



WORLD SIGHT DAY

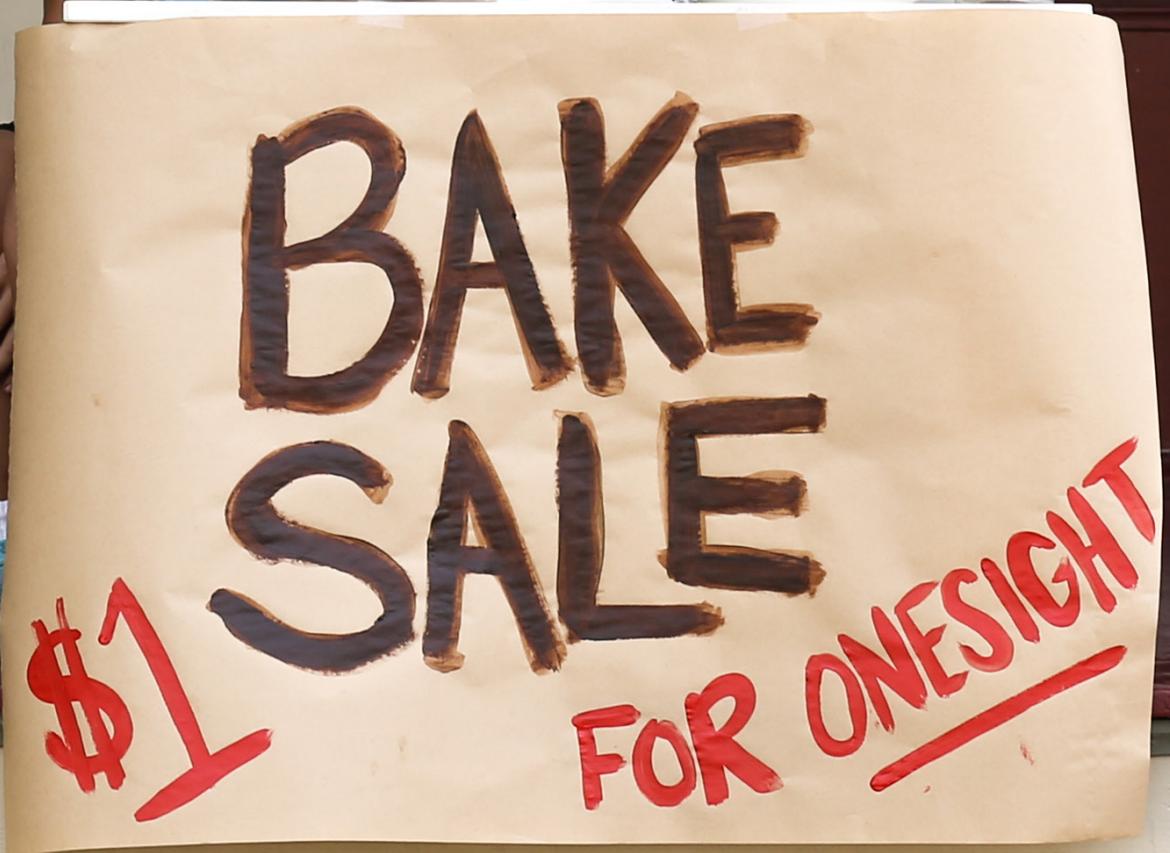
FUNDRAISERS

WE



LOVE

BAKE SALES



'SWEETS FOR SIGHT' BAKE SALES

The bake sale is a classic way to raise funds for causes and organizations, a nice way to show off your baking prowess, and a great way to spread cheer. Everybody wins! So grab a few favorite recipes, call up some friends and get that rolling pin ready. If this is your first time planning a bake sale, we've got a few tips for you:

THE LOGISTICS

Location, location, location—the old rule of commercial real estate still applies. Choose a location with good foot traffic. If you're doing a bake sale during the holidays and/or you live somewhere cold, consider an indoor venue. Some local businesses are happy to have a good cause to support, so ask around to see if they would be willing to give you some space (and maybe even a matching donation). Also think about churches, craft shows, schools, and universities.

