Ways2Raise

ways2raise.co.uk

Bake Sale Kit

Pricing labels, allergen notice, and best-sellers guide

Free to use. Designed to be improved in Canva.

The Bake Sale Bible

A well-run bake sale can raise GBP50-GBP200 in a single afternoon. The key is variety, presentation, and the right pricing. Here's everything you need.

Pricing Guide

Item	Suggested Price	Cost to Make	Profit
Cupcakes (each)	GBP1.50 - GBP2.00	GBP0.30 - GBP0.50	GBP1.00 - GBP1.50
Brownies (each)	GBP1.50 - GBP2.00	GBP0.25 - GBP0.40	GBP1.10 - GBP1.60
Cookies (each)	GBP1.00 - GBP1.50	GBP0.15 - GBP0.25	GBP0.75 - GBP1.25
Slice of cake	GBP2.00 - GBP3.00	GBP0.40 - GBP0.60	GBP1.40 - GBP2.40
Muffins (each)	GBP1.50 - GBP2.00	GBP0.30 - GBP0.50	GBP1.00 - GBP1.50
Flapjacks (each)	GBP1.00 - GBP1.50	GBP0.20 - GBP0.30	GBP0.70 - GBP1.20
Bag of 6 cookies	GBP3.00 - GBP4.00	GBP0.80 - GBP1.20	GBP1.80 - GBP3.20
Whole cake (to order)	GBP15.00 - GBP25.00	GBP4.00 - GBP6.00	GBP9.00 - GBP19.00

Best-Selling Bakes

1. Chocolate brownies -- always the first to sell out
2. Lemon drizzle cake -- popular with adults
3. Chocolate chip cookies -- universally loved
4. Victoria sponge -- classic crowd-pleaser
5. Salted caramel cupcakes -- premium feel, premium price
6. Flapjacks -- cheap to make, good margins
7. Rocky road -- no-bake, easy to make in bulk
8. Millionaire's shortbread -- impressive presentation

Allergen Notice

Under UK food safety law, you must declare the 14 major allergens if they are present in your baked goods. Display this notice clearly at your stall.

IMPORTANT -- DISPLAY THIS AT YOUR STALL

ALLERGEN INFORMATION: Our baked goods may contain GLUTEN (wheat, barley, rye), EGGS, MILK, NUTS (including peanuts and tree nuts), SOYA, and SESAME. Please ask before purchasing if you have a food allergy or intolerance. We cannot guarantee that any item is completely free from allergens due to the risk of cross-contamination during home baking.

Pricing Label Template

Copy this format for each item on your stall. Print on card and fold as a tent card, or write on a small chalkboard.

Field	Example
Item name	Chocolate Brownies
Price	GBP1.50 each / 2 for GBP2.50
Key ingredients	Chocolate, butter, eggs, flour, sugar
Allergens	Contains: GLUTEN, EGGS, MILK
Fundraising for	[Your Name]'s Expedition to [Destination]

Top Tips for a Successful Bake Sale

1. Presentation is everything. Use cake stands, pretty plates, and clear labels.
2. Offer a mix of price points -- from GBP1 cookies to GBP3 slices of cake.
3. Make your stall visible. A bright tablecloth and a clear sign attract customers.
4. Have change ready. Bring a float of at least GBP20 in small coins.
5. Tell your story. Display a small sign explaining what you're raising money for.
6. Sell in bags of 3 or 6 for a 'bulk buy' discount -- increases average spend.
7. Offer a 'mystery bag' of mixed items for a fixed price -- great for clearing leftovers.