

BIG cake day



A little cake. A lot of love.



Registered with
**FUNDRAISING
REGULATOR**



#BigCakeDay2026

Hello Cake Loves!

Thank you for choosing to support 4Louis through your Big Cake Day.

Whether you're hosting a small get-together at home, a workplace bake sale, or a community event, every slice shared helps us continue supporting families through miscarriage, stillbirth, and the death of a baby or child.

This pack is here to guide you with simple ideas, gentle inspiration, and everything you need to create a meaningful and memorable day.

Take what works for you, keep it simple, and most importantly... enjoy it.

Together, we can make a difference one cake at a time.



WHY your cake day matters

Every slice makes a difference

When you host a Big Cake Day, you're doing something truly special. Behind every cupcake, every conversation, and every pound raised... is a family who will receive support during one of the hardest moments of their life. At 4Louis, we provide memory boxes to hospitals across the UK, completely free of charge, helping families create precious memories with their baby.

The difference you make

Your Big Cake Day helps us to:

- Provide memory boxes to over 200 hospitals across the UK
- Support thousands of bereaved families every single month
- Create meaningful keepsakes that families treasure forever
- Ensure no family has to face baby loss alone

More than a donation

A Big Cake Day isn't just about raising money... It's about:

- Bringing people together
- Starting important conversations
- Raising awareness of baby loss
- Showing families they are not alone

Every time you bake, host, or donate, you are helping us place comfort into the hands of a grieving family.

You may never meet them... but your kindness will stay with them forever.





Hosting

checklist

#BigCakeDay2026

Planning

- ☒ **Cake Day Pack:** Download your cake day pack!
- ☐ **Date & Venue:** Choose a suitable date and location.
- ☐ **Theme:** Pick a fun theme to tie everything together.
- ☐ **Fundraising:** Decide how you'd like to fundraise (simple donations or games)

Spread the word

- ☐ **Invitations & Social Media:** Send out invites and promote the event online. Remember to tag us too!
- ☐ **Posters:** Hang posters around your community or work space.

Set Up

- ☐ **Decorations:** Set up tables, Bunting, and cake decorations.
- ☐ **Donation Station:** Create a clear space for donations.

On the day

- ☐ **Welcome your guests:** welcome everyone & enjoy the cakes and activities
- ☐ **Take photos:** Its a great way to remember the day

After the Event

- ☐ **Total the Donations:** Count up the total amount raised and share the success on social media.
- ☐ **Donate:** Transfer the funds to 4Louis via your Enthuse page and thank everyone again for their contributions.
- ☐ **Share your photos:** Share your photos & tag us on social media to celebrate!

**Take a moment to celebrate your hard work
and the difference you've made.**



You're Invited!

to the

BIG

cake day

#BigCakeDay2026



date:

location:

time:

The money raised will help 4Louis to
provide memory boxes free of charge
for bereaved families

We're counting on your cakes!



cake day

#BigCakeDay2026



You're Invited!

Join us for coffee, cake, and a chance to support families who need it most.

Venue:

Date:

Time:

RSVP to:

Every slice shared helps 4Louis continue providing memory boxes and support to bereaved families across the UK.

We'd love to see you there



cake day

#BigCakeDay2026



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Join us for coffee, cake, and a chance to support families who need it most.

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Date:

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Fundraising *ideas*

#BigCakeDay2026

Making your Charity Cake Day fun and engaging is key to successful fundraising! Along with the printable games included in this pack, here are some creative and entertaining game ideas that you can set up on your own. Whether you're hosting a small gathering or a larger event, these games will help you raise funds while everyone has a great time.

Cake Day Bingo

Create your own Bingo cards with a sweet twist using cake-themed words like frosting, cupcake, sprinkles and chocolate instead of numbers. Charge a small fee to play and offer a cake-themed prize for the winner. You can create and print your cards for free using My Free Bingo Cards.



Guess the Weight of the Cake

Have a large, beautifully decorated cake on display and invite participants to guess its weight. Charge a fee per guess, and the closest guess wins the cake! This game is simple to set up and can generate a lot of excitement.

Cake Walk

This is a fun twist on the classic musical chairs. Arrange numbered squares in a circle and play music while participants walk around. When the music stops, draw a number, and the person standing on that number wins a cake or a cupcake. Each round can have a small entry fee.



Cake Decorating Contest

Set up a table with plain cupcakes, icing, sprinkles, and other decorations. Participants pay a small entry fee to join the contest and decorate their own cupcake. Judges can award prizes for the most creative, most colorful, or most delicious-looking cupcake. You can also auction off the winning cupcakes!



Blind Taste Test

Host a blind taste test where participants pay to taste and identify different cake flavors while blindfolded. The person who correctly identifies the most flavors wins a prize. This game adds a fun and competitive edge to your event!



Bake-Off Challenge

Encourage your participants to bake their own cakes at home and bring them to the event for a bake-off challenge. Have a panel of judges taste each cake and award prizes for categories like "Best Taste," "Best Presentation," and "Most Creative Flavor." You can charge an entry fee for each cake submitted.

Cake Day Treasure Hunt

Hide cake-related items or tokens around your venue and give participants clues to find them. Charge an entry fee for the hunt, and offer a sweet prize to the person or team that finds all the items first.



Cake Raffle

Gather donated cakes from local bakeries or volunteers and hold a cake raffle. Sell tickets for a chance to win a delicious cake. The more tickets participants buy, the better their chances of winning!

These games are a fantastic way to make your Charity Cake Day fun and memorable while raising funds for a great cause. Feel free to adapt them to suit your event and audience, and encourage everyone to get involved. The more fun your guests have, the more likely they are to support your fundraising efforts!

Get Creative and Have Fun!



SOCIAL MEDIA

made easy

Sharing your Cake Day helps raise awareness and support.

What You Could Share

You might like to post:

- Your baking or set-up
- Your cake table
- A photo with friends, family, or colleagues
- A quick video of your event
- A simple “thank you” post



There's no right or wrong just share what feels comfortable

Caption Ideas

“Today we’re hosting a Big Cake Day in support of 4Louis. Every donation helps provide memory boxes for families facing baby and child loss.”

“I’m hosting a Big Cake Day to support 4Louis. If you’d like to come along or support, I’d love to see you there.”

“Our Big Cake Day is in full swing. So grateful for everyone who has come along to support such an important cause.”

“Thank you to everyone who supported our Big Cake Day. Together we’ve helped make a difference for families who need it most.”

Don't forget to tag us so we can share your posts



We understand that sharing may feel different for everyone. There is no pressure to share anything personal simply posting about your Cake Day is already helping raise awareness and support.

#BigCakeDay2026



Donation

Station

#BigCakeDay2026

**A small space can make a big difference.
Set up a simple donation area where guests can give in a
way that feels comfortable for them.**

A donation box for cash

Inside this pack, you'll find a printable donation box template. Simply print, cut, and assemble it before your event.

