World Eye Cancer Hope
life and sight for every child

It's Crunch Time for Children with Eye Cancer!

Host a Daisy Bake

A Message from Daisy and Rati's Parents

Dear Friend,

Thank you very much for your interest in hosting a Daisy Bake to support World Eye Cancer Hope and children with eye cancer around the world.

By hosting this simple fundraiser, you make a vital contribution to the national and global fight against childhood eye cancer, enabling us to continually advance life and sight saving care for all children and their families. The simplicity of our girls' favourite pass-time - baking and eating cookies and cakes – has the power to help enhance the lives of children with eye cancer around the world.

Daisy lost both eyes to cancer before she was five years old, and Rati lost her life. Our girls made us see that care needs to be dramatically improved for all children with eye cancer around the world. Daisy's courage, inspiration and wish to share hope helped Rati leave a legacy that has already saved many precious young lives.

World Eye Cancer Hope creates light from the darkness cancer brought to our lives. Our girls inspire us daily on our journey to build high quality care that protects life and sight for every child. With your help, we can make our girls' dream a reality.

This is crunch time for children with eye cancer, and we are delighted you wish to join us in creating a brighter future for them. Every fundraising and awareness raising event you host for WE C Hope helps us move closer to ending preventable death and blindness from childhood eye cancer.

We wish you the very best, and look forward to hearing about your event.

Selwyn, Marie, John and Salome

Selwyn, Marie, John and Salome,

Daisy and Rati's mum and dad.

Simple Daisy Bake Planning Guide

Curable eye cancer kills 7,000 children each year. 90% of children who survive have moderate or severe loss of sight. By hosting a Daisy Bake, you help us create a brighter future for all children fighting this devastating cancer.

Decide Where and When to Hold Your Daisy Bake

Choose a location with potential for a lot of visitors. Suggested locations are:

- The reception or cafeteria of your school, college or office building
- The entrance or parking lot of a local supermarket or shopping center
- A community park, farmer's market or town fair
- Your driveway or the end of your street.

Be sure to gain the appropriate permission to hold your event at your chosen location.

Decide what hours of the day will best suit your chosen location. Choose a time with a lot of foot traffic, but not when people will be in too much of a hurry to stop.

Register Your Daisy Bake at www.wechope.org/givehope/fundraise/register

Recruit Volunteers

List all the tasks you need to complete, and how many volunteers you need. Create a team of friends and family to help plan and host your Daisy Bake. We encourage children to take part in hosting a Daisy Bake – they can help with preparations, inviting visitors, hosting on the day and thanking people after the event.

Be Creative to Boost Support

Give your event an inspiring name. Choose a theme and decorate your stall, bakes and event promotion around this theme. Hold the event in celebration or memory of someone special and share their inspiring story. Plan a motivational display and offer additional attractions.

Identify the Materials and Product You Will Need

- Product (cakes, cookies, brownies, muffins, pastries, pies, flans etc).
- Plates on which to display bakes.
- Napkins and bags for customers.
- Table(s) and chairs for your stall.
- Tablecloth and stall decorations.
- Advertising posters and flyers.
- "White pupil" awareness materials to display at your Daisy Bake.
- Donation container.

You can make your own awareness poster, or use the printable poster in this pack.

Your local community will be your best resource to obtain materials and products for your Daisy Bake. By explaining to local businesses about your event and why you are fundraising, you have the potential to secure donations for product and many of the supplies you need for your Daisy Bake.

Promote Your Daisy Bake

Use email and social media to send out invitations and reminders.

Contact local TV, radio and print media. Your personal motivation and story will be a powerful hook for reporters. Use the Media Toolkit in this Fundraiser Pack.

Advertize throughout your community. Place posters and flyers in community halls, sports and social clubs, schools, colleges, businesses, libraries, places of worship – anywhere you think people will see and read about your Daisy Bake.

On the Day

- Assign volunteer responsibilities and ensure servers know the payment options.
- Begin setting up at least half an hour before the advertised start time.
- Have fun, and take photos to remember your Daisy Bake.
- Leave your event site safe, clean and tidy.

We encourage you to not set prices for your bakes. Inviting donations of any amount will encourage generosity, and usually eliminate the need to provide change.

Follow Up

- Count the money, convert cash to a cheque or money order.
- Send in the money with your completed Donations Form and Evaluation Form.
- Thank your volunteers, donors and sponsors.

Planning Tips: First Steps

Date, Location and Time

Date: Some great dates to host an event are:

- September - Childhood Cancer Month
- World Retinoblastoma Week (runs 7 days, beginning second Sunday in May)
- Christmas (the busiest time of year for taking children's photos in dim light)

Location: location will have a major impact on your success, so choose it carefully! A location with heavy foot traffic will bring you more customers – so more donations. Some good locations for a Great Daisy Bake are:

- The reception or cafeteria of your school, college or workplace.
- The entrance or car park of a local supermarket or shopping mall.
- A community park, farmer's market, craft fair or summer fête.
- Your driveway or the end of your street.

Time: Choose a time that will have a lot of foot traffic, but not when people will be in too much of a hurry to stop.

