

Cake Sale Guidelines

Cake sales are often run as a way to raise money for charity. They are popular and when run correctly can be good fundraisers, but they aren't always the answer. Cake sales are not always reliable ways to fundraise and won't always make money. When you consider buying ingredients or ready-made cakes, it can instantly take at least £10 out of your profits. When you consider all the baking, organising, promoting and selling you have to do there are sometimes much better ways to raise money.

Get in touch with the Students' Union if you need help thinking up a new idea or consult the Fundraising Event Ideas Booklet.

If you still think that you would like to run a cake sale, try and think of ways that you could make it more efficient. It would be a good idea to target specific events or times of the day such as lunch time to ensure you attract a lot of customers. Make sure you think about your prices to ensure they are affordable for students but still making money for charity. The more time you spend planning the more successful your event will be.

Remember, when selling food for charity it cannot be sold at a fixed price. You can only ask for a suggested donation. You can create price labels, but it must be obvious that this is only a donation.

Always pop into the students' Union to discuss your cake sales and other event ideas in more detail.

When you are baking and selling cakes or other food product you must comply with the following guidelines to ensure you are considering health and safety as well as hygiene. Before running your event, read our Food Preparation guidelines carefully.