Permits, please—check to make sure that if you are going to sell in a public venue, you have the proper permits and forms filled out.

Form your team (and your 'menu')—you can make this a group effort by asking your favorite fellow bakers to join forces for your bake sale. And to prevent too many of the same brownies or chocolate chip cookies, it's probably a good idea to have a sign-up sheet that lets people say what they will be bringing.

Spread the word—flyers, signs and social media are all arrows in your quiver to publicize your bake sale. We have a simple template you can use to indicate that your bake sale proceeds will go to OneSight, [click here](#) to download them.

HOW TO DONATE YOUR PROCEEDS

You have a couple of options, first you can donate through our website at www.onesight.org/donate and select the 'donate a custom amount' option. Or simply send a check to:

OneSight
P.O. Box 637509
Mason, OH 45263-7509

Thank you for sharing your talents in support of OneSight!

THE GOODIES

Set your pricing strategy—simplicity is probably the best course here. Having a few set price points (\$1/\$3/\$5) makes it easy for everyone. Make sure to communicate your pricing to your fellow bakers, along with the quantity for each price point. Or you can let people pay what they want.

Package for selling—some states have regulations about how food for sale must be packaged, so start with those. Then, consider how you want to line up your pricing with quantities: for example, 2 cookies/brownies/fudge pieces for \$1, and so forth. In any case, make it easy for people to purchase and carry with them, especially if you have whole cakes or pies for sale.

Options for all diets—if you or your friends are vegetarian/vegan or gluten sensitive, now is your time to shine! You might even get a few converts to try something new and delicious. It never hurts to have options for those with dietary restrictions.

Keep allergies in mind—clearly indicate any potential allergens in your baked goods; an index card listing ingredients solves any potential concerns for those with egg, dairy, gluten, peanut, tree nut and other allergies. Make sure everyone on your baking team knows to do this, or keep the event nut-free to be on the safe side.

Beyond the bake—coffee, tea, soda, fizzy water. Having these on-hand is another opportunity to raise funds, and give your customers a way to wash down those tasty treats.



OTHER THINGS TO CONSIDER

- OneSight is a vision charity, so [maybe have some cookies in the shape of glasses](#). By the way, you can support OneSight at no cost to you as you order supplies for your event through the Amazon Smile program. Go to smile.amazon.com and select OneSight as your charity of choice.
- Tables and folding chairs: so you have someplace to display your wares and a place to sit.
- A cooler with a couple of bags of ice to keep drinks cold; and if you have access to electricity, maybe a few crock pots for warm drinks like hot chocolate.
- A cash box with some change for customers who pay with larger bills. And a donation jar for folks who don't want to indulge their sweet tooth, but still want to support the cause (or for people who want to donate their change).
- A garbage can or two and garbage bags for cleanup. Probably wouldn't hurt to have a couple of brooms/dustpans to sweep up afterwards, since crumbs are pretty much a given at a bake sale.
- If you want to go all out, consider having a vision screening at your school. It's an amazing way to raise awareness about vision needs in students and make a difference. You can find out more about how to host a vision screening at my.onesight.org/events/resources.

TALKING ABOUT ONESIGHT

Not everyone will be familiar with OneSight or the cause we serve. Here are a few relevant facts that you and your team can use when people have questions.

- 1 in 7 people around the world (or approximately 1.1 billion people) lacks access to eye care—we call that the Vision Care Gap
- Even in the US, 1 in 4 students has an undiagnosed vision problem
- A simple pair of glasses can help students do up to twice as well in school or help workers earn up to 35% more
- This is a solvable problem through a combination of charitable clinics that give free eye care when the need is urgent, and permanent self-sustaining centers that allow countries like The Gambia and Rwanda to close the gap themselves. OneSight has a plan that incorporates both of these solutions; we're not looking to put a bandage on this issue, we are working to cross it off the list of the world's problems.
- [Download this quick overview](#) if you'd like to have some printed overview sheets for people to read.