Bad Weather Plans: If you are planning an open air event, consider whether to plan a rain date or an alternative sheltered venue.

Register Your Daisy Bake

Register your event at www.wechope.org/give-hope/fundraise/register. Once you've registered, we can help you plan your event so you can reach and exceed your goal.

Permissions and Insurance

Please obtain permission from the appropriate person to host the event. For private locations such as a supermarket, ask the business owner or manager. For public locations such as a park, contact the agency responsible for managing the location. You may be asked to provide a Public Liability Insurance (PLI) certificate. Please contact us at least two weeks before your event so we can provide you with the necessary documentation.

Planning Tips: Develop Your Plan

Set a Fundraising Goal

Decide how much money you aim to raise. Then plan how to reach your goal. For example, through selling bakes, asking for donations, sponsorship and a raffle.

Identify What Supplies You Need

Estimate how much product you will need during your event. Multiply the number of hours your event will last by sixty (the number of minutes in one hour). Consider how many bakes you are likely to serve in one minute. Here is an example:

Daisy plans to host an event from 12pm to 2pm. Two hours multiplied by 60 minutes totals 120 minutes. She thinks she will serve one bake per minute, so she plans to provide 120 bakes on her stall.

Make a list of all the supplies you need: e.g. product, plates, napkins, bags, table, chairs, decorations, donation container, awareness materials, raffle prizes. Plan how you will buy or seek donation of these supplies and who is responsible for them.

Recruit Volunteers

Volunteers can help in many ways and at every stage, from planning the Daisy Bake and securing donations to running the stall and follow up. List all the tasks you need to complete, and how many volunteers you need to help.

Encourage friends, family, work colleagues or fellow club members to get involved. Carefully match their interests, skills and availability with the tasks on your list.

We encourage children to take part in hosting a Daisy Bake. Children can help with baking, making decorations, inviting visitors, setting up, serving, keeping the area tidy, handing out fliers, telling people about World Eye Cancer Hope and why their donation is important, thanking people, and clearing away.

If you are planning an event of more than an few hours, you may need volunteers to work in shifts, so make sure you have enough to help throughout the day.

Planning Tips: Boost Fundraising Potential

Inspire Your Customers

Host your Daisy Bake in celebration or memory of someone you know who has had cancer. Share your story, create a photographic display, and hand out awareness cards. Offer a guest book for people to share their thoughts. Include a meaningful activity such as a balloon or butterfly release.

Decorate Your Stall

Attract customers with a bright tablecloth, balloons, bunting, posters and other eye catching decorations. People will want to come over to find out what is on offer.

Theme Your Event

Choose an attractive theme such as red and white (especially during World Rb Week in May), gold (especially during Childhood Cancer Month in September), Daisies, or a current holiday / season. Decorate and offer bakes reflecting that theme.

Make Donating Easy

Provide several support options in addition to your bakes, such as a raffle, wishing well, face painting or silent auction. Tell people they can donate by cheque, payable to World Eye Cancer Hope. We will send them a receipt if they provide their contact details. Display a “Cheques Payable To” sign prominently on your stall.

Involve Absent Friends

Create an online fundraising page and Invite friends and family to donate even if they can’t join you on the day of your event. See the Online Fundraising Page information sheet in this Fundraiser Pack, or set up your page at www.wechope.org/give-hope/fundraise/online.

Employer Support

Your employer can increase your fundraising total if they have a Matching Gift or Volunteer Recognition Program. Ask the Human Resources department about these schemes. They will give you a form to complete and send to us with your donations.

Planning Tips: Action Plan

Request Donations

If you plan your event at least a month or two in advance, you will have a better chance of securing donations for product (or ingredients) and other supplies, as well as sponsorship and raffle prize donations. Edit the template in this Fundraiser Pack to prepare a compelling request letter for local companies..

Offer the company something in return for their support – such as advertising space at your stall and a mention in your media release.

Use your own contacts and those of friends and family to approach local businesses for support. Don't be afraid to ask – your passion to help children with cancer will shine through and even if the business cannot help, you will have educated them about retinoblastoma and the importance of white eye in children's photographs.

Promote your Daisy Bake

Create an eye-catching poster to promote your Daisy Bake. Ensure you include all the details of what, when, where, why, and how people can get involved. Place the posters in high traffic areas like schools, community halls, churches and businesses.

Contact local media such as radio, newspapers, magazines and television stations. We encourage you to use the template media release in this pack. Use the Media Toolkit in this Fundraiser Pack, which includes a guide to talking with the media.

Use social media like Facebook and Twitter. Set up a Facebook event page and invite friends to sign up. Then send a reminder message as the event approaches.

Plan for Event Day

List the tasks to be done and who is responsible for each. Ensure each volunteer knows what they are expected to do, where and when. Give each volunteer a simple task sheet and include your cell phone number in case of emergency.

We encourage you to not set prices for your bakes. Inviting donations of any amount encourages generosity, and usually eliminate the need to provide change. People who cannot afford to make a donation will still learn about retinoblastoma.