

In aid of



Your fundraising guide to

Make Every Cuppa Count

Top tips, tricks, and bits to brew your perfect fundraiser.

Have a cuppa and change a life

Thank you so much for showing you care by planning a fundraiser for Guide Dogs.

This guide is jam-packed with helpful tips to help you get started. We hope you enjoy sharing a cuppa and a cake, knowing that every penny you raise will support people living with sight loss live the life they choose.



How your fundraising helps Lena's story



Lena from Devon has had vision impairment since birth, when the umbilical cord got wrapped around her neck causing oxygen deficiency and her Cerebral Palsy. She also has nystagmus, block squint and astigmatism, which resulted in her being registered Severely Sight Impaired at the age of 17.

"When I was younger it didn't affect me too badly, but it really hit me when I was due to leave secondary school to go onto college and I realised what a scary place the world was outside. It really highlighted how my vision affected me and I didn't quite know how I was going to manage.

Meeting my guide dog for the first time was an absolutely incredible moment. I remember being so scared walking to town with my cane, and then the total contrast: walking tall and confident with my guide dog and the anticipation and excitement as to what my life will turn out to be.

I remember the simple task of having ran out of margarine to bake a cake and no family member being around. Being able to just pick up the harness and head out to my local shop, to buy some so that my family would have a cake when they got home, was a truly magical and emotional moment for me."

“ Meeting my guide dog for the first time was an absolutely incredible moment. ”





Organising your fundraiser for Guide Dogs is easy!

1 Choose a date, location and invite your guests.

At home, at work, at school or in your community. Use our colourful posters, invites and social media post ideas to let people know about your fundraiser.

2 Bake or buy

Use our recipes for inspiration or simply pop to the shops. Whatever works for you! And if you'd like to, don't forget you can include your four-legged, furry friends – we have tasty dog-friendly treat ideas for your pups to enjoy too.

3 Boost your fundraising

Check out the top tips in this guide to ensure every cuppa counts!

4 Pop the kettle on – it's time to fundraise!

Enjoy the day catching up over a cuppa and lots of delicious cake. Don't forget to ask for volunteers to help.

5 Pay in your life-changing pounds

Ta-daa – you're a life-changer!



Download

your resources at
[guidedogs.org.uk/
cuppack](https://guidedogs.org.uk/cuppack)

Dog-friendly biscuits

Ingredients

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



These biscuits have passed the Guide Dogs wag test!

Prep time: 15 minutes

Cook time: 20 minutes

Makes: Approx 12 biscuits depending on cutter size

Method

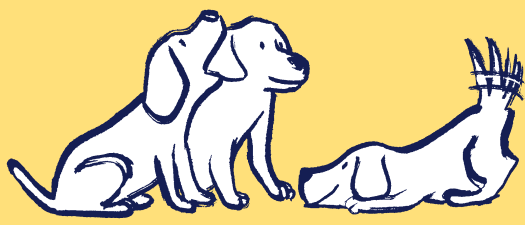
1. Preheat the oven to 180°C/160°C Fan/Gas 4. Grease or line 2 baking sheets.
2. Add 115ml of boiling water to stock cube to dissolve.
3. Mix flour, egg, and stock together before adding the cheese.
4. Mix thoroughly, adding more flour or water until it comes together as a dough.
5. Sprinkle your surface 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!



Only recommended as a treat.

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

Organising your fundraiser is a piece of cake!



Get together

Catch up together at home, work, school or in your community, and enjoy some goodies at break time. Decorate with our bunting, show-off your baking skills with our recipes, or challenge everyone to a bake off.

Doggy delights

Gather your dog-owning friends, organise a nice walk and warm up after with a brew and biscuits. Ask everyone to donate to take part - every cake, cookie and crumb makes a difference.

Cake to go

Bake up some delicious treats on your own or as a team. Set up your pop-up bake-sale for friends, neighbours, or colleagues to drop by and donate. Make sure you have plenty of paper bags for everyone to go home with a 'doggy bag' of treats.



Top tips to boost your totals

Set your goal

By simply just setting a goal and sharing it, you'll raise more! **Set £80 as your goal** and you could buy a puppy raising kit for the volunteers who look after our puppies during their first year.

