

BigCakeBake

Bake the world better!

HOST GUIDE



Welcome to Big Cake Bake



Dear Big Cake Baker,

Thank you for helping bake the world better!

Something wonderful happens when you share a cuppa and a slice of cake. It reinforces community and creates a sense of togetherness and connection. In a time when so many of us have felt disconnected and lonely, Big Cake Bake brings us together to act for humanity – getting together has never felt so good!

Big Cake Bake is a fun and easy way to make a difference to people's lives. No matter how big or small your event, every dollar counts and will help connect more people to their strengths, each other and to the things we all need to build good lives.

Now you have registered, it's time to focus on the fun part – planning your big day!

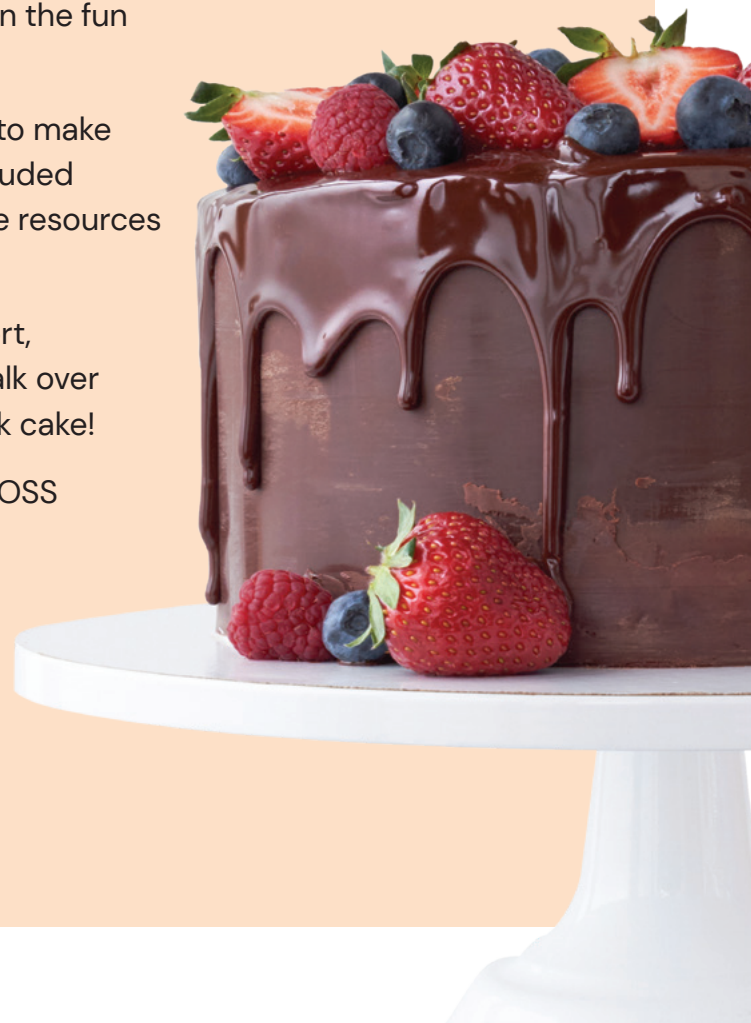
In this guide you'll find everything you need to make your event deliciously successful. We've included some great tips and handy links to our online resources and delicious recipes.

We're here to help, so if you need any support, additional fundraising tools or just want to talk over ingredients, recipes, or ideas – we love to talk cake!

Call us at Big Cake Bake HQ on 1800 RED CROSS or 1800 733 276. You can also email us contactus@redcross.org.au.

Thank you again for your support.
Happy baking!

The Big Cake Bake team



1. Save the date

Big Cake Bake can be held anytime throughout this year.

2. Plan your event

Have you thought about where you're going to hold your Big Cake Bake? Make sure you leave time to book the venue if required. Your event is all about bringing people together and raising money for Red Cross, so make sure you choose somewhere that has plenty of space for your cakes and your mates! Set a clear budget for your event, and don't be afraid to ask for prizes, services and venues to be donated. You might be surprised at how generous people can be when it's for a good cause!

Hosting your Big Cake Bake at work? Ask your boss to dollar match. Encourage your employer to support your event by dollar matching what you and your colleagues raise. Your employer will probably have an annual budget for donations, not to mention it's tax deductible.

