



# The Big Bakethrough



Your  
fundraising  
guide



• spinal  
• research

[spinal-research.org](http://spinal-research.org)



# Hi there

You have done something amazing today in choosing to fundraise for Spinal Research.

My name is Bel. When I was eight years old, I fell from a climbing frame and sustained a C2 spinal cord injury. I first heard about Spinal Research a couple of years after my accident, and learning that they were the leading charity dedicated to finding a cure for paralysis gave me hope that one day I would walk again.

For many years, I supported Spinal Research as an ambassador. Over the past year, I've had the privilege of working with them and looking after our amazing fundraisers. I love being part of a charity that is dedicated to finding a cure for paralysis and making a real difference to the lives of millions of people living with a spinal cord injury, just like me.

In this guide you'll find everything you need to get started with your bake sale. If you'd like to chat through your ideas please do reach out using the contact details below.

**Together, we will cure paralysis.**

## Bel

**Bel Young**

email: [community@spinal-research.org](mailto:community@spinal-research.org)

phone: 0203 824 7400



# About Spinal Research

Every two hours, someone in the UK will become paralysed. Globally, it is estimated that 15.4 million people are living with paralysis. It can happen to anyone at any time, changing lives instantly.

When the spinal cord is injured it affects far more than the ability to walk. Paralysis impacts movement, sensation, continence, breathing, and much more.

At Spinal Research our vision is to create a world where paralysis can be cured, no matter when the injury occurred.

With your support this will be achieved by funding the most innovative and promising research globally, empowering the next generation of Spinal Research scientists, and pushing the boundaries of science to find a cure.

Today, function-restoring treatments are in human trials, offering real hope that curing paralysis could become the medical breakthrough of the 21st century.

The science is here and progressing rapidly, but what is needed now is the funding to accelerate this groundbreaking research for the millions affected by paralysis in the UK and across the globe.





Every 2 hours someone is paralysed by a spinal cord injury in the UK.



**105,000**

people currently living with a SCI in the UK.



**15.4m**

people currently living with a SCI globally.



**12**

injuries occur every day in the UK.

## We exist to cure paralysis



**50+**

50+ PhD students funded. Many now running research labs.



**120**

120 of the world's leading researchers attended our Network Meeting.



**£2.2m**

Over 2.2 million pounds invested in research over the last few years.

# Your support matters

## A future without paralysis is within reach.

Twenty-one years ago, my life changed in an instant. I was just 14, out biking with friends on a summer evening, when I hit a deep divot in the ground. I was thrown over the handlebars and landed on my neck. I knew straight away this wasn't a normal fall. That night in hospital, doctors gave me only a 15% chance of survival.

