BAKE SALE GUIDE

www.stjohnseyehospital.org
Help us to continue our sight saving work by hosting a delicious bake sale. Our recipes and tips will help you to make sure your cake sale is a huge success.

St John of Jerusalem Eye Hospital Group transforms lives by saving sight in the world’s most unique region facing decades of conflict resulting in the poorest people lacking the basic privileges of ordinary life.

We are the oldest and only charitable provider of expert eye care in the Middle East and have clinics in the West Bank, Gaza, and Jerusalem treating patients regardless of ethnicity, religion or the ability to pay.

Find out more at www.stjohnyehospital.org
GETTING STARTED

SET A DATE
Pick a date for your event and give yourself plenty of time to plan and advertise it. Make sure the date doesn’t clash with any major sports or cultural events. If your event happens to fall on a special day or during a particular season (e.g. Valentine’s day, Easter or winter) you could make this the theme for your bake sale.

PICK A VENUE
Find a suitable venue or ask your local community centre if they would be happy to host your bake sale.

BAKE SALE EVENT COMMITTEE
Organise an event committee, consisting of friends and family. Think about each person’s skills and assign roles in logistics, advertising and cake making.

PROMOTING YOUR BAKE SALE
Get as much support as possible by:

- Using our poster template to advertise the event and ask if it can be displayed at your event venue or in the local area such as shops and halls
- Are you hosting your bake sale for a particular reason or in memory of a loved one? Personal stories really help to get people on board with your event
- Create a Facebook event and invite everyone you know, encouraging them to share the page with their own personal networks
- Ask the bake sale venue to promote your event on their social media channels or website
- Advertise the event in a local newsletter or newspaper
- Create an event page online
- Turn the event into a competition and ask guests to vote on the winning bake

80% of blindness in this region is curable but most will not have access to our care without your help.
VICTORIA SPONGE CAKE RECIPE

Preparation
Cook time: 40 minutes
Serves: 10
Suggested price per slice £2.50

Ingredients:
- 200g caster sugar
- 200g softened butter
- 4 eggs, beaten
- 200g self-raising flour
- 1 tsp baking powder
- 2 tbsp. milk

For the filling
- 100g butter, softened
- 140g icing sugar, sifted
- a drop of vanilla extract
- jar of good quality strawberry jam
- icing sugar, to decorate

Instructions:
1. Pre-heat the oven to 190C/fan 170C/gas 5. Smoother butter in two sandwich tins and line with non-stick baking paper.
2. Using a large bowl beat 200g caster sugar, 200g softened butter, 4 beaten eggs, 200g self-raising flour, 1 tsp baking powder and 2 tbsp. of milk. Mix together until a smooth, soft batter forms.
3. Split the mixture between the tins, smooth the surface with either the back of a spoon or a spatula.
4. Bake for approximately about 20 minutes until the cake appears golden and springs back when pressed.
5. Turn the cake onto a cooling rack and leave to completely cool down
6. For the filling, beat the 100g softened butter until smooth and gradually beat in 140g sifted icing sugar and add a drop of vanilla extract.
7. Spread the buttercream over the bottom of one of the sponges and then top it with the strawberry jam. Then sandwich the second sponge on top.
8. Decorate by dusting with a little icing sugar before serving.

The cake can be kept in an airtight container and consumed within 2 days.
LEMON DRIZZLE CAKE RECIPE

**Preparation**
Cook time: 1 hour  
Serves: 10  
Suggested price per slice £2.50

**Ingredients:**
- 225g/8oz unsalted butter, softened, plus extra for greasing  
- 225g/8oz caster sugar  
- 4 free-range eggs  
- 225g/8oz self-raising flour  
- 1 unwaxed lemon, zest and juice  
- 85g/3oz icing sugar

**Instructions:**
1. Preheat the oven to 180C/160C Fan/Gas 4. Grease your loaf tin with a small amount of butter and line it with baking paper.
2. Blend the remaining butter and caster sugar into a food processor for a few seconds. Add the eggs one at a time, blending after each one is added in. Add the flour and lemon zest and blend until soft in texture.
3. Pour the batter mixture into the baking tin, flattening the top and bake for 50–55 minutes.
4. Mix the lemon juice and icing sugar. When the cake has cooled a little, poke holes in the top using a skewer or similar object. Sprinkle over the icing and set aside for a few minutes to cool.