Raffle

Collect unwanted gifts from friends, family or approach local businesses and throw a raffle or tombola. Download our raffle letter of authority to help you source prizes from local businesses [guidedogs.org.uk/cuppapack](https://www.guidedogs.org.uk/cuppapack)

Puppy sweepstake

Ask your guests to donate £2 for a puppy name on your sweepstake and you could boost your fundraising total by £60! Why not donate a prize like a box of chocolates or ask a local business to donate a gift voucher?



Don't forget

If you hit your goal early, you can always increase it!

Guess the weight of the cake

Bake or buy a cake and ask your guests for a small donation to guess the weight of the cake. The winner gets to take it home to enjoy!

Bake-off

Challenge your guests to enter your bake-off competition, with a donation to enter and crown your own Star Baker. Use our downloadable scorecards at [guidedogs.org.uk/cuppapack](https://www.guidedogs.org.uk/cuppapack) and sell the baked goodies to other hungry party guests.



Matched Giving Scheme

Check if your employer offers fundraising matching and you could double the amount you raise. Even if you fundraise outside of work, you could still be eligible.

Invite a free speaker

Hosting a fundraiser? Bring the Guide Dogs story to life with one of our free speakers! They can join you face-to-face or virtually to share how your fundraising makes a difference to the lives of people living with sight loss. Book online at [guidedogs.org.uk/speaker](https://www.guidedogs.org.uk/speaker)



Make Every Cuppa Count with...

“Your dogs

I held a bake and bark sale with my family and their furry friends to Make Every Cuppa Count. All the dogs went mutts over the dog-friendly biscuits I made.”



“Your school

The children were delighted that their bake sale helped support Guide Dogs. All the posters and treats were made and decorated by them, whilst the adults were there to support and help with the washing up!”



“Your workplace

All the staff had so much fun baking in aid of Guide Dogs. The clients enjoyed the event and we even baked some dog treats so the patients could join in on the fun too!”



More than just words

Use photos, video, or even a livestream to bring your fundraising story to life. With just a few seconds to grab someone's attention, a good picture is worth 1,000 words.

Wipe the lens

Avoid pics blurring from fingerprints – especially if snapping with your phone.

Be the star of the shoot

Even if you're camera shy – everyone wants to see you having fun while fundraising.

Include Guide Dogs

Make sure it's obvious you're part of the #GuideDogs family with your branded fundraising tools or t-shirt.

Before, during... and after!

Tell your whole fundraising story with a mix of action and posed shots.

High resolution

Ensure your pics are over 1MB so they can be used anywhere – even a local newspaper.



In aid of



Promotional tools

Download all your promotional tools including our 'in aid of Guide Dogs' logo if you plan to create your own promotional materials at guidedogs.org.uk/cuppapack

Say 'thank you'

A fifth of your donations could come in after your fundraising activity has finished because everyone can see how much effort you've put in. Be sure to follow up and thank your supporters, which encourages others to do good too.