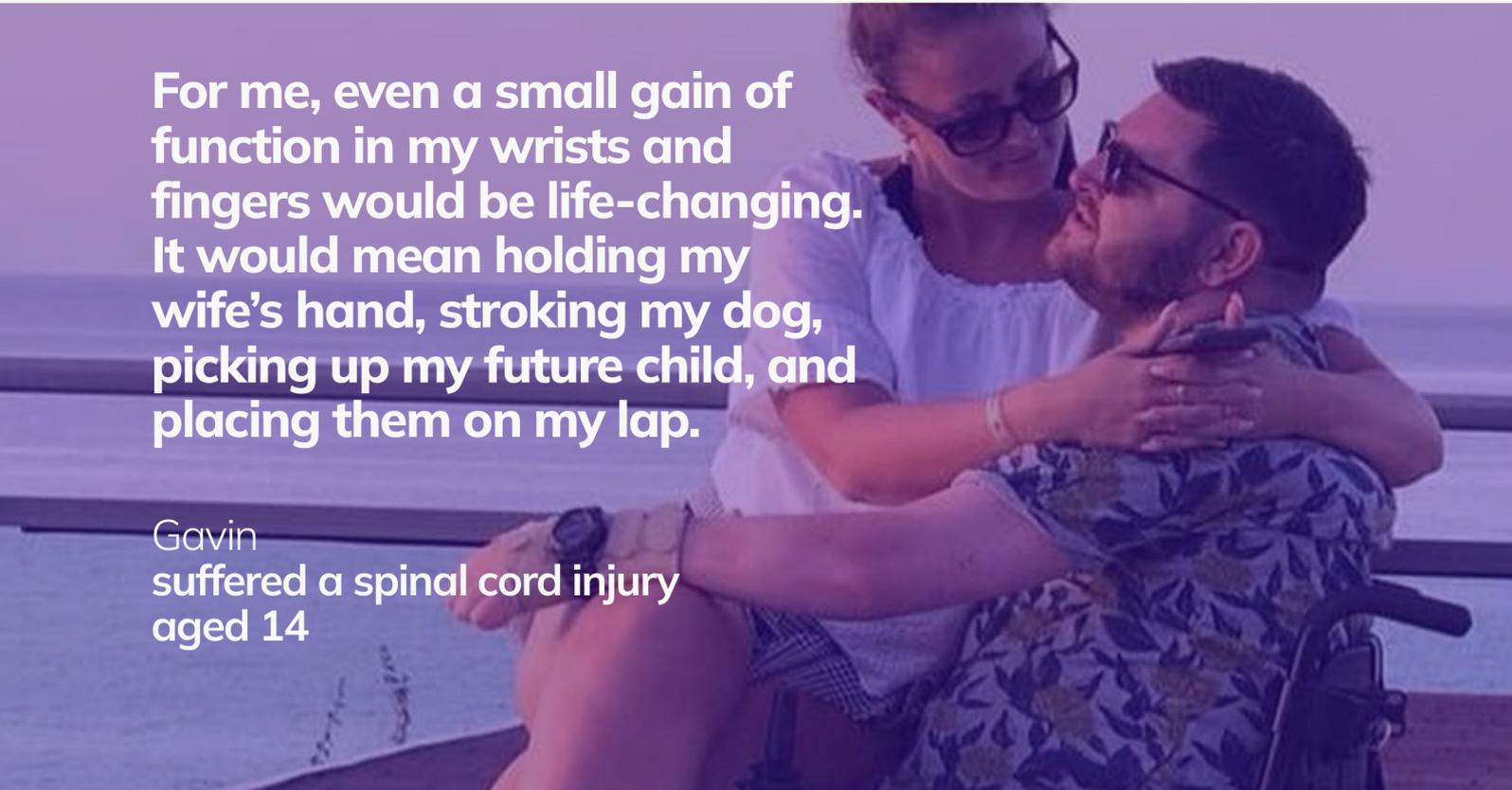
I had suffered a C4 spinal cord injury, leaving me with almost complete paralysis from the shoulders down. I can move my arms but not my wrists or fingers. I manage bladder and bowel control every day, and I've lost muscle function that affects my ability to cough and sneeze. When people think about paralysis, they assume it's just about walking - but it's so much more than that.

**For me, even a small gain of function in my wrists and fingers would be life-changing. It would mean holding my wife's hand, stroking my dog, picking up my future child, and placing them on my lap.**

Improvements in bladder and bowel function would give me more freedom, dignity, and spontaneity - not just for me, but for my wife, Alice, and my carers too. I have built a full and fulfilling life despite my injury. I've studied, built a career, and I'm lucky to have an incredible family and friends. But any improvement, no matter how small, would make an enormous difference - not just for me, but for everyone living with paralysis today and in the future.

That's why your fundraising matters. Spinal Research are funding groundbreaking studies that could transform lives. Right now, scientists are making real progress.

Together, we can accelerate this research and move closer to a cure. Join us.



**For me, even a small gain of function in my wrists and fingers would be life-changing. It would mean holding my wife's hand, stroking my dog, picking up my future child, and placing them on my lap.**

Gavin  
suffered a spinal cord injury  
aged 14

# Let's get you started

Now that you've committed to hosting a Big Bakethrough sale, follow these steps for a successful fundraising journey.

## Choose a date and venue for your bake sale

Pick a time and place when you know lots of people will be around. Some popular choices are workplaces, schools and foyer areas of businesses.

## Tell us about your sale

We would love to know when your sale is taking place so we can offer support and send you a t-shirt to wear during your bake sale. Tell us on our [webpage](#) or follow the details on the back page and we will send you a host of downloadable materials.

## Spread the word and invite your guests

Use the downloadable posters and invitations to invite people to your bake sale and recruit bakers. Invite as many people as possible through social media, emails, and good old word of mouth.

## Send us your donations

Pay in the money you have raised. You can pay [online](#) or ask us for other payment options.