And what about a theme? Setting a theme for your event could make it even more fun – it could be a high tea, cake sale, bake-off competition, bake decorating competition or perhaps a Go Red for Red Cross party!

3. Personalise your online fundraising page and get started

Using your online fundraising page is a simple and secure way to raise money! Here are five simple steps to set up your page:

- Upload a profile picture
- Add a personal story to tell everyone why you're choosing to take part in Big Cake Bake
- Post updates to keep your supporters in the loop
- Kick start your fundraising by making a donation to your own page
- Share the link to your page via social media, email or text to spread the word.

4. Get family and friends involved

Hosting a Big Cake Bake is all about getting friends, family, and colleagues together. Download Big Cake Bake event posters and use them to help spread the word in your office, school, or local community. Plus, don't forget to get social! Share your online page on social media to drum up attendance and donations. Think about creating an event page on Facebook to promote your event, manage RSVPs and get people excited for what's to come. The more people that come, the more fun you'll have and the more money you'll raise for Red Cross!

5. Get ready for the big day

Check out some delicious recipes from our ambassadors and supporters and download posters and bunting ready to decorate your venue. Visit bigcakebake.org.au. Start asking friends to lend a hand with the baking, and of course, if you need any extra resources or help from us, don't hesitate to get in touch with the team.



6. Don't forget to say 'thank you'

It's always a nice touch to say or send a big thank you to everyone who helped make your event possible; the people who baked, the venue managers, anyone who donated goods or prizes, and of course your generous guests who attended and made your event a success by donating. The money raised from your event will contribute to making a difference for thousands of people overcoming loneliness and disadvantage. Don't forget to share the final total raised so your guests can feel proud of what you achieved together. Send an email and use our downloadable Thank You certificate to share the great news.



7. Send in your money

Here's the final step – making sure Red Cross receives the funds you raised.

Please see banking options below:

- a) **Bank deposit** – Deposit your funds into the following Commonwealth Bank account, remembering to use your unique reference number that is detailed in your welcome email or host kit paperwork. If you have misplaced this information, please call the Big Cake Bake team on 1800 RED CROSS or 1800 733 276. We need you to reference your unique number so that we can identify your deposit.

Name: Australian Red Cross Society Account Number: 1298 1023 BSB: 063 000 Reference:
Please use your unique reference number or full name. Refer to your welcome email or host kit.

- b) Please send **cheques/money orders** made payable to 'Australian Red Cross' to Australian Red Cross, Big Cake Bake, GPO Box 2957, Melbourne VIC 3001.
- c) **Credit card online** – use your credit card to return funds collected at your Big Cake Bake event through your fundraising dashboard. Log in to your dashboard and firstly click on the 'My Donations' button. From there you will see a red button 'Add Offline Donation' which will allow you make one lump sum payment or individual payments received from donors at your event. Please note, if you are making individual payments on behalf of your donors, you will be required to enter in their contact details so they can be issued with a tax receipt accordingly. Tax receipts are for donations only. Please see below for more information on tax receipts.
- d) **Credit card by phone** – you can call us on 1800 RED CROSS or 1800 733 276 and quote your reference number or full name.
- e) **Encourage your donors to donate directly to your online fundraising page** – share the link to your online fundraising page via email and social media to everyone attending your Big Cake Bake event. Once they visit your page, tell them to click on the red 'Donate' button. Donors can pay directly to your page, leave messages of support and will automatically receive a tax receipt for their donation.
- f) **Tax receipts:**
 - 1. If your supporters request a tax receipt, please use the Receipt Request Form included in your kit and return it to us along with your cheque, money order or with your bank deposit receipt. This form cannot be used for any payments made via your online fundraising page by credit card (see point C for instructions on how you can make credit card payments for donations collected at your event).
 - 2. If your donors would like to make an online donation, they can do this directly through your online page and will be issued an automatic tax receipt. If you do not have an online fundraising page or have forgotten the details, please contact the Big Cake Bake team on 1800 RED CROSS or 1800 733 276 for assistance.

Note — Only donations can be receipted; the purchase of goods and services are not classified as a donation. Donations \$2 and over are tax deductible.