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**HOT DRINKS**
Consider offering savoury treats or even tea and coffee on the day. See if hot drinks are a feasible option at the venue.
CARROT CAKE

Preparation
Cook time: 1 hour
Serves: 12
Suggested price per slice £2.50

Ingredients:
- 250g self-raising flour
- 2 teaspoons ground cinnamon
- 400g caster sugar
- 350ml vegetable oil
- 4 eggs
- 350g grated carrots
- 120g chopped walnuts

Cream cheese icing
- 225g cream cheese
- 110g margarine, softened
- 450g icing sugar
- 120g chopped walnuts
- 1 teaspoon vanilla extract

Instructions:
1. Preheat the oven to 180 C / Gas 4. Grease two round cake tins.
2. In a bowl, mix together the flour, cinnamon and sugar. Add the oil and eggs until blended, then stir in the carrots and nuts. Divide the cake mixture between the two tins.
3. Bake for 25 to 30 minutes in the preheated oven. To test if the cake is ready, insert a skewer and it should come out clean. Put the cakes on cooling racks before removing from tins.
4. To make the cream cheese icing, beat and mix the butter and cream cheese in a bowl and add sugar and cream. Stir in the nuts and vanilla. Then ice the cooled cake layers.

HEALTHY OPTIONS
Brownies, cookies and cupcakes tend to be best-sellers. Why not also offer healthy versions of a few classical bakes?
VEGAN AND DAIRY FREE BROWNIES

Preparation
Cook time: 55 minutes
Serves: 12
Suggested price per slice £2.00

Ingredients:
- 2 tbsp ground flaxseed
- 200g dark chocolate, roughly chopped
- ½ tsp coffee granules
- 80g vegan margarine, plus extra for greasing
- 125g self-raising flour
- 70g ground almonds
- 50g cocoa powder
- ¼ tsp baking powder
- 250g golden caster sugar
- 1½ tsp vanilla extract

Instructions:
1. Pre-heat the oven to 170C/150C fan/gas 3½. Line a square tin with grease and baking parchment. Add 6 tablespoons of water to the flaxseeds and set aside for at least 5 minutes.
2. Melt 120g chocolate, the coffee and margarine with 60ml of water in a saucepan at a low heat. Allow to slightly cool.
3. Put the flour, almonds, cocoa, baking powder and ¼ tsp salt in a bowl and stir until lumps are removed. With a hand whisk, mix the sugar into the melted chocolate and beat well until soft and silky, ensuring all the sugar has dispersed. Stir in the flaxseed mixture, vanilla extract and remaining chocolate and then the flour mixture. Spoon into the prepared tin.
4. Bake for 35-45 minutes and test with a skewer by dipping it into middle until it comes out clean with moist crumbs. Allow to cool in the tin completely, then cut into squares.

The brownies should be stored in an airtight container and consumed within three days.

COMPETITIONS
Give prizes to the quickest selling cake, best looking cake, most unique cake or top seller
GLUTEN FREE CHOCOLATE CAKE

**Preparation**
Cook time: 1 hour and 20 minutes  
Serves: 10  
Suggested price per slice £2.50

**Ingredients:**
- 150ml vegetable oil  
- 175g gluten-free flour  
- 1 tsp xanthan gum  
- 50g cocoa powder  
- 1 tbsp baking powder  
- ½ tsp bicarbonate of soda  
- 75g dark brown soft sugar  
- 75g caster sugar  
- 2 tbsp golden syrup  
- 2 eggs  
- 100g Greek yogurt  
- 100ml milk  
- 2 tbsp instant coffee, dissolved in 4 tbsp hot water

**For the filling**
- 300g icing sugar  
- 25g cocoa powder  
- 150g soft salted butter  
- 3 tbsp milk  
- 65g dark chocolate, melted

