold



Offer a cupcake decorating service and people can pay extra for different toppings



Guess the weight of the fruit cake - pay per guess and the winner takes the cake home



If having a cake sale at work, ask your boss to match the money you raise



You could leave your bakes unpriced and suggest a donation instead – people may pay more than you think to support such a worthwhile cause



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## **OTHER THINGS TO THINK ABOUT...**

- Try and time your cake and bake sale for when people are most hungry – break times, lunch or tea time.
- Make sure you have sandwich bags, foil or cake boxes so you can take your cakes away with you (if they last that long and you don't eat them on the spot?)
- Have a list of ingredients for people to see or ask about – remember many people have allergies. You could print your own cake tags using our logo. Many people eat gluten-free too.
- Have a money box with spare change and if pricing your cakes, round up the prices to make the sums easier!
- Will you be offering tea and coffee at the sale, and soft drinks for children? Hot chocolate is always a winner too – you could ask for an extra donation for whipped cream, sprinkles and mini marshmallows.
- Perhaps you could try decorating your cakes or cupcakes with our logo figure – the wounded soldier pulling the pulk behind him.
- Have a competition for various 'classes' and arrange for a judge to present the winners with a certificate (one of the event organisers could be the judge – or how about a local baker or chef?). Decide on a fee per competition entry.

### **Suggested classes:**

Prettiest cupcake

Crispiest biscuits

Most chocolatey chocolate creation

Fruitiest fruit cake

Most elaborately decorated cake



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***"We all know someone who has been in the military and risked so much for so many. By supporting Walking With The Wounded, we can raise money to help wounded and disadvantaged veterans improve their quality of life."***

***Let's get baking and get fundraising!"***



**Galton Blackiston**, owner and Chef Patron of the Michelin starred Morston Hall hotel and restaurant, as seen on *Great British Menu* and *Saturday Kitchen*.

## **Cinnamon macarons**

The macarons need to sit at room temperature for an hour before serving so make sure you start in plenty of time.

Pre-heat oven to 130°C/Gas mark 1/2. Line a baking sheet with greaseproof paper. Sift the icing sugar and almonds together with the cinnamon into a bowl.

In another bowl whisk the egg whites to soft peaks, adding the vanilla then the caster sugar. Whisk until glossy and then fold in the almonds and sugar. Transfer the mixture to a piping bag and pipe small rounds onto the baking sheet, around the size of walnuts.

Allow 10 to 15 minutes to dry until the mounds have formed a slight 'skin' and then bake for 20 minutes. They should have shiny shells and the characteristic 'ridge' at the bottom of each. The macarons are ready when you can lift them off the tray; they hold and are crisp on the outside but soft in the middle.



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Bring the cream to a boil in a saucepan. Remove from the heat and add the butter and cinnamon. Stir well. Allow to cool until thickened.

Using your thumb, carefully make a small opening on the flat side of one macaron shell. Place a teaspoon of filling over the opening. Cover with another shell and twist until filling is evenly spread.

Dust some ground cinnamon or icing sugar over the top if you so wish.

**Ingredients:**

**175g of icing sugar**

**75g of ground almonds**

**2 egg whites**

**½ tsp of vanilla extract**

**25g of caster sugar**

**1 pinch of ground cinnamon**

**100ml of double cream**

**25g of unsalted butter**





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**“Although I am known as a seafood chef, I also really love to bake, and am happy to share this recipe with you. Walking With The Wounded is a great cause to raise funds for – to help our wounded servicemen and women who have given so much and now need our help”**



**Nathan Outlaw**, as seen on *Great British Menu* and *Saturday Kitchen*, owner of the Michelin starred Outlaws Restaurant in Port Isaac, Cornwall and ‘Chef’s Chef of the Year’ 2014-2015.

### **Chocolate, fudge and Cornish sea salt brownies**

Begin by pre-heating the oven to 150c/gas mark 2. Melt the chocolate, butter and sugar in a bowl over simmering water. Meanwhile, in a separate bowl, whisk the eggs until light and foamy and when the chocolate mixture is melted, carefully fold in the eggs. Sieve the flour and fold in to the chocolate mix – then add the chopped fudge and sea salt. Pour the batter into a greaseproof paper-lined baking tray and bake for 20 minutes, or until the brownies are cooked so that they are set but still slightly soft in the middle. Remove from the oven and cool. Once cool, cut into desired size and shape.

#### **Ingredients:**

**225g of unsalted butter**

**275g of dark chocolate (70% bitter chocolate is good)**

**400g of caster sugar**



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5 eggs

200g of plain flour

100g of fudge, chopped

10g of Cornish sea salt

