



The Connection
at St Martin-in-the-Fields

THE GREAT CHARITY
BAKE OFF



HOW IT WORKS

Here's how you can host your own 6-week Great Charity Bake Off Challenge!

INCLUDED IN THIS KIT:

HOW IT WORKS SHEET

TASTING TOKENS

SCORING SHEETS

CAKE TAGS

POSTER

RESULTS SHEET, USE ONE FOR EACH WEEK

BUNTING

COLLECTION BOX (ON REQUEST)

With every slice of sponge, every smattering of buttercream, and every soggy bottom, you will be helping homeless people into accommodation, employment and a brighter future.

STEP 1: CREATE YOUR BAKE CATEGORIES!

Each week competitors enter their bakes into one or more of 3 categories.

Follow in the footsteps of GBBO with "Signature Bake", "Technical Bake" or "Showstopper Bake" categories. Or, create your own - for example, you could choose "Best Cupcake", "Free From", "Savoury", or themed categories depending on the season. A "Best Decorated" category is perfect for including colleagues who don't have a sweet tooth, as they can still take part as a judge. You could also open this category out to your social media followers.

Either keep the categories fixed each week or pick new ones.

STEP 2: FIND COMPETITORS!

Get the word out and encourage people to take part! There are posters in this kit for you to use. We suggest a £3 donation for each bake submitted.

Competitors can submit as many bakes as they like each week, across as many categories as they like.

Winners in each category will be chosen each week by tallying up the Scoring Sheet points, and at the end of the 6 weeks Bake Off Challenge, the competitor with the most points wins a prize.

Tweet your photos using #ConnectionBakeOff to @homelesslondon, and share them via Facebook with The Connection at St Martins

WWW.CONNECTION-AT-STMARTINS.ORG.UK
T: 020 7766 5555 E: APPEALS@CSTM.ORG.UK
@HOMELESSLONDON
THE CONNECTION AT STMARTINS



STEP 3: IT'S TASTING TIME!

The moment of judgement – who has the perfect bake?

Get your tasters together and ask them to donate in return for Tasting Tokens and a Scoring Sheet. We suggest a £3 donation per Tasting Token.

1 Tasting Token = 1 portion = 1 vote.

Keep portions small - you want tasters to try as many different bakes as possible!

Any colleagues without a sweet tooth can be invited to make a donation in return for a Score Sheet and vote in the “Best Decorated” category. You can also invite your social media followers to vote in this category in return for a donation.

Once the Scoring Sheets are in, tally up the points and announce the winners!

At the end of the 6 weeks the competitor with the most points is crowned champion of The Connection's Great Charity Bake Off Challenge!

The prize can be as simple as a winner's certificate. But, to get more people involved we would suggest sourcing a voucher, a hamper or a baking kit, for example.

Thank you! Every last crumb will ensure that homeless people have access to the safe warm welcome of The Connection's centre.

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