

Every cake matters!

MN 
Association

Bake It

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RENSHAW
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Ready. Set. Bake It!

Every cake matters to beat Motor Neurone Disease.

Thank you for rolling up your sleeves, pre-heating the oven and getting ready to Bake It. You don't need to be a star baker — simply by taking part and raising money, you're doing something incredible.

Every cookie, scone, sausage roll or samosa matters. Your fundraising will help campaign for better care, fund ground-breaking research and support people with motor neurone disease (MND).

This guide gives you all the tips and inspiration you need to get started. As your home fills with delicious treats and aromas, you can be proud to be making a difference.

Let's get baking and make every day matter for people with MND.

**Need baking
inspiration?**

**Get stuck into
our tasty
recipes**



“I was never one to sit still and take it.”

My name is Linda, and I’ve always pushed through whatever life throws at me. In 2023, I was diagnosed with MND and everything changed. My deteriorating speech, stiffening limbs and up-and-down emotions suddenly made sense.

I was never one to sit still and take it. As I looked for a way to live with MND, my son encouraged me to try pottery and the MND Association paid for my lessons. It’s been transformative. It helps me mentally and keeps me using my hands and fingers.

To give thanks for all the help I’ve had, we’ve hosted several Bake It events and also sold blue pottery

cornflowers to raise extra money. When we began to Bake It, the response was overwhelming. People are so willing to bake for MND.

There’s never a bad time to bake. But I do get tired and need to pick my moment. Jars are tricky to open and my grip sometimes gives way. But I love the process. Baking keeps me calm and in the moment. It gives me the pleasure of seeing people enjoy my cakes and feeling needed.

My Bake It tip would be keep it simple and don’t overthink it. Have a good time — that’s the best way to raise money!

“The MND Association have been an amazing safety net for me.

They’re not intrusive. But if I need something, they are there.”

Linda

“My job now is to stay positive. I miss the old Linda. I really do. But I am still me.”

Linda



Bake It your way.

Host your event where,
when and however you like.



Hold a bake sale
at home, work or in
your local community.



Host a coffee morning
and invite your friends
and neighbours.



Put on an afternoon tea
with your best crockery.



Add some fizz
to make it a champagne celebration.



Make it savoury
for those who don't have a
sweet tooth.



Get creative
by making it a pizza party or
a taco night!

**How will
you Bake It?**

**Visit our
Bake It hub
for more
ideas**



Our top 10 Bake It tips.



1

Spread the word.

Tell everyone about your Bake It. Use the poster in your pack, share on social media, email your colleagues, the choice is yours!

2

Update your fundraising page.

Tell people why making every day matter for people with MND means so much to you.

3

Set a target.

How much would you raise if you sold every bake? Work it out before you bake!

4

Find some helping hands.

People are always keen to help. The more people who bake, the more you'll raise – and if they can't bake, they can still donate.

5

Raise a smile.

Share your practice bakes. Whether they're showstoppers or baking fails, they'll get people talking (and laughing!).

6

Make it a showstopper.

Use our decorations and downloadable resources to help your bakes look as good as they taste.

7

Bring in some extra dough.

Add a raffle, game, or sweepstake and supercharge your fundraising.

8

Serve up more ways to give.

Hungry guests don't have cash? Print or share a QR code to send them to your fundraising page.

9

Ask people to add Gift Aid.

This government scheme adds 25p to every £1 donated by eligible UK taxpayers, at no cost to you.

10

Say thank you!

Use your poster, or share on social media, to celebrate your Bake It success!

See our
Bake It FAQs



“Hopefully, one day we will find a cure for others. But until then, we celebrate Harish’s life, not dwell on his death.”

Kirti



“There’s so much to say about Harish, and too few words to do him justice.”

My name is Kirti. Harish and I were not just husband and wife, we were very good friends.

We hoped to have him for longer, but in the end he declined quite quickly. He has left a big void that will never go away.

He knew there was no cure for motor neurone disease, as his brother died from it, so he didn’t worry us with suspicions.

But when our GP first told us he thought it was MND, the MND Connect service was so supportive. I was in such shock, I couldn’t speak, so I emailed them to find a neurologist. They replied with two names within an hour, which was amazing.

Later, we went to a drop-in centre to get tips from others in the same situation. And I could always phone local volunteers for advice. Without them, our journey would have been much more difficult.

There’s so much to say about Harish, and too few words to do him justice. To remember Harish on his birthday, we put on an Indian Chai and Chaat Bake It, with all the tea, snacks and sweets he loved so much.

The highlight was meeting people he’d known. They told lovely stories about what he’d done for our community, or in his childhood. Things that I didn’t even know.

“I would encourage people to fundraise because it is very personal. Especially if you’ve lost a loved one or you have someone going through the MND journey.”

Kirti



We're here to help.

Ask us

Your Bake It team is here for any questions about fundraising. Call on **01604 611860** or email **fundraising@mndassociation.org**

Order merchandise

People love our pin badges and wristbands. Have some for sale! You can order them from our online shop. **shop.mndassociation.org**



Bake It resources

Whatever you need, we've got the recipe for success. Visit our Bake It hub for baking inspiration, fundraising ideas or to download extra materials. Or see our template centre to design your own posters, social media posts and certificates.



Bake It with care.

Like following a recipe, organising a Bake It isn't complicated. Pay attention to the details to make sure it turns out perfectly.

Selling food

Cater for all your customers by offering vegan, vegetarian and gluten-free options. Label your bakes, especially if they contain nuts or other allergens. Top tip: search 'Food Standards Agency' for good hygiene advice at community events.

Photos and personal data

It's great to take photos of your fundraising. Make sure you ask permission before sharing images of your guests on social media. Contact us if you need advice.

Sustainability

Think about how to minimise plastic at your event and what steps you can take to recycle as much as possible. Avoid waste and raise extra money by selling leftover cakes for a reduced price!

Handling cash

Asking people to pay for their cakes via your online fundraising page is secure and simple. If you do take cash, keep it somewhere safe and take it to the bank as soon as possible.

Pay in your donations.

If you've used your online fundraising page, we'll automatically receive the donations from your Bake It. There's no need to do anything else. Easy as pie!

Alternatively, you can pay in:



Online:
mndassociation.org/payin



By phone:
01604 611860 Monday to Friday 9am to 5pm.



By cheque:
Motor Neurone Disease Association,
Francis Crick House,
6 Summerhouse Road,
Moulton Park,
Northampton
NN3 6BJ

Please don't send cash in the post. Instead pay it into your bank account and then send us the amount online, by card or by cheque.



Every thank you matters!

Remember to thank everyone who supports your Bake It.

They can be proud that every pound raised will support people affected by MND.



Every day we support people affected by Motor Neurone Disease. Because with MND, every day matters.



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