



Bake for Funds

There may be easier way to raise funds, but there aren't many that can teach more to young people while building positive community support. By applying creative, timely planning, thoughtful salesmanship and a unique approach, bake sales can be very profitable.

Join History. Bake sales are a part of American history. For centuries, people have "baked their best" for schools, churches, families in need, parks and community buildings.

Individuals and families became "known" for a special cake, pie, bread, cookie or ethnic baked good that was sold by auction, baskets, cake walks, special order, whole or by-the-slice where everyone gathered.

Planning Ideas:

What's YOUR personal or family's baked specialty? Identify a "hard-to-get" local or ethnic specialty you can bake and sell.

Suggest "smart snack" baked goods for in-school bake sales (guide on back).

Tips for Success and Program Recognition

Check the calendar. Piggyback with sale-friendly events; avoid conflicts.

Bake sale themes. Link to a national recognition day (Mother's, Father's, Nurses, Teachers, Pie or Bread Day) or festival. Make the sale an event or tradition. Consider a monthly "buy locally made" opportunity.

Location, location. Tie to theme or where interested consumers go. Consider two or three same-day locations. Assist to park and carry.

Gain permission for location and date at least two weeks before sale. Extend courtesy communications to related parties (businesses, food service staff, chambers of commerce, school).

Promote early! Two weeks ahead post live and on-line the *who, when, where, why*. Use social media AND printed posters. Deliver sample baked goods to promoters.

Phones at work. Use cell phones to confirm pre-event responsibilities, site details, and promotion.

May I take your order? Publish how to order ahead of the sale via phone, on-line or using a printed order form.

Make a bake date. Not everyone can bake at home. Bake or create baking mixes together at school, FCS, community or religious center kitchen.

Something for everyone. Savory and sweet; wholegrain and multi-grain; pets and people; individual and family-sized; under 200 calories; reduced sodium; food allergy options; trail-mix, soup, beverage or baking mixes; baking tools; *Bake with Friends* book. Help at HomeBaking.org. (Baking Glossary; Members' test kitchen links; Substitution Science.)

Apply safe food handling. Review FightBac.org. Keep raw batter separate from baked and never consume unbaked dough or batter. Bake until done at center—use HomeBaking.org *Baking*

Temperature Guide. Cool goods completely on wire racks. Package goods with washed and gloved hands in new food containers or bags. Custard, meat, cheese or pudding-filled goods should not be sold.

Customers love labels. Design attractive labels that include product name, ingredient list (most to least), price, net weight (cups, ounces/grams). Check out WholeGrainsCouncil.org to see if a Whole Grain Stamp applies.



Wrap irresistibly! After package is sealed, add a little art, ribbon, color! Visit Bake Sale Central, HomeBaking.org to download ready-to-use labels.

Add value! Create baked good gift boxes. Wrap Ready-to-Top Whole Grain Pizza Crusts with pizza pan and sauce. Package Pet Treats (recipe HomeBaking.org) with a kerchief or toy. Add children's story with a muffin, cookie or pancake mix to "Book and Bake."

Sales décor. Post organization's name and plans for funds raised. Use your logo and colors for table covers. Post a huge "Thank You" sign listing supporters and signed by members.

Courtesy. Put away phones unless taking orders. Make eye contact and greet people. Say thank you to each person who stops and after each sale. Follow event with thanks to supporters, in writing and on-line.

Provide bite-size samples. Offer free ice water or tea, and items to buy and enjoy on-the-spot such as soft pretzels, breakfast muffins, rolls, pie, cookies or bread sticks.

Price for easy payment. Calculate each recipe's cost to prepare. Compare your "fresh-baked" items with similar net weight products in stores. Sell by the piece or batch in increments of 25¢ for ease in making change. Sell under-a-dollar items!



Participants will:

Recognize funds are needed to run a program

Create public awareness for concern or program needs by fund-raiser

Set funding goals

Build partnerships

Access local event calendars to coincide or avoid conflicts

Develop timeline for plans

Apply culinary and food safety skills to raise funds

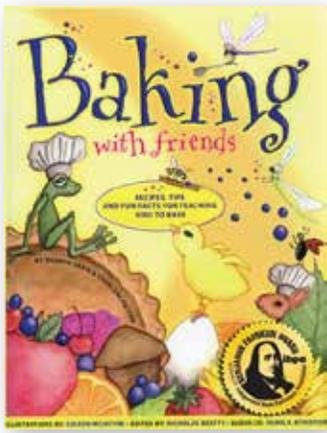
Identify and assign tasks, teams, committees

Calculate cost and profits; report success

Identify benefits; improvements

Express appreciation



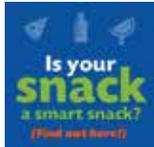


Book AND Bake!

Add to your bottom-line! Sell four-time national award-winning *Baking with Friends*.