Place your donation box somewhere visible, such as next to your cakes or drinks table, so guests can easily find it. You may want to add a small note nearby to gently encourage donations.

A QR code linking to your online fundraising page

Not everyone carries cash, so offering a digital option is a great way to make giving accessible.

You can create or use your fundraising page and generate a QR code that links directly to it. Print this out and place it next to your donation box or on your table. Guests can simply scan the code with their phone and donate in a few seconds. It's quick, easy, and allows people to give whatever they feel comfortable with.

A simple sign explaining what donations support

You might include a small printed sign that says:

"Every donation helps 4Louis provide memory boxes and vital support to families facing the loss of a baby or child. Thank you for your kindness."

This gentle explanation connects your Cake Day to the difference it makes, helping guests feel part of something meaningful.



[illegible]

[illegible]

Paying in your fundraising

Thank you for choosing to support 4Louis.

As you prepare for your Cake Day, please know that every effort you make, big or small, will help support families through the heartbreak of baby and child loss.

There's no pressure for things to be perfect.

Simply bringing people together is already making a difference.



Fundraising pages

If you've raised funds online through platforms like Enthuse or JustGiving. Here's the fantastic news: you've done your part, and now there's nothing more for you to do. Your hard-earned contributions are automatically and securely sent to us.

Online

You can visit www.4louis.co.uk and using the 'Make a Donation' button, pay your funds in online, we would love for you to include your name and details too!

Donate



Cheque



You can send us a cheque made payable to '4Louis' and post it to 4Louis, 36b Pallion trading estate, Sunderland, SR4 6SN



Please do not send cash through the post.

If your employer offers match funding, don't forget to apply it can make an even bigger difference!

Make Your Donation Go Further

If you or your guests are UK taxpayers, Gift Aid allows us to claim an extra 25p for every £1 donated at no extra cost.

YOU

take the cake

Total Raised:

.....

The money raised will help 4Louis to
provide memory boxes free of charge for
bereaved families

#BigCakeDay2026



Thank you for everything
you did to make Big Cake
Day a huge success



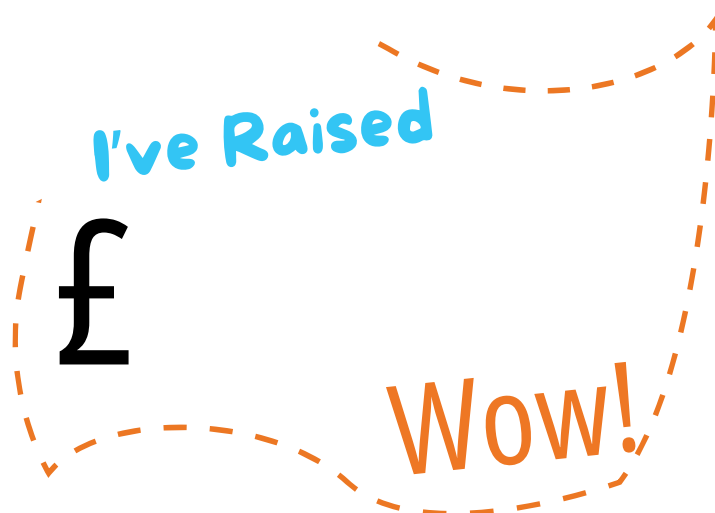
Fundraising Form!

Thank you for fundraising for 4Louis and doing something amazing! Please send this form in with your donation and make cheques payable to the 4Louis Charity.

Please do NOT send cash in the post

Please complete this form in BLOCK CAPITALS and send any cheques and sponsor forms to:

4Louis, Sam Eastwood House, 36b Pallion Industrial Estate, Sunderland, SR4 6SN



Name Event date

Event

Address

.....

Postcode Telephone.....

Email

Fundraising online

Match funding

Your employer may agree to match fund what you raise. Make sure you ask your company if they are able to support you.

☐

I have raised money online

and my page raised

£

The link to my page is

.....

☐

I have applied for my employer to match my donation

The company name is

.....

For official use only

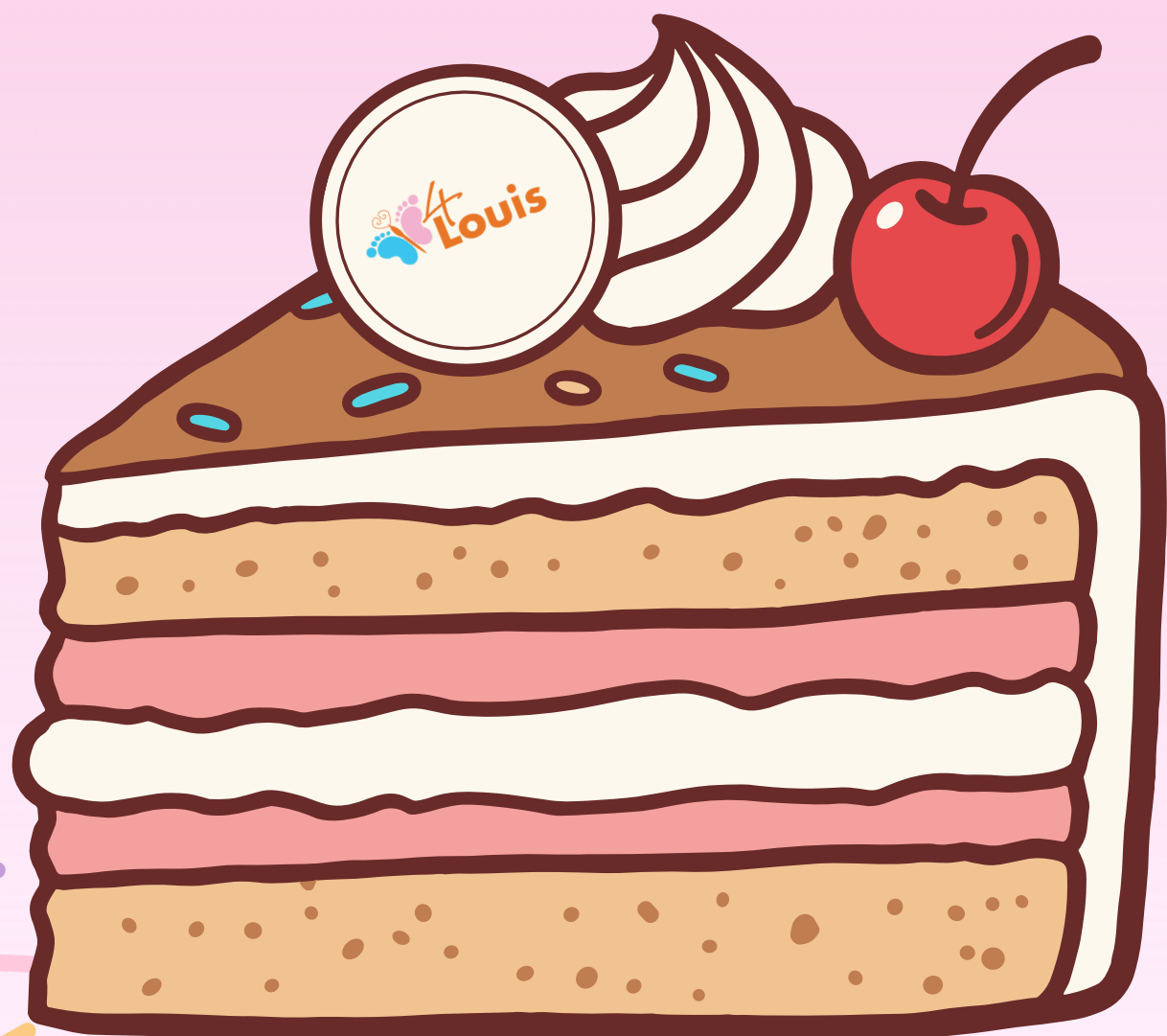
Received

Ref:

I expect to receive the following amount in match funding

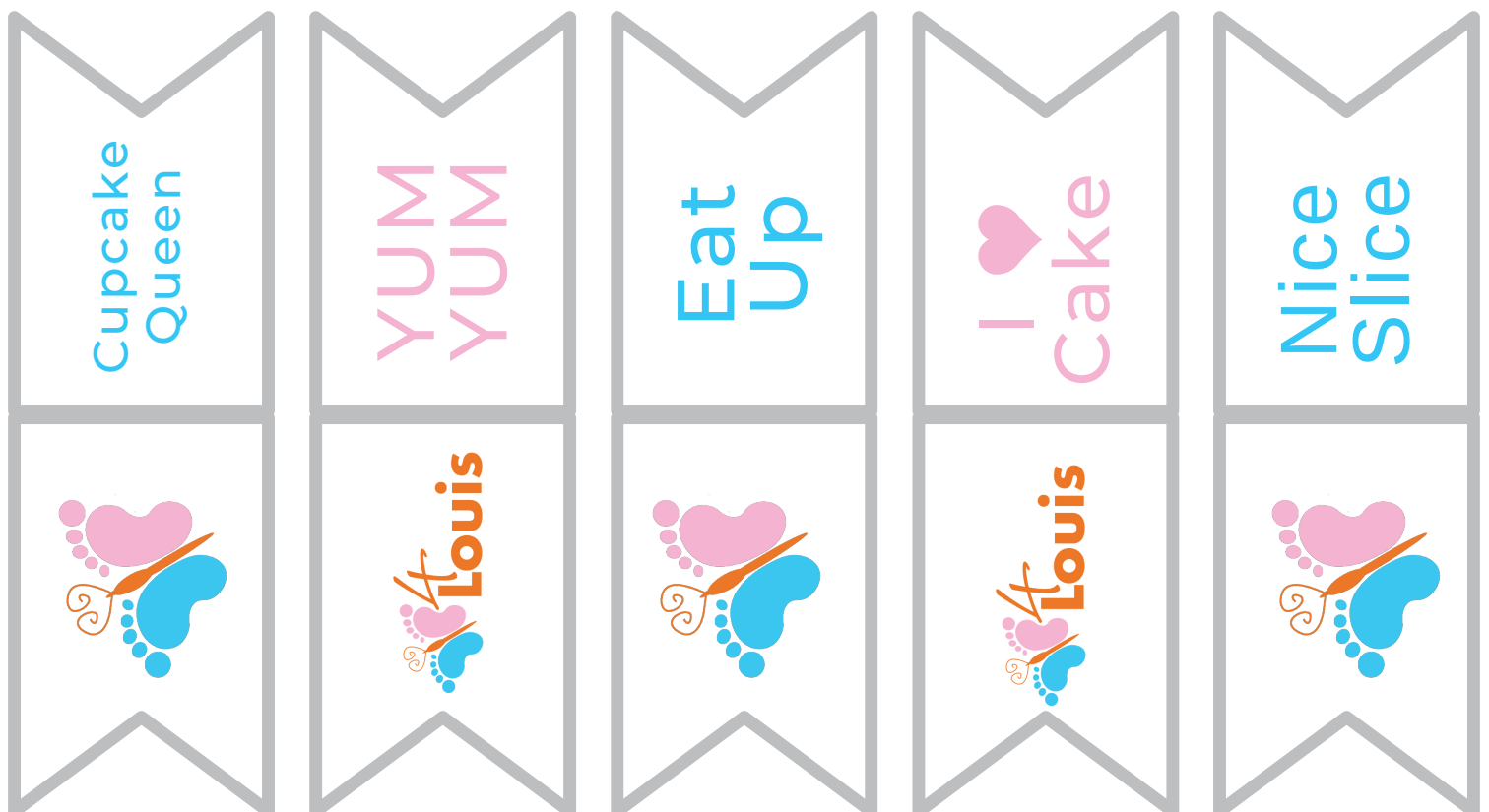
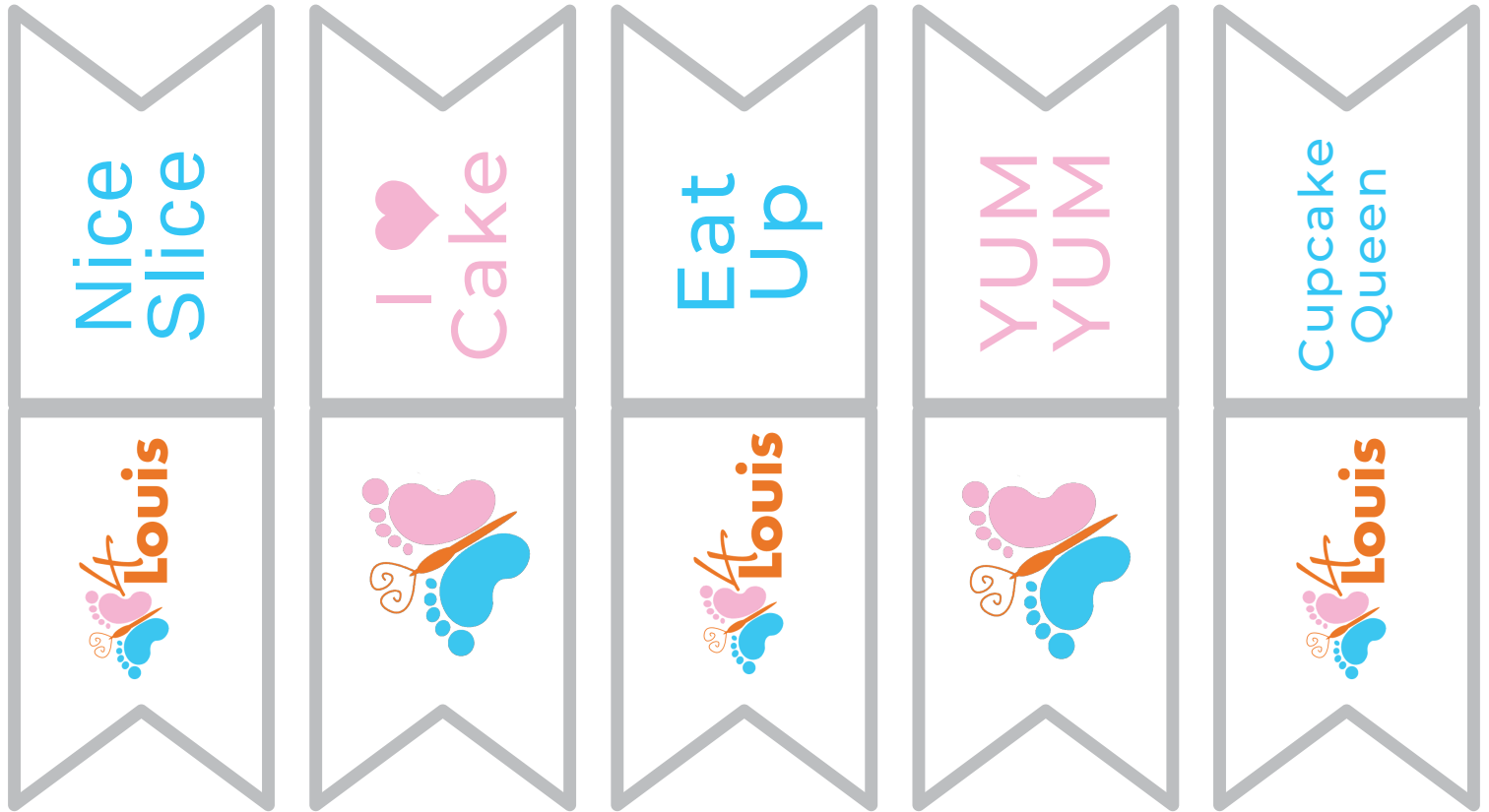
£

