



# Guide Dogs Appeal



Every cake you bake could help us fund life-changing services for people with sight loss



“

**Thank you for choosing to fundraise for Guide Dogs. They'll put every penny to good use.**

Losing my sight hit me very badly, mentally, and I became quite depressed. I withdrew from everyone I knew. All I focused on was what I was losing. I could no longer read books, hop on my motorbike, visit my synagogue – all the things that brought me joy. My religion is very important to me, but I felt like a fraud going to synagogue because I could no longer read my prayer book. I was miserable.

But the first time I put a harness on and walked Scooby I instantly knew there was a connection there, it felt right.

The thing with walking with a long cane is that you have to hit the obstacle to know it's there. We did the same route that I'd done a hundred times before, but all of a sudden I didn't have to hit anything. He walked around the lamppost, he walked around the A-boards, he took me straight to the drop kerb, he took me straight home.

As I stepped into my house, the first thing my wife did was give me a big hug and say 'You've found your smile again!'

So thank you so much for fundraising for Guide Dogs. Big or small, the money you raise means more people could have life-changing dogs like Scooby. Scooby hasn't only given me the ability to get from A to B, the greatest gift he's given me is that removal of social isolation. He put that smile back on my face, which was my first step in that journey of coming back to Me. And that's all from Scooby and Guide Dogs.

”

**Good luck and happy baking.**

**David**

1 in 5 people will live with significant sight loss in their lifetime.

# Being part of baking a difference is easy!

1

**Plan your baking fundraiser**

2

**Spread the word to get everyone involved**

3

**Bake and self-raise life-changing dough!**





# Choose your baking fundraiser

If you are having fun and raising life-changing funds, then anything goes!

## Bake sale

Bake up some delicious treats on your own or as a team. Pick a location and date where nobody will be able to avoid the temptation. Spread the word with our downloadable posters and use the bunting, cake flags, and money box included in this pack to make sure your table looks the part. Boost the money you raise by having plenty of paper bags for takeaway treats.



## Bake off

Add a competitive edge to your fundraising by setting up a bake off and ask for a small donation for each sweet or savoury entry. Use our printable scorecards to keep track of voting and once you've picked your winner, you can sell all the leftover bakes and cakes for extra cash.



## Baking challenge

Share, donate, and nominate with our guide dogs themed baking challenge. Use your free Labrador cookie cutter, included in your fundraising pack, to bake up your own litter of guide dogs or mix up a guide dog themed recipe of your own. Showcase your best bakes using #GuideDogs for a chance to be crowned our Top Dog Baker and tag your baking buddies to get them taking part too or donating to your online fundraising page.





# Guide dog cookies

Use your Labrador cookie cutter included in your fundraising pack to bake up your own litter of guide dogs. The perfect addition to your bake sale or decorating competition.

## Ingredients

- 100g unsalted butter, softened at room temperature
- 100g caster sugar
- 1 medium egg, lightly beaten
- 1 tsp vanilla extract
- 275g plain flour

## Decoration

- 2 tbsp cocoa powder if you want chocolate Labradors
- Ready-made fondant icing - check out our handy guide to what colours to buy

### What will your guide dogs wear?

White and yellow harness = working guide dog

Brown harness = trainee guide dog

Blue coat = puppy in training or buddy dog

## Method

1. Preheat oven to 190C/170C Fan/ Gas 5. Line a baking tray with greaseproof paper.
2. Cream the butter and sugar together in a bowl until combined. Beat in the egg and vanilla extract, a little at a time, until well combined, then stir in the flour and bring together to form a dough.
3. Want some of your litter to be chocolate? Split your dough in half, set one half aside, and add cocoa to the other until thoroughly combined.
4. Wrap the dough in cling film and chill in the fridge for 30 minutes.
5. Roll the dough out on a lightly floured work surface to a thickness of 1cm. Cut biscuits out of the dough using the guide dog shaped cookie cutter included in your pack and carefully place onto the baking tray.

