



SNOWFLAKE BAKE





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Thank you for planning a Snowflake Bake for Sands!

This fundraising guide is to help you make your Snowflake Bake a success and help us support those affected by the loss of a baby.

It includes some delicious festive themed recipes, a checklist to make sure you've got everything sorted for your bake sale planning and information on how your fundraising will help us to save babies' lives.

First things first. It's important you register your fundraising on our website by clicking [here](#). You can request your Sands t-shirt at this stage and if you need extra materials you can get in touch with the Sands Fundraising Team

e: fundraising@sands.org.uk

t: 020 3897 6092

Happy Baking!





SNOWFLAKE BAKE

Snowflake Cupcakes

Ingredients

100g caster sugar

100g very soft butter

100g self-raising flour

2 eggs

1 tsp vanilla extract

For the icing:

200g very soft butter

200g icing sugar

2-3 tbsp boiling water (if making water icing)

Sprinkles, edible glitter, cupcake decorations, writing icing pen, etc

1. Preheat the oven on to 180C/160C fan/gas 4. Put a paper case in each bun hole.
2. Mix sugar and butter together in a bowl then sift in the flour.
3. Add the eggs to the bowl with the vanilla. Mix everything together.
4. Divide between the cases using a spoon, and pop the tray in the oven for 20 minutes or until cakes are golden brown.
5. Mix the butter and icing sugar to make a creamy icing. Add colouring, if you like. Push an icing nozzle into an icing bag, then scoop in the icing.
6. Let the cakes cool completely in the tray. Pipe/drizzle icing onto each cake and decorate with sprinkles, edible glitter or whatever you like. Tasty!



Gingerbread Cookies

Ingredients

220g self-raising flour

2 tsp ground ginger

2 tsp bicarbonate of soda

80g sugar

100g butter – or vegan alternative

4 tbsp honey or golden syrup

1. Mix dry ingredients.
2. Rub in butter till crumbly.
3. Add and mix honey or syrup to make a paste.
4. Roll/squeeze into 16 balls and place on baking sheet, with plenty of room between.
5. Bake for 7 mins on 190C or 375F. About 3 mins into bake, press down gently with a fork into each biscuit to make lines on the top.
6. Dust with icing sugar when cool. Yum!





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Top tips for making the most out of your Snowflake Bake

1. Register your fundraising

First things first, to help kick start your fundraising you will need to register your fundraising on our website by clicking [here](#). You will then be able to receive your letter of authorisation as well as your Sands top.

2. Pick a date

The lead up to Christmas can be extremely busy, and it's best to pick your date tactically! Maybe try and ask if you can tie it in with other events that are coming up?

3. Recruit an Elf to help

To help your Snowflake Bake run as smoothly as possible, can you ask some friends if they can bake a few festive treats? If you're unsure for some ideas why not take a look at our [Christmas recipes](#) for some ideas. Print them off and get baking!

4. Boost your fundraising

Could you do a few extra activities to help boost your fundraising? How about having a 'Decorate a Gingerbread man' competition, or a Christmas Jumper Day, guess the name of the Reindeer or maybe even a Christmas themed raffle?

5. Get promoting!

When you have everything planned it's time to promote it! You could create an event on Facebook, and hang up your Snowflake Posters. If you're hosting at work - send an invite to your work colleagues by email.

6. Ask a local business to support

Tell a local business that you're raising money to help save babies' lives! They may give you a raffle prize or a donation which could be a nice extra to raffle off on the day of your Snowflake Bake.





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What your Snowflake Bake means to Sands

On average a Snowflake Bake can raise between £100 and £200. This amount of money could:



- **Train a Midwife** – £77 could provide a day's training for a midwife – helping to make sure every bereaved parent receives equally excellent bereavement care wherever they are in the UK.
- **Build Memories** – £200 could pay for 10 Sands Memory boxes – these memory boxes are free to parents so they can create memories and collect keepsakes in a very special way.

How to pay in your all-important fundraising

You've done something really amazing by fundraising for Sands. Ensure that your fantastic efforts can start making a difference today and we'll make sure they go towards the greatest need. You can pay your fundraising in by the following methods:

- Online: at **sands.org.uk/pay-your-fundraising**
- Call the Supporter Care Team : Pay by debit or credit card by calling 0203 897 3415
- Go to the bank: If you would like to make a direct transfer of money from your bank account or pay over the counter at Lloyds TSB (England and Wales), Halifax (Northern Ireland) and Bank of Scotland (Scotland) please call our Supporter Care Team and they will provide you with the bank details and necessary reference.

Your Sands Snowflake Bake will allow us to provide more support to those affected by the loss of a baby, improve bereavement care and fund research to saved babies' lives. So thank you from us all at Sands for thinking about planning your Sands Snowflake Bake!



We're holding a



**to raise money for Sands and
help save babies' lives!**

When: _____

Where: _____

*Every penny raised makes a real and lasting difference to the lives
of bereaved families and helps to save babies' lives.*



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Thank you!

Thank you so much for organising a Snowflake Bake for Sands.

Once your event is finished, please arrange to pay in your fundraising don't forget to share pictures of your amazing efforts. Tag us and show us what you've baked!



@SandsUK



Sands, the stillbirth & neonatal death charity



sandscharity

Every penny raised makes a real and lasting difference to the lives of bereaved families and helps save babies' lives



For help and support with your fundraising, please don't hesitate to get in touch with **our fundraising team:**

t: 020 3897 6092

e: fundraising@sands.org.uk

w: sands.org.uk/snowflake-bake

Registered with