# Top tips for your bake sale

With a little planning your bake sale could be the best ever. Take a look at these ideas and see if they could work for you.

## Consider what type of sale is best for your guests

Would your guests rather just buy some cakes or would they like to sit down for a chat and a cup of tea as well? Consider if your bake sale might work better as a coffee morning, Prosecco brunch, or an afternoon tea.

## Get your support team assembled early on

Ask your friends, family and colleagues if they will support your bake sale as soon as you can. As well as baking, you may also like help at the sale to greet people and take donations.

## Ask businesses for donations

You'd be surprised how generous local businesses can be. They may be willing to provide cakes to sell, donate to your fundraising page or provide raffle prizes. If you don't ask, you won't get.

## Provide different payment methods

Not everyone carries cash these days, so it might be worth reminding people to bring their coins and notes to your sale. Even better, why not download a QR code from your JustGiving page? You can then print it and direct people to donate on the day of your sale.



# Your fundraising page



An online fundraising page could help you reach and exceed your bake sale target. Take a look at some of our tips for fundraising success.

## Create your page in a few easy steps

Scan the QR code to the right or visit [justgiving.com/spinalre](https://justgiving.com/spinalre)



## Set a target

Fundraisers who set a target on their page raise more money. You can also increase the target if you are nearing it.

## Make a self donation

Lead by example! Kickstart your bake sale total by making a self-donation - it will inspire others to give.

## Share your page far and wide

Spread the word! Share your page on social media, email the link, and ask more than once. Thank sponsors publicly to remind others to donate.

## More hints and tips

Take a look at [these suggestions](#) and these [tips](#) from JustGiving

**It's now time to stop talking about spinal cord injury as being incurable and to stop telling people with this injury that nothing can be done.**

**Tara Stewart**  
Chair of Spinal Research



# Raise some extra dough

**Cake is king at a bake sale but there are also other ways you can bump up the donations to raise more to help cure paralysis.**

## Have lots of choice

Savoury treats can be just as popular as cakes so get baking those samosas or sausage rolls, and don't forget vegetarian and vegan options.

## Host a raffle

A raffle or prize draw could be a good way to boost your fundraising. Or maybe you'd like to do a guess the number of sweets in a jar game?

## Offer other goods

You can also ask for donations for other items such as coffee and tea, books, plants and sweet cones. Ask everyone to donate in the lead up to your sale.

## Top tips from our bakers

- **Use cake labels and suggest a minimum donation, but don't undervalue your bakes.**
- **Ask everyone to help. I had so many people bake for my sale that I didn't need to so made sweet cones to sell instead.**
- **Consider hosting a bake sale in two locations or for two days running. I had so much cake that I added an extra day to sell everything.**



# Materials to help your fundraising

When you tell us about your bake sale we will send you a link to download materials including bunting, posters, and sponsorship forms. We will also send you a t-shirt or sports top to support your fundraising.



# Promoting your bake sale further

Letting as many people know about your bake sale and your motivations for doing so is key to fundraising success. Here are some ideas to help you reach more people.

## Social media

Social media is a great way to tell friends, family and colleagues what you are doing. Here are our top tips for social media:

- When sharing your bake sale be sure to tell people what motivates you - give your reasons for fundraising and add photos.
- Make sure you keep everyone updated. Post about the lead-up to your bake sale. Post a thank you every time someone donates to you.
- Don't forget to tell people how your fundraising went and ask for a post-event donation.
- Tag us in so we can see your progress, we may be able to share your posts. See our social handles on the back page.

## Promoting via wider media

Your story may be of interest to your local and national media. We will let you know if we feel we may be able to get some promotion for your fundraising story.

You can also contact your local press yourself by sending a press release about your fundraising. Include your fundraising page link, our website ([spinal-research.org](http://spinal-research.org)), and a photo in your Spinal Research T-shirt. Follow up with a call.

We are happy to help with your press release and provide a 'Notes for Editors' sheet with key facts.

## Other ways to promote

- Use posters and flyers. Display them in workplaces, shops, and community hubs. Use our template or create your own - let us know if you need help.
- Reach out directly to contacts. Call or email contacts who aren't on social media.
- Contact local groups. Ask them to feature your story in their social media groups or newsletters.
- Could you speak to your work and see if they can promote to employees?