BIG
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Decorations



Cake Day Flags

Print on a card stock and cut out. fold in half and glue together using a toothpick to make the pole



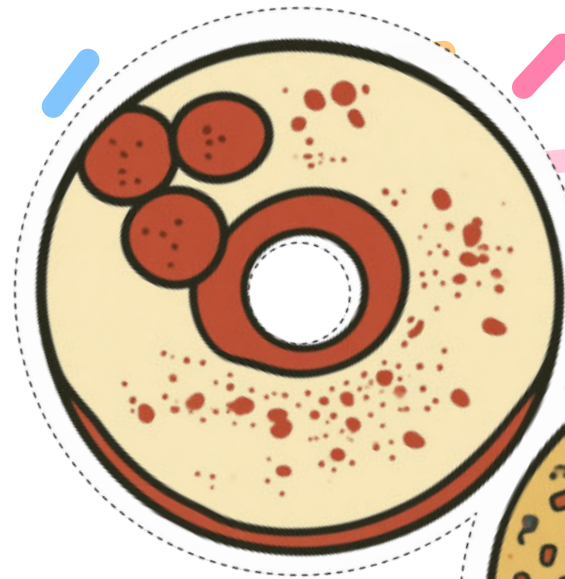
Cake Day Bunting



Print on a card stock and cut out.



Print on a card stock and cut out.



Selfie Props

Choose your props Take a photo with your phone, post your photo on social media.

Don't forget to tag us

#BigCakeDay2026



HOLD ME
AND SMILE



Selfie Props

Choose your props Take a
photo with your phone, post
your photo on social media.

Don't forget to tag us

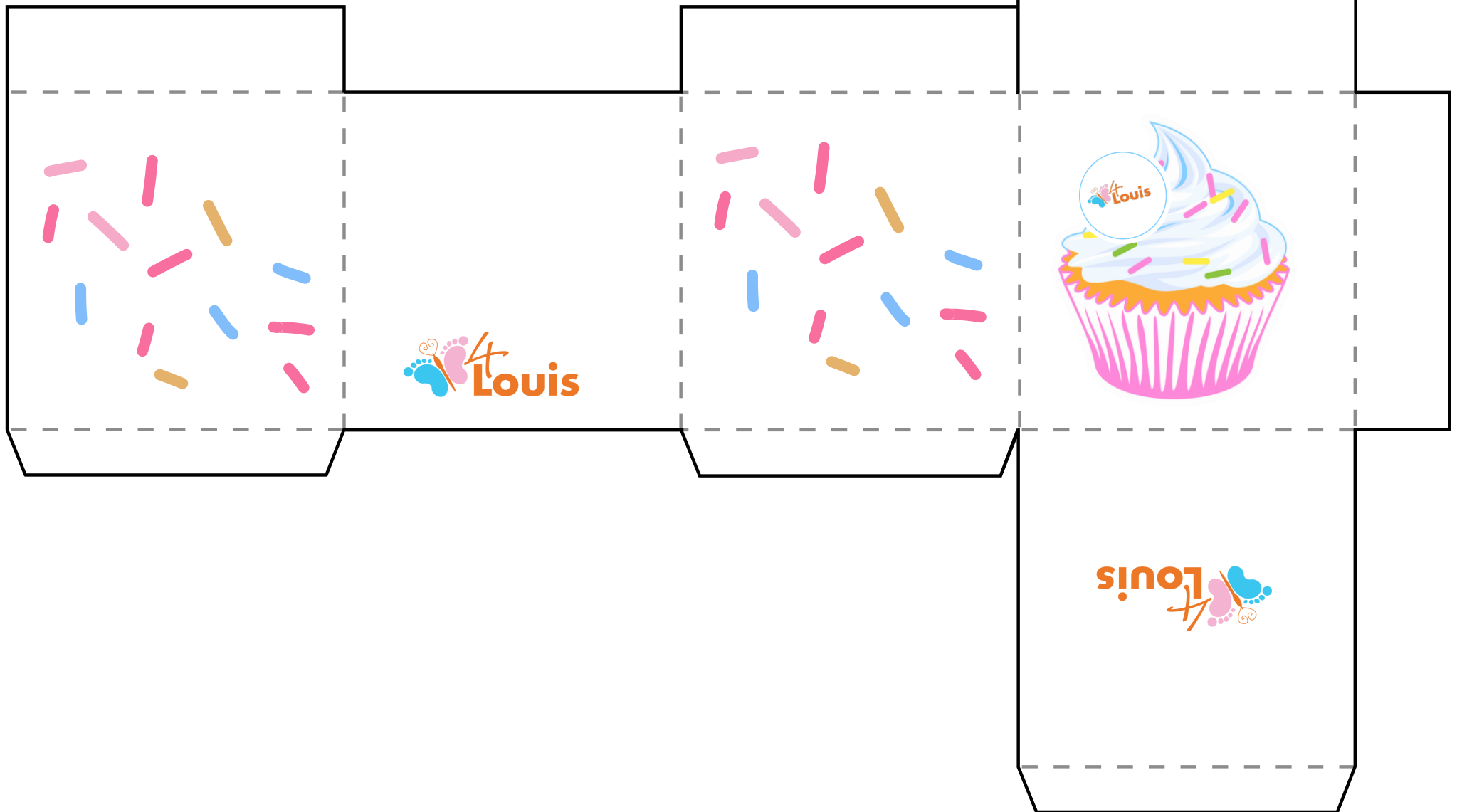
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Donation Box

Print on card then cut along the solid lines.