6. Bake for 8-10 minutes, or until pale golden-brown. Set aside to harden for 2 minutes, then cool on a wire rack.

## Decoration

If you want to decorate your litter of guide dogs, we recommend using ready-made fondant icing.

7. Roll out to approx.  $\frac{1}{2}$  cm thickness and cut out shapes to create your guide dog harness or coat. The easiest way to stick your icing to your biscuits is to mix a little icing sugar with water.
8. Feeling creative? Make your own icing too! Royal Icing, buttercream and glaze icing will all work.

Baking 20 cookies could raise £20 towards funding our life-changing services.

Download more recipes at:  
[guidedogs.org.uk/appealfundraisingpack](https://guidedogs.org.uk/appealfundraisingpack)



# Turn your bakes into cash!

**Top tip:**  
Organise your fundraiser after pay day. People are more likely to donate.

## Top tips just for you!

Our team of expert fundraisers across the UK are on hand to make your fundraising a success with:

- Bespoke fundraising advice tailored just for you
- Advice on press coverage
- Additional fundraising tools
- Answer any questions you may have about Guide Dogs.

Look out for a call from your local Guide Dogs team member or get in touch at **0345 143 0192** or [guidedogsappeal@guidedogs.org.uk](mailto:guidedogsappeal@guidedogs.org.uk)



## More fundraising tips

### Puppy sweepstake

Boost your fundraising by up to £60 at your bake sale till by asking your customers to donate an extra £2 to guess the puppy's name on your sweepstake. Donate a prize like your showstopping centrepiece cake or ask a local business for a gift voucher.



### Go cashless with a QR code

Get a unique QR barcode you can print and display by your money box when you create a JustGiving fundraising page. Your customers can then scan to access your fundraising page instantly using the camera on their phone, giving them a quick and easy way to donate. Simply add /qr code at the end of your fundraising page URL to get yours. For example, [justgiving.com/fundraising/MrsFundraiser/qr code](https://justgiving.com/fundraising/MrsFundraiser/qr code).

### Pricing your bakes

Use our suggested donation labels to make sure your bakes are clearly labelled. Settle on three or four price points such as 50p a biscuit, £1 a cupcake, £2 for a homemade sausage roll, or even £5 for a box of six cakes to take away. You could even offer a drink as a combo for an extra £1.

### Invite a free speaker

Hosting a bake sale at work? Invite a free Guide Dog speaker to tell their story at a face-to-face or online team meeting before your fundraiser takes place. This could help colleagues understand the impact of their donations and make them more likely to support your fundraising effort. You could even get to meet one of our life-changing dogs. Request a speaker at [guidedogs.org.uk/speaker](https://guidedogs.org.uk/speaker).

Download extra fundraising tools:  
[guidedogs.org.uk/appealfundraisingpack](https://guidedogs.org.uk/appealfundraisingpack)





# How your baking helps

## Samuel's story

Six-year-old Samuel was diagnosed with oculocutaneous albinism when he was three years old. Samuel and his parents Ed and Karen went on a Guide Dogs Family Day event, where they first met our Habilitation Specialist, Sharon. Sharon helped Samuel learn how to use a long cane when outside, how to cross roads safely and told the family about our buddy dog scheme.



“

Rosie's a very easy dog to have around. She helps give Samuel some confidence when he's out and about. She comes along to drop Samuel off at events, such as holiday clubs, and she attends his piano lessons, has been to Beavers with him – and she even attends hospital appointments. She seems to understand that it's Samuel who is vision impaired in the house, and she looks out for him.

Rosie hasn't only been good for Samuel, but also for us as a family, including his brother and sister. Taking Rosie for walks is something we all do together, as everyone wants to come along.

We've also given Samuel an iPad through our Tech for All programme which has helped him with his reading.