Order at HomeBaking.org

Bake Smart Snacks to sell during school hours



Each baked item must be:

- Whole grain rich:
 - 51% or more whole grain
 - 15g grain ingredients
 - 8g or more whole grain
- OR, contain 1/4 c. fruit, vegetable or combination
- OR, 10% DV* of one or more calcium, potassium, Vit. D, dietary fiber
- 200 or fewer calories
- 230 mg or less sodium
- Total fat, 35% or less of calories
- Saturated fat, under 10% of calories
- Trans fats, 0g
- Total sugars, 35% or less of product weight

*Guide www.fns.usda.gov/school-meals/smart-snacks-school

More Smart Snack baking help at Bake Sale Central, HomeBaking.org

Share the Wealth

Partner to fund youth programs...Boys & Girls Clubs, Camp Fire USA, 4-H, Scouts

Dedicate sale to FCCLA programs...Families First, Financial Fitness, Shape Up! Community Service, www.fcclainc.org

Bake and Take. Share with neighbors and community. www.americasbreadbasket.com

Help end childhood hunger! www.bake.nokidhungry.org

Ready-to-Top Whole Grain Gourmet Pizza Crusts

Makes two medium (12-14-inch) pizza crusts
OR eight soft pretzels OR sixteen bread sticks

Dough Ingredients:

- 2 cups whole wheat flour
- 1 tablespoon sugar (optional)
- 1 package fast-rising yeast (2 ¼ teaspoons/7g)
- ¼ to ½ cup unbleached or whole wheat flour

Directions:

1. In large bowl, combine 2 cups whole wheat flour, sugar (opt), undissolved yeast, and salt. Stir water and oil into dry ingredients. Stir in enough remaining flour to make stiff dough. Turn out onto floured surface. Knead until smooth and elastic, about 5 or 6 minutes. Cover dough with bowl; let rest 10 minutes or place in large plastic bag or sealed container in the refrigerator, punching after 30-45 minutes. Form into smooth ball. Use dough immediately for pizza crusts or keep refrigerated up to 2 days.
2. Divide dough in half. Shape each half into a ball. Let dough rest 5-10 minutes, covered with bowl.
3. Preheat oven to 425°F. Place dough balls on greased 12 to 14-inch pizza pan.

Nutrition Facts: Eight (2.5oz/70g) servings each provide 140 calories, total fat 4g; protein 5g, total carbohydrate 26g (sugars 2g; dietary fiber 3g); sodium 220mg; potassium 127 mg. 35% fat calories, 0 sat. or trans fat; 10% DV iron, 12% dietary fiber. Sugars ≥ 3%..

ABC Breakfast Bars

Makes 12 (2.7/75g) bars Preparation Time: 15 minutes Baking Time: 25 minutes

Ingredients:

- ½ cup whole wheat flour
 - ½ cup all-purpose flour
 - ¼ cup brown sugar, packed
 - 1½ teaspoons ground cinnamon
 - 1 teaspoon baking powder
 - ½ teaspoon baking soda
 - ¼ teaspoon salt
 - 1 cup bran flakes breakfast cereal, crushed
 - 1 cup 1% milk
 - 2 large eggs
 - 1 small apple, cored, grated
 - 1 medium ripe banana, mashed
 - 1 medium carrot, grated
 - ½ cup conditioned* raisins or other dried fruit
- Optional: 1/3 cup walnuts, chopped
OR sunflower kernels, roasted and unsalted

Directions:

1. Preheat oven to 375°F. Lightly grease an 8x8-in square baking pan.
2. Measure and crush bran flakes; grate apple and carrots; mash banana; chop and measure nuts.



- ¾ teaspoon salt
- 1 cup 80-105°F water
- 2 tablespoons vegetable oil

4. With oiled hands, press dough out evenly—avoid stretching the dough—till dough covers the pan. With a fork, prick the surface of the dough every few inches.
5. Partially bake the crusts at 425°F for 5 to 7 minutes—until still pale with just a hint of browning. Remove from pans; cool on wire cooling racks. Wrap in large plastic food bags. Freeze or sell fresh.
6. Pretzels or Bread Sticks: Shape, proof and bake plain; or before baking, brush w/egg wash (1 egg beaten with 1 Tbsp. water); sprinkle with sesame seeds. Bake until golden, 10 to 12 minutes.

3. In a medium bowl, combine the flours, sugar, cinnamon, baking powder, baking soda and salt. Blend dry ingredients well with a wire whisk.

4. In a small bowl, thoroughly combine bran flakes, milk, eggs, carrots, banana and raisins*. Add chopped nuts if desired.

5. Combine moist ingredients with dry mix.

6. Place in prepared pan. Bake at 375°F for 25-30 minutes or until golden. Cut into 12 bars.

*Conditioned raisins: Cover raisins with tap water (80° F) for 5 to 10 minutes; drain off water.

Nutrition Facts: 12 (2.7oz/75g) servings each provide 140 calories; total fat 3.5g (0.5g saturated, 0 trans); protein 4g; total carbohydrate 24g (sugars 13g, dietary fiber 3g); sodium 200mg; potassium 170mg; 30% fat calories; 10% DV iron, 12% dietary fiber. Sugars ≥ 17%.

More recipes at Bake Sale Central
HomeBaking.org