Fold along the dotted lines, insert the flaps, and use glue to secure them in place.





BIG

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GAMES & PROPS



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BIG cake day Quiz

What is the main ingredient in a traditional Victoria sponge?

A) Yeast B) Eggs C) Rice D) Potatoes

Answer:

Which country is often credited with inventing cheesecake?

A) Italy B) Greece C) USA D) France

Answer:

What does "baking soda" do in a cake mix?

Answer:

What is the frosting on top of cupcakes usually called in the UK?

Answer:

Which of these is NOT a type of cake?

A) Sponge B) Fruit cake C) Brioche
D) Cheesecake

Answer:

Baklava is made using:

A) Puff pastry and honey B) Rice and milk
C) Bread and butter D) Chocolate and cream

Answer:

Which popular cake from New York is famous for its dense and creamy texture, usually served with a fruit topping?

Answer:

What kind of cake is traditionally baked in a ring shape and often made with yeast?

Answer:

Which type of cake is traditionally soaked in three kinds of milk: evaporated milk, condensed milk, and cream?

Answer:

What is the name of the process of mixing butter and sugar together until light and fluffy?

Answer:

Name

Score



BIG cake day Quiz

What is the main ingredient in a traditional Victoria sponge?

A) Yeast B) Eggs C) Rice D) Potatoes

Answer: B) Eggs

Which country is often credited with inventing cheesecake?

A) Italy B) Greece C) USA D) France

Answer: B) Greece

What does "baking soda" do in a cake mix?

Answer: Helps it rise

What is the frosting on top of cupcakes usually called in the UK?

Answer: Icing

Which of these is NOT a type of cake?

A) Sponge B) Fruit cake C) Brioche
D) Cheesecake

Answer: C) Brioche

Baklava is made using:

A) Puff pastry and honey B) Rice and milk
C) Bread and butter D) Chocolate and cream

Answer: A) Puff pastry and honey

Which popular cake from New York is famous for its dense and creamy texture, usually served with a fruit topping?

Answer: New York Cheesecake.

What kind of cake is traditionally baked in a ring shape and often made with yeast?

Answer: Bundt cake.

Which type of cake is traditionally soaked in three kinds of milk: evaporated milk, condensed milk, and cream?

Answer: Tres Leches cake.

What is the name of the process of mixing butter and sugar together until light and fluffy?

Answer: Creaming

Name

Score





Draw and decorate your dream cake it can be as big, colourful, and creative as you like.

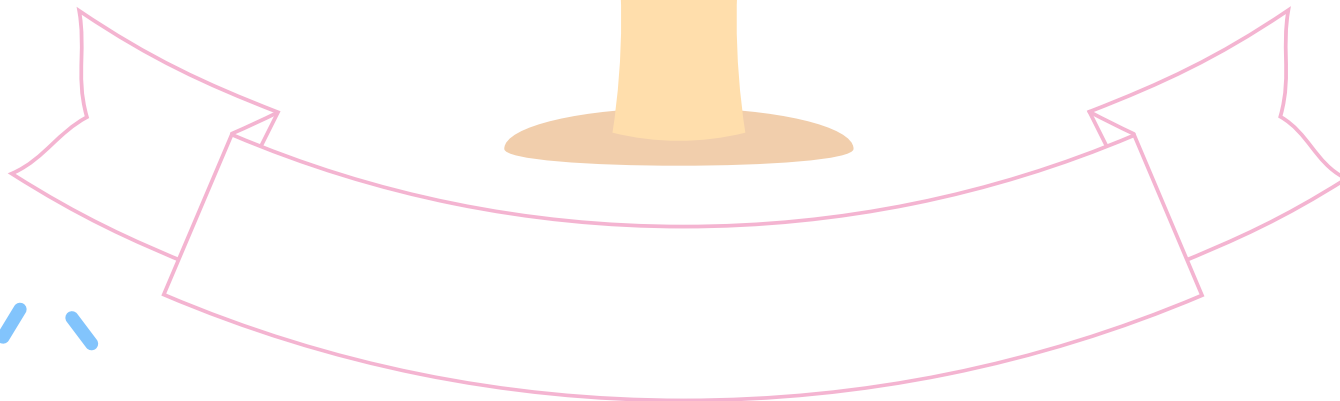
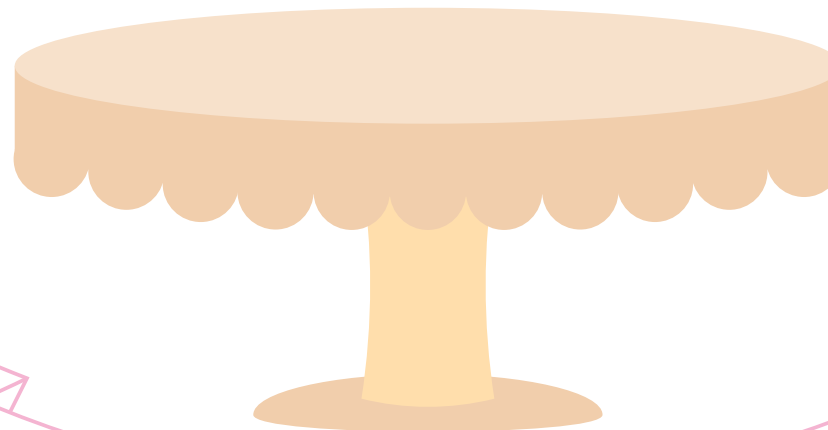
How to take part

- Think about your favourite flavours
- Add your favourite toppings (sprinkles, chocolate, fruit... anything!)
- Decide how many layers your cake will have
- Give your cake a special name

You can colour, draw, or even add extra decorations if you'd like!

Design your own cake

Let your imagination run wild!



Cake Pictionary



How to Play

Cut out the word cards below

Place them in a bowl or bag

Take turns to draw one

One person draws while others guess

No talking, letters, or numbers allowed

Cake	Candle	Sprinkles	Cherry
Chocolate	Spoon	Oven	Rolling Pin
Mixing bowl	Recipe	Apron	Whisk
Piping bag	Burnt cake	Cake tin	Birthday cake
Decorating a cake	Bake Off tent	Lemon drizzle	Cupcake



Cake Day SweepStake

Host

Pick one of the answers at random, write it down and keep it in a sealed envelope. Choose a small prize for the winning guess, this must be a non-monetary prize.

Guest

To play this game donate £1 and write your name next to your chosen picture. Once they have all been selected, your host will announce the winner and the prize could be yours!