“

As well as the fun side for him, being able to interact with CBeebies apps, it meant we could download a lot of school apps at home and read a lot of the books. And it means now his reading is progressing we can take pictures of the books and expand them, so that he can read and engage with them at home as well. It means that his friends can bring a book and he can read it too.

”

Karen, Samuel's mum

£56

could help support a working partnership for a week.

£161

could pay for a day of training for a future guide dog.

£312

could buy a child or teen with a vision impairment an iPad, to help them with their education, hobbies and staying in touch with friends.



# Paying in your fundraising

Big or small, the money you raise makes a difference and the sooner we receive it, the quicker we can start putting it to good use.



## By card

Call us on **0800 953 0113**. Don't forget to quote **FR4US** and your fundraising reference number.



## At the bank

Take your pay in slip within your fundraising pack to your local Barclays bank. Lost your slip? Let us know and we'll provide you with everything you need.



## By cheque

Send a cheque made payable to **'Guide Dogs' to Guide Dogs, Hillfields, Burghfield Common, Reading, RG7 3YG**. Don't forget to include your details on the back of the cheque with the code **FR4US** so that we can send a thank you letter.



## Fundraising page

Set up an online fundraising page at [justgiving.com/campaign/guidedogsappeal](https://justgiving.com/campaign/guidedogsappeal) or [facebook.com/fund/guidedogsuk](https://facebook.com/fund/guidedogsuk). The money you raise will then automatically come to us.

## Use the funds you raised to start your Name a Puppy journey

What name would you choose? Find out more at [guidedogs.org.uk/nameapuppy](https://guidedogs.org.uk/nameapuppy)



## Keeping it safe and legal

We want all our supporters to stay safe and legal when fundraising for Guide Dogs. Find out more at [guidedogs.org.uk/appealfundraisingpack](https://guidedogs.org.uk/appealfundraisingpack)

## Need any help?

[guidedogsappeal@guidedogs.org.uk](mailto:guidedogsappeal@guidedogs.org.uk)

**0345 143 0192**



Registered with  
**FUNDRAISING  
REGULATOR**



Guide Dogs is a working name of The Guide Dogs for the Blind Association. Registered Office: Hillfields, Burghfield Common, Reading, Berkshire RG7 3YG. A company limited by guarantee registered in England and Wales (291646) and a charity registered in England and Wales (209617), Scotland (SC038979) and Isle of Man (1334). A307 07/22



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# How To Make Cake Flags

## Step 1

Cut along the lines



## Step 2

Write the name of your cake and suggested donation



## Step 3


Place glue in a line here and fold around a cocktail stick





Snip and fold these handy tent cards for prices and descriptions on your bakes and makes

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You're a  
Life-Changer!

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### Step 1

Cut along all the dashed lines.

### Step 2

Fold along all the dotted lines.

### Step 3

Staple to ribbon or string.

### Step 4

Decorate your event with bunting.

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Prep time: 1 hour

Cook time: 8-10 minutes

Makes: 20 biscuits

# Guide dog cookies

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## Ingredients

- 100g unsalted butter, softened at room temperature
- 100g caster sugar
- 1 medium egg, lightly beaten
- 1 tsp vanilla extract
- 275g plain flour

## Decoration

- 2 tbsp coco powder if you want chocolate Labradors
- Ready-made fondant icing - check out our handy guide to what colours to buy

### What will your guide dogs wear?

White and yellow harness = working guide dog

Brown harness = trainee guide dog

Blue coat = puppy in training or buddy dog



Showcase your best bakes using #GuideDogs

## Method

1. Preheat oven to 190C/170C Fan/Gas 5. Line a baking tray with greaseproof paper.
2. Cream the butter and sugar together in a bowl until combined. Beat in the egg and vanilla extract, a little at a time, until well combined, then stir in the flour and bring together to form a dough.
3. Want some of your litter to be chocolate? Split your dough in half, set one half aside, and add cocoa to the other until thoroughly combined.
4. Wrap the dough in cling film and chill in the fridge for 30 minutes.



