



piece of cake

get baking!

This June the Willow Foundation is asking you to take a break and enjoy tea and cake with friends, family or work colleagues. It's fun to take part and a great opportunity to raise valuable funds for the charity. This year is the Willow Foundation's 10th Anniversary. We need your help more than ever so that we can continue to provide morale-boosting and memorable special days for 16 to 40 year olds.

Willow ambassador and celebrity chef, Gary Rhodes, has taken time out from his busy schedule to enjoy tea and a piece of cake for Willow. He has also kindly given us some tasty recipes to provide some inspiration for those of you keen to make your own cakes. These include some children's recipes so all the family can join the fun. The recipes can be downloaded from: www.willowfoundation.org.uk/pieceofcake

The Piece of Cake campaign really is simple and it's a great way to raise funds that will help the Willow Foundation to provide special days for many more seriously ill young adults. Read on for some ideas for how you can organise your tea party.

Every donation makes a difference...

For those living with a life-threatening illness, every day deserves to be treated as precious. Sadly the stress and difficult realities of diagnosis and treatment mean that it's all too easy to forget that life is here to be lived.

The Willow Foundation is the only national charity in the UK that organises and funds special, morale-boosting and memorable days for seriously ill 16 to 40 year olds. The Foundation provides more than 100 special days every month for individuals and their loved ones.

The letters of thanks and photographs received at the Foundation are testament to the uplifting, often empowering effect that special days have on not only the individuals but also their families.

The Willow Foundation was founded in 1999 by Bob and Megs Wilson as a lasting memorial to their daughter, Anna, who died of cancer aged 31. Bob Wilson is the former Arsenal and Scotland goalkeeper and TV presenter.

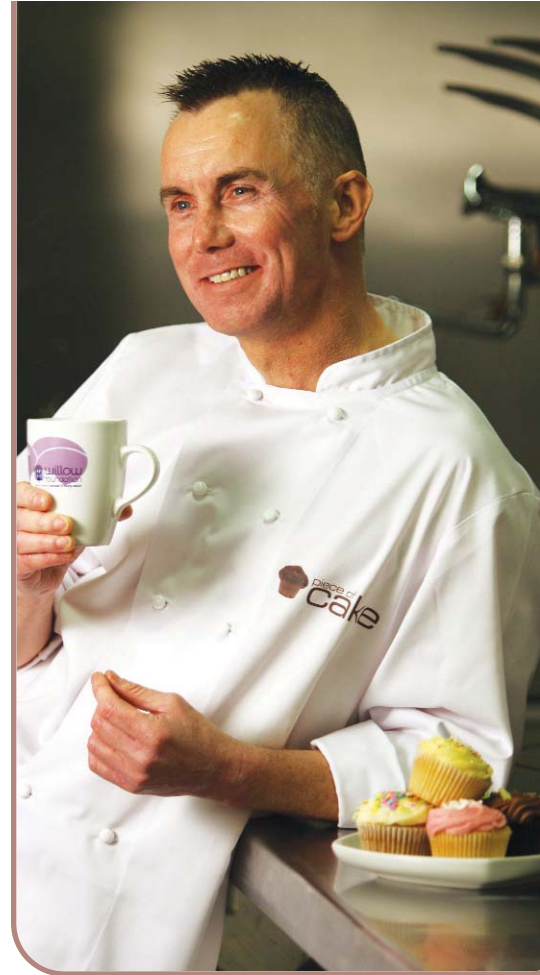


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www.willowfoundation.org.uk/pieceofcake

Funds raised from the Piece of Cake campaign will go to the Willow Foundation (registered charity no. 1106746)



special days...



'I'll never forget both you and the memories of our trip and will keep them close to my heart wherever life takes me.'
- Carl, helicopter ride over London



'The whole weekend was awesome. I was able to forget what a terrible year I've had since being diagnosed with breast cancer.' - Pav, girly weekend in London

planning your tea party...



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Planning your tea party really is a piece of cake. Whether you're throwing a large garden party or organising a simple coffee morning with friends, here are a few things to consider when planning your event.

When and where will you hold your tea party?

You could host your tea party at home, in the garden, at work, at school, at the park, in your community centre, leisure centre or scout hut. The possibilities are endless!

Let us know

Please let us know the date and details of your tea party by filling out the tea party registration form. If you do not have a form, these can be downloaded from www.willowfoundation.org.uk/pieceofcake or call the fundraising team on 01707 259777 to request one.

Invitations

Whoever you intend to invite, be sure to let your guests know the time, date and location of your tea party well in advance. To make this easier, you can download invitations from www.willowfoundation.org.uk/pieceofcake. Simply print off or photocopy as many as you need and then cut them out, fill them in and send them to your friends, family or colleagues.

Fundraising for Willow Foundation

- You could ask guests to each make a small donation to the charity.
- You could organise a cake sale, with each guest baking a cake.
- Consider a raffle or tombola with cakes as prizes or even a cake baking competition. It's a chance to use your imagination.
- Your guests can make their donations go further by allowing the Willow Foundation to claim gift aid* - an extra 28p per pound given. You will find a 'Sponsorship and Gift Aid Declaration Form' on the Willow website. Setting up a Piece of Cake fundraising page on www.justgiving.com is also an easy way to invite your guests to make donations - just follow the instructions on the website, selecting 'Willow Foundation' as your charity.

Spreading the word

Your tea party is an excellent way to help raise awareness of the Willow Foundation in your community. You can download *The Willow* newsletter and tell your guests a little about the charity and the special days it organises. Go to www.willowfoundation.org.uk/news/publications

Send in your photos

Don't forget to send us photographs of your tea party so we can post them on the charity's website. We may even be able to use them for future press activity. They are a great way to show other people how much fun Piece of Cake is and to encourage others to take part. Please email your photos to fundraising@willowfoundation.org.uk

www.willowfoundation.org.uk/pieceofcake



*Please note: gift aid can only be claimed on individual donations. The donor must be a UK taxpayer. Further details can be found on the 'Sponsorship and Gift Aid Declaration Form' which can be also be downloaded from: www.willowfoundation.org.uk/pieceofcake