£1 To Play



Big cake day

Name

wordsearch

M	M	I	X	I	N	G	U	N	Y	A	R	T	N
A	L	Y	P	H	B	A	T	T	E	R	U	E	H
O	A	B	U	T	T	E	R	C	R	E	A	M	A
Y	Y	F	N	I	E	E	E	K	R	G	F	V	R
S	E	G	G	E	K	Z	S	L	N	L	S	A	E
P	R	A	C	A	A	I	E	I	O	C	S	N	K
O	S	K	B	L	H	A	C	U	Z	T	U	I	A
N	I	E	G	W	Y	I	R	R	R	L	G	L	C
G	P	C	H	O	C	O	L	A	T	E	A	L	P
E	S	E	L	K	N	I	R	P	S	H	R	A	U
K	A	H	E	V	D	O	E	O	V	E	N	C	C
T	B	L	C	R	D	O	U	G	H	A	N	Y	I
N	K	T	F	R	O	S	T	I	N	G	G	R	G
O	L	T	D	E	C	O	R	A	T	I	O	N	C

Frosting

Cupcake

Sprinkles

Chocolate

Batter

Icing

Sponge

Whisk

Oven

flour

sugar

Buttercream

Vanilla

Bake

Tray

Dough

Glaze

Layers

Decoration

Mixing

Big cake day

Name

wordsearch

Answers



Frosting
Cupcake
Sprinkles
Chocolate
Batter

Icing
Sponge
Whisk
Oven
flour

sugar
Buttercream
Vanilla
Bake
Tray

Dough
Glaze
Layers
Decoration
Mixing

The Cherry on top

"Cherry on Top" is a simple, engaging, and interactive game that's perfect for all ages. It's a great way to break the ice, bring people together, and add a dash of sweetness to your fundraising event.

What you'll need

- Printed images of the cake on cardstock.
- Printed and cut-out cherries on cardstock.
- Glue dots or Blu-Tack.
- A blindfold.
- Small prizes for participants.

Game Prep

- Print out the image of a delicious cake and display it on a wall at eye level.
- Print and cut out enough cherries for all your participants.
- Attach a glue dot or a piece of Blu-Tack to the back of each cherry.
- Let the Fun Begin:
- Gather your participants and explain the rules in a fun and enthusiastic way.
- One at a time, blindfold each player and spin them around gently a few times to add to the challenge!

Place the Cherry

- Guide the blindfolded player towards the cake poster and encourage them to stick their cherry where they think the top of the cake is.
- Remove the blindfold to reveal their attempt and enjoy the laughs and cheers!
- Celebrate the Winners:
- Once everyone has had a turn, determine whose cherry is closest to the top of the cake—they win a sweet prize!
- Don't forget a playful consolation prize for the person whose cherry landed the farthest away.

Enjoy the laughter and may the best
cherry placer win!

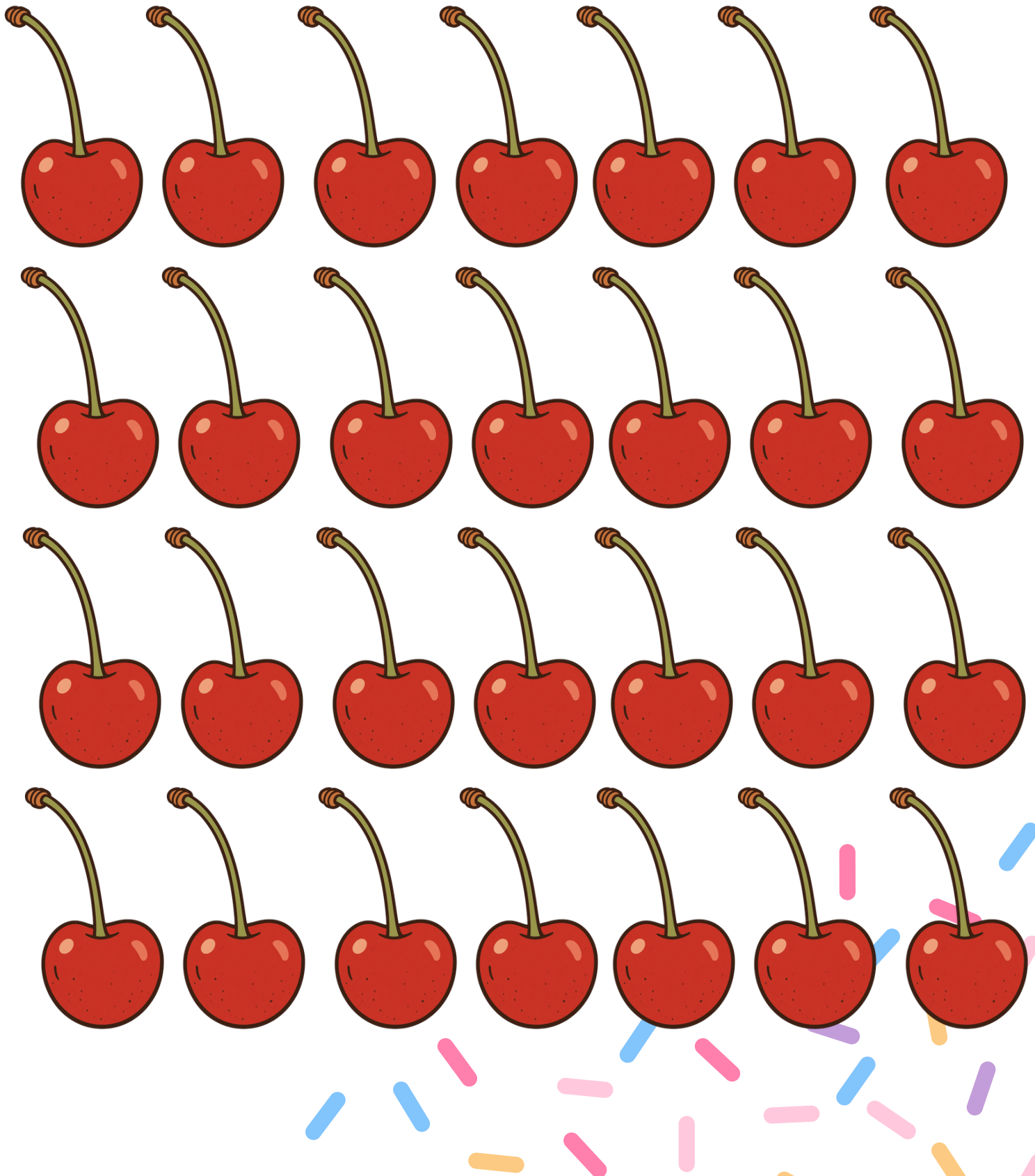


The Cherry on top



The Cherry on top

Print and cut out your cherries | ready to play!



