



Refuge



For women and children.
Against domestic violence.

Baking Challenge

September 2022. **Your fundraising guide**

National Domestic Abuse Helpline
24 Hour **CALL FREE 0808 2000 247**

Live chat Mon–Fri 15.00–22.00
nationaldahelpline.org.uk

Registered charity number 277424

Thank you

for registering for our *#RefugeBaking* Challenge. You are making a big impact on survivors of abuse.

Since 1971, Refuge has led the campaign against domestic abuse. We have grown to become the country's largest single provider of specialist domestic and gender-based violence services. Now **we support thousands of women and children on any given day.**

The National Domestic Abuse Helpline run by Refuge is a lifeline that can enable someone to take their first steps out of abuse, our services are designed to give practical and emotional support, and our refuges provide a safe space for women as they start a new life.

Whether your **Baking Challenge** feels daunting or exciting, you are doing something amazing and the money you raise will make an immediate difference.

Thank you.



Hannah & Judith
Events Fundraising Team
events@refuge.org.uk

FOLLOW US

Find out more about what we do at www.refuge.org.uk, or by following us on [YouTube](#), [Facebook](#), [Twitter](#) or [Instagram](#).

The impact you have on survivors of domestic abuse

£15 could give a woman arriving at a refuge the essentials she needs for her first night

£25 could buy food supplies, toiletries and cleaning products to help a family stay safe and healthy

£45 could buy a cot mattress and protector for a baby in a refuge

£52 could provide a mother and her children a safe night's stay in a refuge

£75 could give a remote community worker a mobile phone to provide a woman lifesaving support

£185 could help fund the running of the Domestic Abuse Helpline for an hour, providing lifesaving information to women wishing to flee

How to boost your fundraising

- Update your fundraising page to tell people WHY you are taking on the challenge. If you are able, tell your story or tell them what a donation could fund.
- Host your own bake sale to raise funds on a single day.
- Post photos of your bake sale to inspire fellow fundraisers
- Share the link to your fundraising page in WhatsApp groups, on email, via text and on your social media! Shout about your amazing challenge.
- Share your page on pay day.
- Share our downloadable assets on your fundraising page.
- When making a donation, ensure the person ticks the Gift Aid box if eligible so we can reclaim an extra 25p of every £1.
- Thank your donors at the end of the challenge.

By raising money for Refuge you are having a direct impact on the thousands of survivors of domestic abuse we support every day.



Tips for running a bake sale

Location, timing, pricing and variety of cakes can have a big impact on the success of your bake sale. Here are a few tips.

- Choose a location (and a time) which is likely to have lots of visitors or passers-by. For example – your office at mid morning, or a busy Saturday morning outside a local shop.
- Use our downloadable poster to advertise your bake sale – and advertise on social media as well.
- Pricing! Will you have a system, or will you be asking for donations? Make this clear with signs and labels.
- Ask for help. Get family, friends or co-workers to bake, spread the word and buy cakes.
- Ask your workplace to match what you raise in donations.
- Get local businesses involved. Maybe a bakery could donate some cakes? Or other businesses might let you set up a stall outside their shop.

Your challenge countdown

5

Go to the Facebook group (scan this QR code) and check the pinned welcome post for details of how to set up your fundraiser.

4

Share your fundraiser and ask friends and family to donate £4 or more (that's the minimum Facebook donation).

3

Set your target – it should challenge you and motivate you. Whether it's £10 or £100, every pound helps.

2

If you'd prefer you can also create a fundraising page on **JustGiving**.

1

Download and share the graphics we'll be sharing in the Facebook group and via email.

GO!

Get baking and fundraising!

→ Trigger warning: domestic abuse story

Help us to help more women

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I called the National Domestic Abuse Helpline and quite simply, the staff member I spoke to saved my life. She made me feel like I mattered and my actions were justified. Refuge is the charity to whom I feel I owe my life."

*Natasha,
Survivor Ambassador for Refuge*

The National Domestic Abuse Helpline, run 24/7 by Refuge, saves lives. You can help.

Donating **£13.22** could cover the cost for one of our expert team to respond to a contact from a woman fleeing abuse.

Raising **£185** could help fund the running of the Helpline for an hour, providing life-saving information to women who wish to flee.

Share this and make a real impact to the survivors of domestic abuse we support every day.

Challenge FAQs

Q: WHAT DO I RECEIVE FOR COMPLETING THE #RefugeBaking CHALLENGE?

A: We'll be delighted to send you a **Refuge T-shirt** as a thank you for fundraising for us and helping us support more women and children in desperate need.

Q: HOW DO I SET UP MY FUNDRAISING PAGE?

A: Visit the **Facebook group** for all the information you need to set up your fundraising page.

Q: WHAT WILL HAPPEN TO THE MONEY I RAISE?

A: The funds you raise will be used to help us continue providing support services to help women and children affected by domestic abuse. If someone wants to sponsor you and isn't on Facebook, they can do so via the **JustGiving page**. Alternatively, they can pay over the phone on **020 7395 7771** or email **supportercare@refuge.org.uk**.

If you have a question not answered here, please post it in the Facebook group.

Chocolate Brownies

INGREDIENTS

- 200g unsalted butter cut into cubes, plus extra for greasing
- 100g dark chocolate, chopped
- 100g milk chocolate, chopped
- 3 large eggs
- 100g golden caster sugar
- 200g light brown soft sugar
- 100g plain flour
- 50g cocoa powder
- ½ tsp salt

METHOD

1. Grease and line a 20cm x 20cm brownie tin. Heat oven to 180C/160C fan/gas 4. Put the butter and both types of chocolate in a heat proof bowl and either melt in the microwave (in 30 second bursts, stirring after each) or set over a pan of barely simmering water, stirring every now and then until the chocolate has melted.
2. Leave the chocolate and butter mixture to cool a little while you whisk the eggs and sugars in a large bowl using electric beaters (5 minutes). Once the mixture is pale, fluffy and looks like it's roughly doubled in volume, stir in the melted chocolate. Fold in the flour, cocoa powder and salt until no pockets of flour remain then pour into your prepared tin. Level the top with a spatula and bake for 20 mins. The top should have a crack and it should be very slightly wobbly.
3. Leave the brownie to cool completely in the tin then chill in the fridge until set and dust the chilled brownie with icing sugar to create a snowy surface. Decorate with chopped chocolate, sprinkles, dried fruit or nuts.

