



Recipe for success



1. Get your diaries out

Choose when and where you want to have your cake party

International Day of the Midwife is on 5th May which is why we have chosen May to celebrate midwives but if that doesn't work for you, pick a day which does! You can have the cake party at home, at your local park, at work - wherever!

2. Shout about it

It's never too early to tell people so they can save the date

Invite your friends, family, colleagues and neighbours, and get them to bring friends. Use the poster in your pack to publicise your event, if you're holding it at work remember to email everyone the day before so they remember to bring their pennies! Join our Facebook event and share your ideas, recipes and photos.



3. Get those buns in the oven!

Muffins, cakes or cookies - bake things or buy things

Use this as the perfect excuse to get baking or get everyone to bring a cake along to share. If you don't have enough time just pop to the shops to grab some yummy muffins and cakes, no-one will know the difference!

Stay safe. Please ensure you follow basic health and safety rules when preparing and storing any food for your cake party. Maternity Worldwide cannot accept liability for any loss, damage or injury to you or anyone taking part in your Muffins for Midwives (or any other fundraising) event.



4. Show me the money!

Don't be afraid to ask people for their donation for coming
Either set an amount to charge before the party e.g. £5 for tea and cake or ask people to make a donation when they arrive. Set your collection box up amongst the cakes as a reminder. Put the 'what your muffins can do for mothers and midwives' poster where everyone can see it so they know how their cake money could change lives.

5. I was here...

Ask your guests to sign the guestbook

We can claim an extra 25p for every £1 donated by someone who is a UK taxpayer - at no extra cost to them. We need your guests to fill in their name and address and tick the Gift Aid box so please ask them to.



6. Put your feet up!

When your guests have gone, get settled and get counting!
Every penny you raise will make a huge difference so please send it in quickly. You can either **post** us a cheque for the total raised (made payable to Maternity Worldwide), **call** us to donate by card (01273 234033) or donate **online**. Please fill in the Paying-in Form and send it back to us so we know how much you've raised!

7. Thank You!

Thank you for hosting an event for Maternity Worldwide

Please let us know how you got on and email us some photos for our web gallery, we'd love to see how you raised your money! Don't forget to let your guests know how much you all raised - there's a thank you poster in your pack to fill in and display.