

CUPCAKES FOR A CAUSE

SOCIAL ACTION PROJECT



Our money goes
towards helping these
charities
at green Animals
and Dorset
Foundation
donation



CUPCAKES FOR A CAUSE

Working with a group of young people with learning difficulties to design, develop and launch a community/ social action project that will have a positive impact in their community.

Group discussions took place as to what a social action project is and how this would fit into something they identified as a need. The coach started the conversation by finding out what each person enjoyed doing to get them thinking about what their interests are. This turned into a discussion about how much the group liked cakes and animals! This led to the social action project idea of fundraising for a local charity by having a cupcake sale.

Using IT skills, the group researched local charities and came up with a shortlist of six. A vote was held but as the group couldn't decide on the final charity, a discussion/debate on which charity to focus on ended with a compromise to fundraise for two charities.

With support and working one to one with the coach to work out what would be said, a participant felt comfortable enough to contact one of the charities by phone. They had to leave a message and were surprised when the charity founder returned their call. The participant spoke confidently about the project idea and got a very positive response which was a great boost for the whole group and a real confidence builder for the participant. The second charity had to be contacted by email and the group worked as a team to draft a letter to be sent.



Finding a venue seemed to be a straightforward task as the group knew of a community café they hoped to use. They presented their ideas and questions to a member of staff and then had to wait for confirmation as the person who made the decisions was unavailable. Working together, a backup plan was put in place just in case the café said no.

In the meantime, tasks and job roles were discussed, including peer support and mentoring from other group members to get involved. Feedback around individual skills created a wave of confidence within the group.

The group split into two with one group working on social media posts and info for the charities to use and the other group designing posters to put up in the local community. This was the first time most of the young people had used the software program Canva to design posters. One member of the group had experience with Canva and helped his peers when needed. Hand drawn posters and displays for the cake table were also made.



Unfortunately, after working on the posters, the group were told that the venue they had chosen had fallen through. Showing and recognising their resilience as a team, they put their back-up plan in place and a visit to an alternate venue was made. Using their communication and community skills to ask if they could use the space outside of the café for their cake stall was a great way to build confidence both individually and as a group as well as in their project. The posters were updated with the new venue details before printing and displaying them in the local community.

Next step, baking the cakes! How many should they make? What flavours? Should they do gluten free or vegan cakes too? After checking recipes, timings of cooking and the equipment they had available to them, the group decided to make thirty-six cupcakes with twelve of each flavour. Budgets for ingredients were created and checked before deciding how much to charge for each cake. The group decided to have a cake offer in the hope that people would then buy two cakes at a time and donate more money. A list of allergens for each recipe was typed up on the laptops using IT skills and printed and laminated for display.



Job roles were allocated for the day, splitting into two groups, with one team in the kitchen and the other setting up at the venue.

One participant volunteered to be the kitchen supervisor as her mum was a cake maker and she had experience in baking, this participant also showed positive leadership skills. This participant struggled to get involved at the start of the project but as it gained momentum, they became more dedicated to the project. The kitchen group got off to a good start showing teamwork, communication, planning and helping each other out when needed. Timings were slightly out but the group solved the problem by staggering batches of cakes to be taken over to the venue in stages, a couple of the young people were slightly upset by this but were reassured by their teammates.

The group at the venue set up the table with the posters, donation boxes, platters and rehearsed what they were going to say to people who wanted to buy the cakes. A representative from one of the charities attended the event and spent time speaking with the group. This helped their confidence when it came to selling the cakes.



Cupcakes for a cause
All Donations go towards
Helping Margeret Green
Animals Rescue and Dorest
children's Foundation
At Well Coffee lounge
17 -19 The Royal Arcade
Boscombe
BH14BT
11.30 am - 1.30pm
Friday 9th February



The fundraiser went very well, other members of staff from Dorset Children's Foundation came over to support the event, spoke to the young people and were very pleased with how it was going.

Having raised enough money to be able share out between the two charities, the project was deemed a success by the team with everyone saying they had enjoyed the experience. All the group said their confidence had improved and they enjoyed working as a team.

Feedback from the referral organisation has also been positive with the young people using skills they learnt during their project to help organise regular events and fundraising.



FEEDBACK

"I enjoyed working together as a team"

"I enjoyed the planning"

"I learnt teamwork and communication and helped organise an event"

"my self confidence has grown and I enjoyed being part of a team"