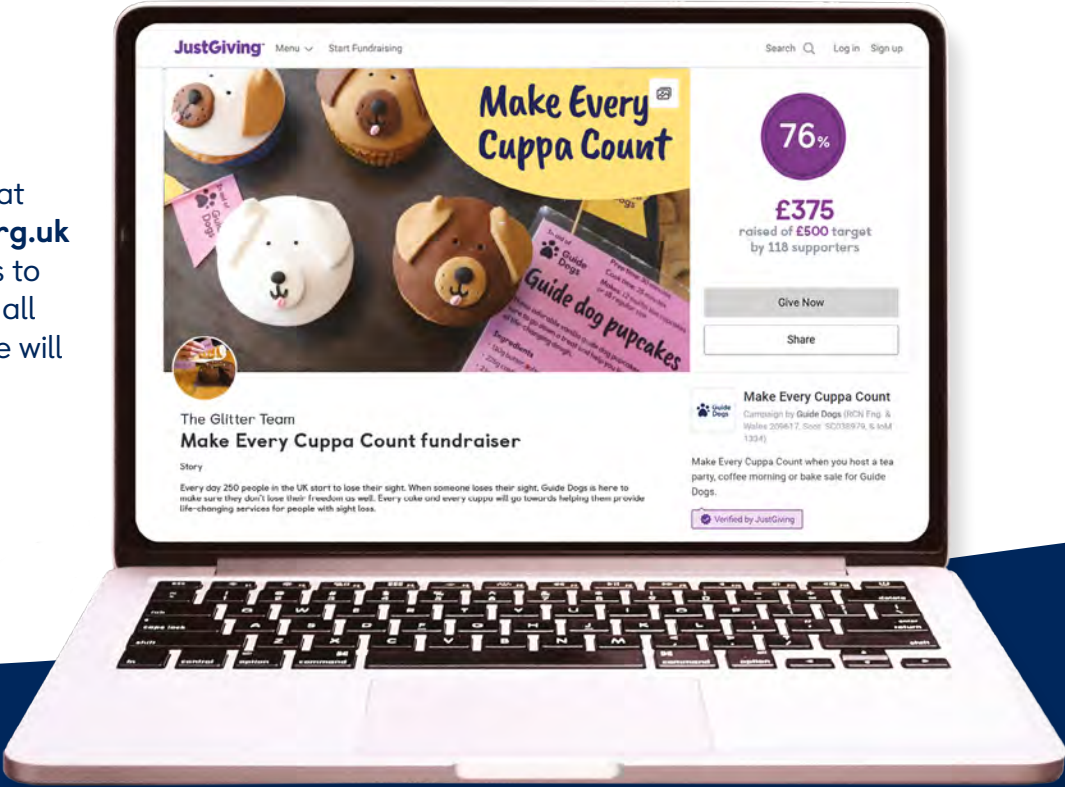


JustGiving is your secret ingredient

Paying in the money you raise is easy when you use JustGiving. Not only can you collect donations online, but it also helps resolve those ‘I don’t have any cash on me’ problems thanks to a scan to donate QR code.

Create or view your page

Set up or edit your fundraising page for free at makeeverycuppacount.org.uk and follow the simple steps to get started. Once you are all set up, the money you raise will automatically come to us.



Share before and after

Add your fundraising page link to all your social posts, emails, WhatsApp groups, businesses website or intranet Make Every Cuppa Count updates before and after the day. Even if people can’t support you in-person, they will still want to help you hit your goal and JustGiving estimate 20% of donations come in after your event has ended.



Scan your QR code to create or view your fundraising page

Print your QR code

To create yours, simply visit your fundraising page or add **/qr code** to the end of your JustGiving page’s URL and hit enter. Your unique QR code will then show, ready for you to save or print off to place next to your money box so people can scan to donate at your fundraiser.



Make Every Cuppa Count

www.justgiving.com/fundraising/MrFundraiser/qrcode

Raised money offline?

Pay in any cash donations to your JustGiving page from your own bank, or use one of our other ways to pay in. Don’t forget, you can log donations not paid in through JustGiving as a ‘Raised offline’ amount so they’re still included in your fundraising total. Visit your page then click ‘edit’, ‘donations’ and ‘add offline donations’ to add the amount you pay in elsewhere.



Other ways to pay in



By card

Call us on **0800 953 0113** and make sure to tell us you’re paying in money from your fundraising over the phone, or visit guidedogs.org.uk/payin to pay in online.



By cheque

Send a cheque made payable to ‘Guide Dogs’ to **Guide Dogs, Hillfields, Burghfield Common, Reading, RG7 3YG**. Remember to include your details on the back of the cheque.



At the bank

Pay in at any Barclays bank with one of our paying in slips. Need a slip? Let us know and we’ll provide you with everything you need.

We're with you all the way

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

We can help with:

- Bespoke fundraising advice tailored just for you.
- Answering any questions you may have about Guide Dogs.
- Requests for additional fundraising tools or a t-shirt.



With our dogs



Our range of dog services will be broader.

We will achieve the

Smarter working



Smart technology will make Guide Dogs more efficient and will help us bring vital services to more people.

More than double

Today

200,000

people supported

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/cuppapack

Get in touch

For more information, help and support, please contact us:

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fundraiseforus@guidedogs.org.uk