# Keeping things safe and legal

Your bake sale should be a fun experience but it is important that you make sure you keep it legal and make sure everyone is safe. Here are some useful hints and tips but if you would like any help or advice, just shout.

## Permissions

Please ensure you have the relevant permissions to host your fundraising activity, from the local council or the owner of the location. If you're planning a collection in a public place as part of your activity, you'll need a license or permit from your local authority (or the Metropolitan Police for collections in London). For collections on private land such as a supermarket you need to get permission from the land owner.

## Data Protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with current Data Protection rules. Don't keep information about people any longer than you need to, and don't share information or data about someone without their permission. View our privacy policy by visiting [spinal-research.org/privacy](https://spinal-research.org/privacy).

## Lotteries and raffles

Whether you're planning a small raffle at an event, or selling tickets for a raffle in the run-up to your fundraising activity, there are important rules to consider. Get in touch to tell us about your raffle so we can share the information you need to keep it safe and legal.

## Insurance and First Aid

When you organise a fundraising event, you're responsible for making sure it poses no risk to others and make sure any necessary health and safety issues are covered. That's why we'd recommend you take out public liability cover for events such as a sponsored walks or sports event if your venue doesn't already have it. Unfortunately, our policy doesn't cover you. If you are hosting a large event for the general public you may need to provide first aid provision.

**The government has produced a useful guide to hosting a voluntary event. Take a look [here](#) to download this useful resource.**

# Getting the extra pounds in



Every pound you raise will make a difference. Before you close your fundraising, have a think about the following ways to boost your total.

## Matched Giving

Does your company offer matched giving? If you are not sure, ask. Lots of companies will match the amount you fundraise £ for £ so you could double your total. Even if your employer doesn't offer this it is still worth asking if they can make a donation to your fundraising total.

## Gift Aid It

Gift Aid is great and means we can claim 25p on every £1 donation at no extra cost to you or your supporters. Online pages enable your supporters to automatically Gift Aid their donation, or people can simply tick the Gift Aid box on your sponsorship form. Please note that the sale of tickets or goods cannot be gift aided.

## One last social shout-out

After your fundraising activity has passed be sure to share photos and a summary of how it went on social media. This may prompt some last-minute donations - especially if you ask everyone to get you to a certain target.

## Add an extra activity

If your initial bake sale didn't get you to the target you had set yourself, why not top up by doing something else? A collection, or sweepstakes for the next big sports event could be a great way to boost your total.



# Pay in the money you raise



Thank you so much for making a difference to those living with paralysis. It's now time to make sure your fundraising reaches us quickly so we can put it to good use.

## Online fundraising pages:

If you have set up an online fundraising page your fundraising will come to us automatically. There is nothing for you to do except say a big thank you to everyone who has supported you. If you have other money to pay in you can do so:

## On our website:

Money can be paid online by [clicking here](#)

## By phone:

You can pay by debit or credit card by calling 0203 824 7400 Monday to Friday 9am to 5pm.

## By Post:

Cheques should be made payable to Spinal Research and sent to: Spinal Research, 201 Borough High Street, London, SE1 1JA

## Bank Transfer:

You can make an online transfer direct to our bank account using the details below. Please use your name as the reference:

Account name:	International Spinal Research Trust
Account number:	11079867
Sort code:	80-22-60
Bank:	Bank of Scotland

# Stay in touch

We hope you will stay in touch before, during, and after your bake sale. Contact us in one of the following ways:

Email us: [community@spinal-research.org](mailto:community@spinal-research.org)

Phone us: 0203 824 7400

Our website: [spinal-research.org](http://spinal-research.org)

Write to us: Spinal Research, 201 Borough High Street,  
London, SE1 1JA

## Follow us on social media

Please follow us on our social platforms to stay up to date with our latest news and developments. Don't forget to tag us in any posts relating to your bake sale.



[Spinal Research](https://www.linkedin.com/company/spinal-research)



[@spinalresearch](https://www.instagram.com/spinalresearch)



[@spinalresearch](https://www.youtube.com/channel/UCspinalresearch)



[/spinalresearch](https://www.facebook.com/spinalresearch)



# Thank you



Registered with  
**FUNDRAISING  
REGULATOR**

REGISTERED CHARITY NUMBER: 1151015  
(ENGLAND & WALES) SC050578 (SCOTLAND)