BIG
cake day



Recipes

Butterfly cake

Ingredients

2 eggs 110g (4oz) self-raising flour
110g (4oz) butter/margarine
110g (4oz) caster sugar
2 tsp baking powder
220g (8oz) icing sugar
110g (4oz) butter
Milk



Method

1. Preheat the oven to 180°C
2. Lay out 12 cases in a bun tin
3. Mix the sugar, flour and baking powder together
4. Add the butter/margarine and eggs
5. Whisk it all together
6. Using a teaspoon, fill the cake cases with the mixture
7. Cook in oven for 15 minutes or until golden brown
8. Remove and leave too cool
9. Whisk the butter and half the sugar together, once they are mixed add the rest of the sugar and a dash of milk, continue whisking.
10. Use a sharp knife to cut a upside-down shallow cone shape out the top of the cake, cut this in half.
11. Fill the hole in the cake with icing and then place the cut out cake on top (like wings.)
12. Sprinkle some icing sugar on top of your cakes.

Classic Victoria sponge cake

A timeless favourite that's perfect for sharing.

Ingredients

200g butter (softened)
200g caster sugar
4 eggs
200g self-raising flour
1 tsp vanilla extract
Jam and whipped cream (or
buttercream)



Method

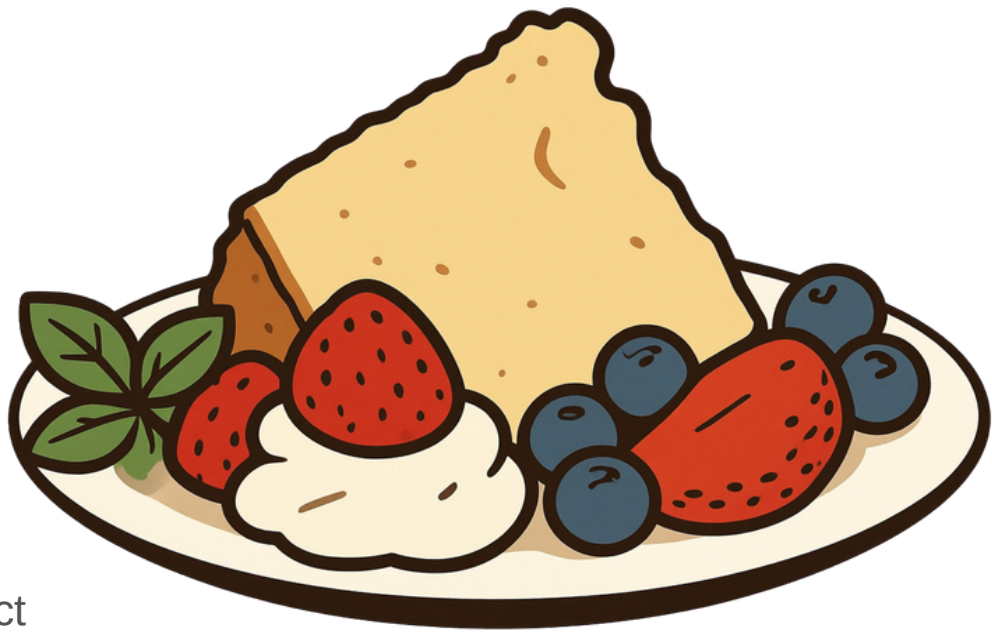
- Preheat the oven to 180°C (160°C fan).
- Cream together the butter and sugar until light and fluffy.
- Beat in the eggs one at a time.
- Fold in the flour and vanilla extract.
- Divide between two greased cake tins.
- Bake for 20–25 minutes until golden.
- Cool, then sandwich together with jam and cream.

Angel Food cake

A wonderfully light sponge cake, that's not only delicious, but also low in fat and dairy-free! Enjoy with fresh berries or with a simple dusting of icing sugar.

Ingredients

175g plain flour 1
tablespoon cornflour 350g
caster sugar 1/4 teaspoon
salt 350ml egg whites 1
teaspoon cream of tartar
1/2 teaspoon vanilla
extract
1/2 teaspoon almond extract



Method

Serves: 20min Cook:1hr Extra time: 3hr cooling Ready in: 4hr20min

1. Beat egg whites until they form stiff peaks, then add cream of tartar, vanilla extract and almond extract.
2. Sieve together flour, cornflour, sugar and salt. Repeat five times.
3. Gently combine the egg whites with the dry ingredients and then pour into an un-greased 26cm tube cake tin.
4. Place cake tin in a cold oven. Turn the oven on; set it to 170°C / Gas
5. Cook for about 1 hour or until cake is golden brown.
6. Invert cake and allow it to cool in the tin. When thoroughly cooled, Remove from tin.

No Bake Chocolate crispy cakes

Perfect for children
to help with.

Ingredients

200g milk chocolate
100g cornflakes or rice
cereal
Cake cases



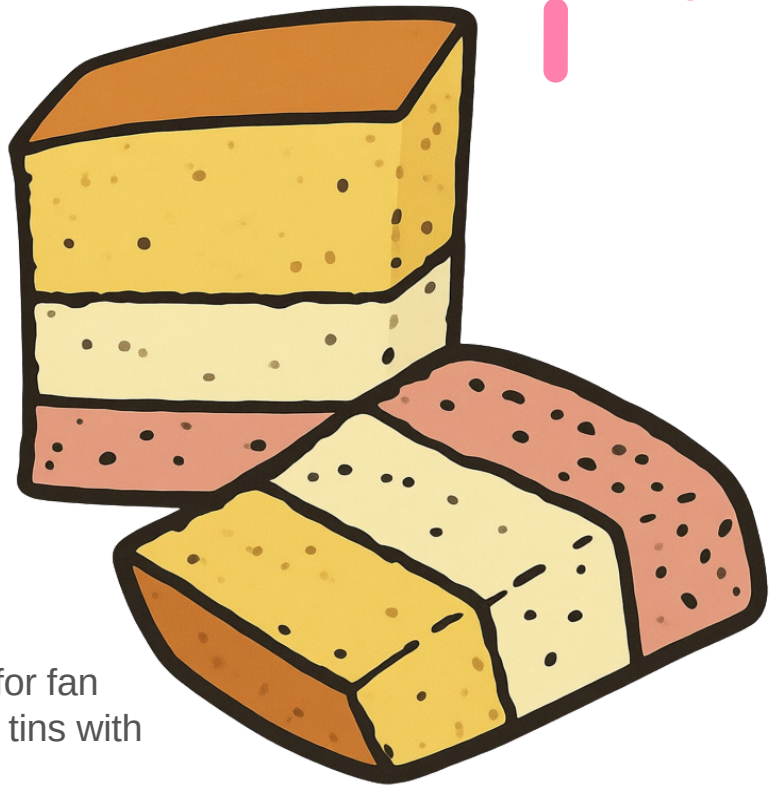
Method

- Melt the chocolate gently.
- Stir in the cereal until coated.
- Spoon into cases.
- Add sprinkles if you like.
- Chill until set.