**Instructions:**
1. Heat the oven to 180C/160C fan/gas 4. Oil the base of two 18cm sandwich tins and line with baking parchment. Mix the flour, xanthan gum, cocoa, baking powder, bicarbonate of soda, a large pinch of salt and both sugars together in a large bowl.
2. Whisk the golden syrup, eggs, oil, yogurt, milk and coffee together in a jug, until you have a smooth mixture.
3. Pour the mixture into the prepared tins and bake for 30-35 minutes until the mixture has risen and is firm to touch. Remove from the oven and leave to cool for 10 minutes in the tin and then turn onto a cooling rack.
4. To make the icing, beat the icing sugar, cocoa powder, butter and milk together for 5 minutes until fluffy in texture. Slowly pour in the melted chocolate while beating.
5. Using a small knife, spread half the icing over the middle of one sponge and sandwich the other sponge on top (bottom-side facing up). Spread the left over icing over the top and sides of the cake, with a small knife. Left over icing can be used to pipe some rosettes on the cake.
DECORATIONS

BUNTING

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ON THE DAY

- To have a good variety of baked goods on the day, find out what your bakers are planning to make
- Remember the essentials: tablecloths, paper plates, napkins, price tags, signage, rubbish bags and a cash float
- Make sure there is plenty of space between each cake stand, so it is accessible for all visitors
- Have clear dietary labels (e.g. contains gluten, nuts, etc.) to accommodate all visitors
- Check access to the venue and parking, so you can easily unload your baked goodies on the day of your sale

- When you or volunteers prepare their bakes, make sure food hygiene practices are up to standard. You can have a look at the Food Standards Agency for advice
- Put collection tins securely around various stands (these must be sealed and chained) and put posters in visible locations
- Hold a raffle or auction. Prizes could include afternoon tea, special days out, or even hampers
- Have a cake/biscuit decorating stand so families can get involved in the fun
- Check if there are any shelters or refuges nearby who might accept leftover food

THANK YOU

Your fundraising efforts are helping us to continue providing essential eye-care to all people in the West Bank, Gaza, and Jerusalem
WHAT WE CAN PROVIDE

We can provide the following:
- Branded collection buckets or tins
- Donation envelopes
- Pull up banners

MAKING YOUR EVENT SAFE AND LEGAL

Clear messaging in your fundraising
When you fundraise for St John Eye Hospital group you need to be clear about where the funds will go and if any money will be used to pay for any costs.

Using our logo
You can use our ‘In support of’ logo for your fundraising. The use of our logo must be approved by us before printing or publishing materials for your event.

Under 18s
If children are taking part in a fundraising event or activity, there must be adult supervision and appropriate background checks must be carried out if an adult will be left unsupervised with a child. If you are under 18 years old, ask an adult to help you with your fundraising.

Raffles and lotteries
Holding a raffle is subject to lottery law. Please check your council website, as well as the Gambling Commission website to see if you need a licence/permit.

IN SUPPORT OF
St John of Jerusalem Eye Hospital Group

Over 40% of patients surveyed in Gaza hadn’t had an eye screening in over 2 years, if at all. Our outreach teams allow us to reach the most marginalised communities by taking our care where it is needed most.
**POST EVENT**

**Banking**
For any cash donations collected, please pay this into your bank and then pay it to us through our website here: www.stjohnyehospital.org/donate-now/

Alternatively, you can make payment by cheque.

Please make cheques payable to, ‘St John of Jerusalem Eye Hospital Group’ and send it to:

London Fundraising Team
4 Charterhouse Mews
London
EC1M 6BB

Please include your full name and event details so we can process the donation smoothly.

**Thanking**
After your event, remember to give a big thank everyone to everyone involved and let them know how much the bake sale raised.

This includes:

- everyone who attended the bake sale or prepared baked goods
- Companies who donated prizes or sponsored the event
- The venue and staff
- Volunteers on the day

Finally, we’d love to hear how your event went. We are here to help throughout your planning and happy to answer any questions you have. You can contact us on info@stjohnyehospital.org.

If you have taken any photos, you can tag us in your Twitter post on @StJohnEyeHosp or in your Facebook post on @stjohnyehospital.

With your permission, we’d also like to share your fundraising on our social media pages to encourage other people to support us.

Our social media pages are:

- [Twitter](https://twitter.com/StJohnEyeHosp)
- [Facebook](https://www.facebook.com/stjohnyehospital)
- [Instagram](https://www.instagram.com/stjohnyehospital)

**WE HOPE YOU RAISE LOTS OF DOUGH!**