

In aid of



Guide
Dogs



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

Guide Dogs is here to help people with sight loss live the life they choose.

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. ”



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





Organising your fundraiser for Guide Dogs is easy!

1

Choose a date

At home, at work, at school or in your community. Use our colourful posters, invites and your social media 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!

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!



Guide dog cupcakes

Ingredients

- 110g butter, softened
- 225g golden 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
- 15 edible dog nose cake toppers

For the

buttercream icing:

- 125g butter, softened
- 250g icing sugar
- Splash of milk

Prep time: 30 minutes
Cook time: 25 minutes
Makes: 15 cupcakes

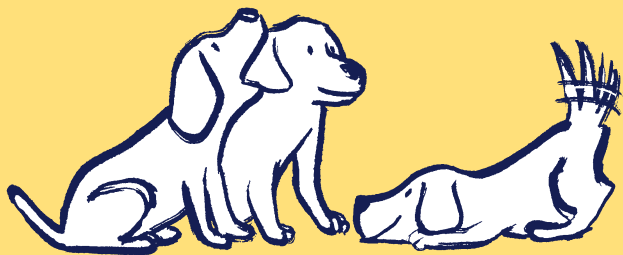
Method

1. Heat oven to 180C/160C fan/gas 4. Line a 15-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. Add the eggs, one at a time, mixing for a few minutes after each addition.
3. Combine the two flours in a separate bowl. Put the milk in a jug and add the vanilla extract to it.
4. Add one-third of the flours to the creamed mixture and beat well. Pour in one-third of the milk and beat again. Repeat these steps until all the flour and milk have been added.
5. Carefully spoon the mixture into the cupcake cases, filling them to about two-thirds full. Bake in the oven for 25 minutes until slightly raised and golden brown. To check they are cooked, insert a skewer into the centre of one of the cakes – it should come out clean.
6. Remove from the oven and leave the cakes in their tins for about 10 minutes before carefully placing on a wire rack to cool. Once they are completely cool, you can begin icing.
7. Beat in the icing sugar a little at a time, then beat in a splash of milk to give you a soft icing that can be piped easily.
8. Cut out our edible rice paper dog nose cake toppers and apply to the icing on the top of each cupcake for a pawsome treat!

Note: Our edible cupcake toppers are included free in some of our postal fundraising packs. If you have requested a download pack you can order by emailing: fundraiseforus@guidedogs.org.uk



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.

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.

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.

In aid of **Guide Dogs**

Can you guess my name?

Choose your favourite Guide Dog puppy name and you might win a prize!

How the game works:

1. As the sweepstake organiser, write the winning name, write in to bottom left corner, cut out and keep in sealed envelope.
2. Players write their name and contact under their chosen puppy name.
3. Once the game is full, reveal the winning puppy name and who chose that name!

The winning prize can be a percentage of money raised or a non-monetary prize of your choice.

| | | | | | | |
|--------|--------|---------|--------|--------|---------|---------|
| Beccy | Breeze | Captain | Dwight | Erica | Frank | Gwen |
| Hugo | Irene | Jangle | Keanu | Lewis | Maddie | Major |
| Nell | Orion | Orla | Piper | Quin | Rolo | Sparky |
| Thomas | Uri | Vespa | Winnie | Xavier | Yannika | Zepplin |

Ailsa **Alfie**

Top tips to boost your totals

Go cashless with a QR code

Get a unique QR code by setting up a **JustGiving page**. For example, if my page is [justgiving.com/fundraising/MrsFundraiser](https://www.justgiving.com/fundraising/MrsFundraiser) add /qrcode at the end and click enter. Print this code onto paper and place by your money box for cashless donations.

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?



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)

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 [guidedogs.org.uk/cuppapack](https://www.guidedogs.org.uk/cuppapack) and sell the baked goodies to other hungry party guests.

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Bake-Off Scoring Card

Baked By: _____ Category: _____

| | | | | | |
|---------------|------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| Presentation: | | | | | |
| Texture: | | | | | |
| Flavour: | | | | | |
| Creativity: | | | | | |
| | Total: /20 | | | | |

Registered charity in England and Wales (209687), Scotland (SC038979) and Isle of Man (5354).



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.



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/cuppack



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.



“

Olivia did an amazing job and really enjoyed her cake and bake sale. She spent all day baking Saturday and made it all gluten free so I could eat some too! We used the cookie cutter and some paw and bone shaped cutters too.”

Kirsty, mum and Olivia, aged 11



“

We initially started out with de-stress days where Guide Dogs came in and we asked for a small donation from our colleagues to come and have a pat and a chat. We've done lots of online events too like tea parties and quizzes. It's just been so popular.”

Andrea, Nationwide

“

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!”

Lucy, The Vet



Set your goal

Your fundraising could make a big difference. By simply just setting a goal and sharing it, you'll raise more!

Choose a goal linked to our services:



£6

could support a working guide dog partnership for a day.



£16

could buy a 'puppy in training' jacket for one of our puppies.



£50

could cover the cost of a guide dog's visit to the vet.



£250

Every day 250 people start to lose their sight in the UK – why not aim to raise £250?

Paying in your funds

You can pay in the funds you raised online at [guidedogs.org.uk/payin](https://www.guidedogs.org.uk/payin)



By card

Call us on **0800 953 0113**. Make sure to tell us you're paying in money from your fundraising so we can invite you to our Meet Guide Dogs event.



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.



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.



Fundraising page

By setting up an online fundraising page you can sit back and relax – all the funds will come to us automatically. Create your fundraising page now at [justgiving.com/guidedogs](https://www.justgiving.com/guidedogs) or [facebook.com/fund/guidedogsuk](https://www.facebook.com/fund/guidedogsuk)



Don't forget
If you hit your goal early, you can always increase it!

Our way to say

'thank you'

When you pay in the funds you raise, you'll receive an exclusive invitation to see behind the scenes at Guide Dogs.

Events are held throughout the year at our National Centre in Leamington Spa. You'll have the opportunity to follow the journey our guide dogs take from breeding to partnerships, with a behind the scenes day that includes a tour of where we breed our pups, demonstration of how our dogs are trained, and the opportunity to meet a guide dog partnership to hear first-hand the difference your fundraising makes.



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 th

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](https://www.guidedogs.org.uk/cuppapack)

Get in touch

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

0345 143 0192

fundraiseforus@guidedogs.org.uk