Angel cake

Ingredients

145g butter (at room temperature)
145g caster sugar
3 eggs
1/2 teaspoon vanilla extract/paste
230g self-raising flour
1 teaspoon baking powder
2 tablespoon whole milk
Pink and yellow food colouring gel
55g butter (at room temperature)
110g icing sugar
Splash of milk



Method

1. Pre-heat your oven to 180°C (160°C for fan assisted oven or Gas Mark 4) line 3 loaf tins with greaseproof paper.
2. In a large bowl, cream the butter and sugar together until light and fluffy.
3. Add the eggs one at a time, mixing until combined before adding the next. Stir in the vanilla.
4. Sift in the flour and baking powder and mix until you have a smooth batter. Add the milk and mix until combined.
5. Evenly separate the batter into 3 bowls. Leave one as is and add a small amount of yellow and pink food colouring gel to the others, adding until you have your desired colour.
6. Spread the batter into your prepared cake tins and bake in your pre-heated oven for 20-25 minutes, until risen and golden.
7. Allow to cool slightly in the tin before transferring to a wire rack to cool completely.
8. Mix the butter, icing sugar and milk in a large bowl until light and fluffy.
9. Trim the edges of the cake and the top of the yellow and pink layers.
10. Spread half the buttercream icing on the top of the yellow layer, before sandwiching the pink layer on top. Repeat on the pink layer and sandwich the plain layer on top.

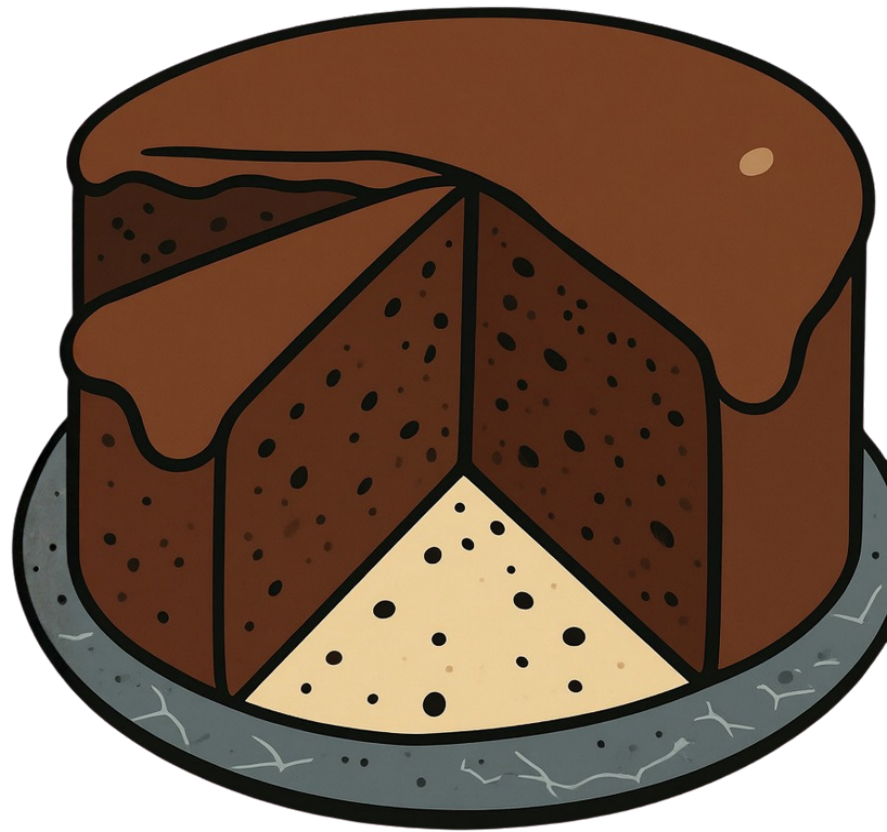


Chocolate cake

Delicious on its own or topped with dairy-free icing.

Ingredients

250g plain flour
200g caster sugar
50g cocoa powder
1 tsp bicarbonate of soda
½ tsp salt
300ml plant-based milk
100ml vegetable oil
1 tbsp vinegar
1 tsp vanilla extract



Method

- Preheat oven to 180°C.
- Mix all dry ingredients together.
- Add wet ingredients and stir until smooth.
- Pour into a lined cake tin.
- Bake for 30–35 minutes.

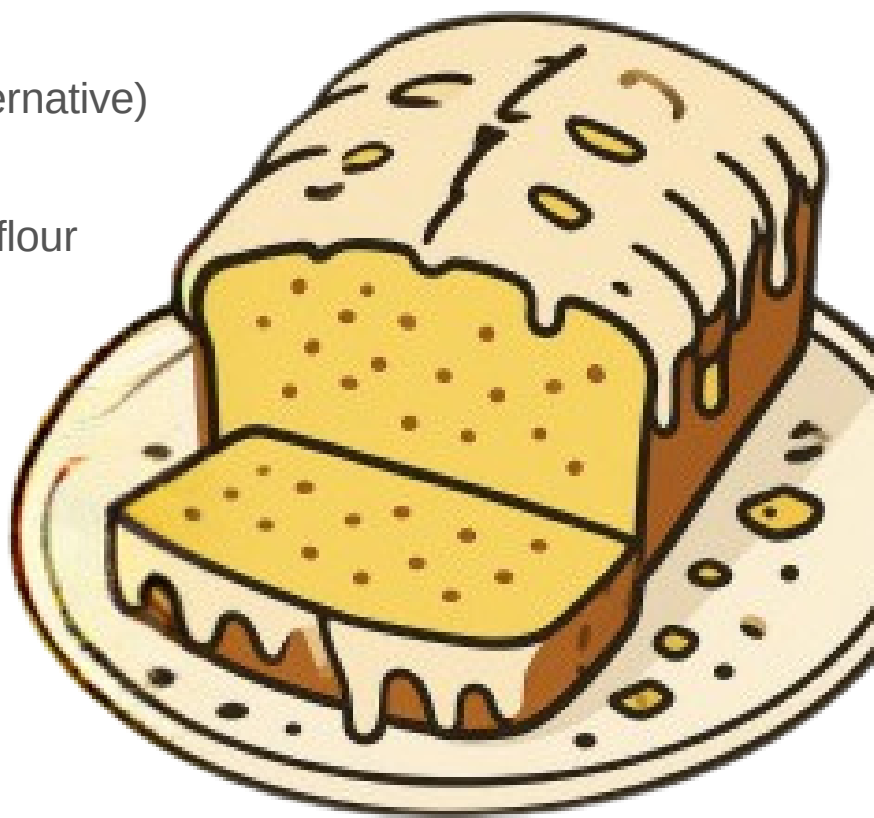


Lemon Drizzle cake

Light, zesty, and full of flavour.

Ingredients

- 200g butter (or dairy-free alternative)
- 200g caster sugar
- 3 eggs
- 200g gluten-free self-raising flour
- Zest of 2 lemons
- Juice of 2 lemons
- 80g sugar



Method

- Preheat oven to 180°C.
- Cream butter and sugar together.
- Beat in eggs one at a time.
- Fold in gluten-free flour and lemon zest.
- Bake in a lined loaf tin for 40–45 minutes.
- Pour over the drizzle while still warm.