5. Roll the dough out on a lightly floured work surface to a thickness of 1cm. Cut biscuits out of the dough using the guide dog shaped cookie cutter included in your pack and carefully place onto the baking tray.
6. Bake for 8-10 minutes, or until pale golden-brown. Set aside to harden for 2 minutes, then cool on a wire rack.

## Decoration

If you want to decorate your litter of guide dogs, we recommend using ready-made fondant icing.

7. Roll out to approx.  $\frac{1}{2}$  cm thickness and cut out shapes to create your guide dog harness or coat. The easiest way to stick your icing to your biscuits is to mix a little icing sugar with water.
8. Feeling creative? Make your own icing tool! Royal Icing, buttercream and glaze icing will all work.



Prep time: 30 minutes

Cook time: 25 minutes

Makes: 12 muffin size cupcakes  
or 18 regular size

# Guide dog pupcakes

These adorable vanilla guide dog pupcakes are sure to go down a treat and help you to raise lots of life-changing dough.

## Ingredients

- 110g butter, softened
- 225g caster sugar
- 2 large eggs
- 1 tsp vanilla extract
- 150g self-raising flour, sifted
- 125g plain flour, sifted
- 120ml semi skimmed milk, at room temperature

## Decoration

- Choose what colour you want your pupcakes.



Showcase your best bakes using #GuideDogs

## Method

1. Preheat oven to 180C/160C Fan/Gas 4. Line a 12-hole muffin tray with appropriate size cupcake cases.
2. In a large mixing bowl, cream the butter and sugar together until the mixture is pale, light and fluffy.
3. Combine the two flours in a separate bowl. Put the milk in a jug and add the vanilla extract to it.
4. Add 1/3 flour to the creamed mixture and beat well. Pour in 1/3 of the milk and beat again. Repeat these steps until all the flour and milk have been added.
5. Spoon mixture into the cupcake cases, filling them 2/3 full. Bake in the oven for 25 minutes.
6. Remove from the oven and leave to cool. You can then begin icing.



## Decoration

7. Roll out icing to approx. 1/2 cm thickness. Cut a large circle to create your pup's face, medium to create the nose, and small semi-circles folded at the edge to create the ears. Don't forget to also add your pup's eyes, nose and tongue. The easiest way to stick your icing to your cakes is to mix a little icing sugar with water.
8. Not good at decorating? Try ready-made buttercream and use one of your edible Guide Dogs cake toppers from within your fundraising pack to decorate instead.





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Prep time: 15 minutes

Cook time: 20 minutes

Makes: Approx 12 biscuits  
depending on cutter size

# Dog-friendly biscuits

These quick and easy cheesy treats will be a guaranteed hit with pups of all sizes!

## Ingredients

- 115ml of hot water
- 1 chicken or beef stock cube
- 1 egg
- 200g wholemeal flour
- 40g grated cheddar cheese

**Only recommended  
as a treat.**

**Treats should be  
counted as part of your  
dog's daily diet. Not  
suitable for puppies.**



Showcase your best bakes using #GuideDogs

## Method

1. Preheat the oven to 180°C/160°C Fan/Gas 4. Grease or line 2 baking sheets.
2. Add 115ml of boiling water to stock cube to dissolve.
3. Mix flour, egg, and stock together before adding the cheese.
4. Mix thoroughly, adding more flour or water until it comes together as a dough.
5. Sprinkle your surface with flour, and gently knead your dough, before rolling out to a thickness of about  $\frac{1}{2}$  cm.
6. Cut into shapes, dipping the cutter into flour as you go, and place the biscuits on the baking sheets. We recommend using a bone shape, but any cutter shape works.
7. Knead together any dough scraps and roll them back out again to create even more cheesy dog biscuits. You'll be surprised how many you can get out of this small batch.
8. Bake for 15-20 minutes until golden and crisp, before cooling on a rack
9. No need to decorate these – they are perfectly delicious as they are!

