

Let's Bake Yellow!

Your guide to cooking up a successful Great Daffodil Appeal fundraiser



Thanks for baking yellow for Marie Curie this March. Here's how to make your fundraising a piece of cake. And the icing on that cake? The money you raise will help fund expert care for more people at the end of life.

Plan a bake off or throw a bake sale

Fancy yourself as a star baker? Challenge friends, family or colleagues to a bake off. Set an entry fee and sell the results. Or throw a bake sale at work, your children's school or any groups you're in.

Mix it up

Whip up a lemon meringue pie; get creative with yellow icing; or remember a loved one with their favourite bake. If you need some inspiration, download our delicious lemon drizzle dazzler recipe. Do check [food.gov.uk](https://www.food.gov.uk) for food safety information.

Raise the dough

Set up a [JustGiving](https://www.justgiving.com) page to share your plans and collect donations. Add a target, photo and why you're supporting Marie Curie to supercharge your fundraising by up to 40%. Tell your workplace too – some will match your total or throw in a bonus donation, making it a really simple way to grow your fundraising!

Spread the word

Let everyone know about your fundraiser on social media, WhatsApp groups and email, asking people to take part or sponsor you. Don't forget to include your JustGiving link. You can also download posters, invitations and social media tiles.

Set the scene

We've got cake flags, cake signs to label your tasty treats and bunting for you to download and print out to help your bakes look extra Great Daffodil Appeal-ing.

Bank your donations

Pay in any cash donations by phone on 0800 716 146. Or send a cheque to Marie Curie Supporter Relations Team, PO Box 23897, 14 Links Place, Edinburgh EH6 9AB. Please include a note with your full name and how the funds were raised, so that we can thank you.

The finishing touches

Add offline donations to your online fundraising page so everyone can see how much you've raised. Remember to thank them for fundraising to help bring vital end of life care to more people.

Thank you! You're a star baker.

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