



End Hunger Now

Bake Sale Starters Kit

Use this kit to make sure you have everything you need to have a successful bake sale!

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According to the U.S. Census Bureau, in July of 2016, the estimated U.S. population is 324,000,000. If someone is food insecure, this means that they do not have reliable access to a sufficient amount of healthy, yet affordable food. The latest government report (with statistics from 2014) shows the following hunger statistics (Coleman-Jensen):

- 14 percent of U.S. households (17.4 million households) were food insecure.
- 48.1 million Americans (32.8 million adults and 15.3 million children) lived in these food insecure households.
- 19 percent of U.S. households with children reported being food insecure.
- 5.6 percent of U.S. households (6.9 million households) had very low food security. This means that the food intake of some of these household members was reduced and normal eating patterns were disrupted at times during the year due to limited resources.

WHY HOST A BAKE SALE?

- A bake sale is an easy way to help spread awareness about the invisible problem in America: HUNGER.
- It's also an effective way to get kids involved with giving back to their community.
- Bake sales are fun, not expensive to host, and easy enough to plan.

HOW ARE THE FUNDS RAISED USED?

Funds raised through the End Hunger Now Bake Sale support Smiling Tummies programs/campaigns to end hunger in America:

- Teaching kids, adults, and families how to shop and cook healthy, affordable meals for everyone.
- Cover the costs of equipment, supplies, and food that help feed those in need.
- Fund new programs that will make an impact in our communities.

Coleman-Jensen, A., Rabbitt, M., Gregory, C., & Singh, A. (2015). [Household Food Security in the United States in 2014](#). USDA ERS.



End Hunger Now Bake Sale Checklist

Use this checklist to make sure you have everything you need to have a successful bake sale!

▪ GETTING STARTED

- Fill out the End Hunger Now Bake Sale registration form online.
- Pick your team members. The more people you recruit to help you with your bake sale, the more successful it will be. Assign every member a job: supplies, baking, marketing, etc.
- Pick a team name. Gather your team members and come up with something sweet to call yourselves. Teamwork means everything!
- Pick a location. In order to reach your bake sale fundraising goal, make sure you pick a spot where there will be lots of costumers!
- Pick a date. Holidays, school breaks, etc. are all perfect times of the year to host a bake sale. Once your date is set, make sure you send an email, text, and post on your social media so your friends and family can mark it on their calendars!

▪ SPREAD THE WORD

- Use Facebook, Twitter, Instagram, and Snapchat as your marketing platforms. The closer you get to your bake sale date, the more you should post to remind everyone. Use #EndHungerNowBakeSale and @smilingtummies
- Make flyers, posters, banners, etc. to post around your community. You can use our templates or create your own! See if your local TV or radio stations are willing to promote your bake sale.
- Send us your date and location so we can add it to our events calendar!

▪ BAKING

- Make sure you leave plenty of time to bake your items. Cupcakes, cakes, cookies, pies, whatever you want! Bake from scratch or from a box.

- Ask for donations from local bakeries and supermarkets. Go in person, write a letter, or use our template!
- **PRICING**
 - Pricing your items is up to you but do so wisely. Prices usually range from \$1, \$2, even \$5 if you're selling cake slices. The cheaper the prices, the harder it is to make your goal. Make sure you have plenty of change on hand.
 - Remind your customers that they are helping end hunger in America with every purchase.
- **BAKE SALE DAY**
 - Decorate your table to attract customers! Use flyers, banners, tablecloths, and balloons. Make sure your prices are visible when laying everything out.
 - If you have vegan or gluten free items for sale, make sure you label them so customers are aware.
 - Sweets always make people thirsty so why not sell something to drink as well?
 - Add a donation box to encourage people to make additional donations.
 - Make your bake sale extra fun by including a raffle for items such as gift cards that local businesses might be willing to donate or set up a decorating station.
 - Take lots of pictures and send us your best. You might find yourself on our website!
 - Make sure you clean everything up before you leave.
- **SUBMIT YOUR FUNDS**
 - Submit your bake sale funds online as a donation (subject: End Hunger Now Bake Sale) or send us a check:
Smiling Tummies
19005 Bel Aire Dr
Cutler Bay, FL 33157
Make checks payable to: Smiling Tummies
- **SEND THANKS**
 - Make sure you thank everyone who helped you make your bake sale a success. Contact your donors to let them know how much you were able to raise and the impact they have helped make.



End Hunger Now

Bake Sale Location

Use this to make sure you choose the perfect location to have a successful bake sale!

In order to have a successful bake sale, the most important thing to keep in mind during your planning is location. Location is the key to success! Here are some suggestions for you:

Community Events

Is your community having an event soon? Maybe there's a 5k race, a yard sale, or parade where hundreds of people will get together. Contact whoever is in charge and see if they would be willing to let you have your bake sale.

Holidays

Valentine's Day, 4th of July, or any other holiday is always a great time to have a themed bake sale. Add hearts to your cupcakes or decorate in red, white, and blue to help celebrate.

School Events

Recitals, football games, and early release days will usually bring in the biggest crowds. Ask the school if you can have a bake sale during one of these events.

Shopping Center

Ask local supermarkets or stores if you can set up your bake sale in front of their store. These locations will usually bring in the biggest crowds.

Wherever you choose to host your bake sale, always make sure that you get permission first.