



Welcome to Volunteer Orientation!

Agenda



Introductions and Housekeeping

Mission Statement & About Us

Process and Guidelines

Using the Baker Portal

Social Media

Resources

More Ways to Help

What's Next

Orientation Quiz Link (get your phones ready!)



Introductions

- Welcome from your orientation leaders today!

Housekeeping

- Please keep yourself on mute throughout the session
- Q&A breaks will happen periodically
 - Save your questions and we will answer them during the Q&A breaks
- This presentation will be available to download on the Baker Resource Center
 - Link to Baker Resource Center will be in your welcome email, sent on the next business day after passing the quiz
- Get ready for the orientation quiz at the end!
 - Must pass quiz with minimum score of 6 out of 8
 - Two tries to pass quiz. If you do not pass in 2 tries, you will need to attend orientation again

Cake4Kids Mission Statement



We deliver smiles to foster children and at-risk youth by baking and delivering birthday cakes for them.

We aim to show them love and raise their self-esteem with this seemingly simple gift on their special day.



About Us



Founded by Libby Gruender in California in September 2010

- We delivered 13 cakes in Sunnyvale, CA that first year
- We are now nationwide and delivered 11,856 cakes in 2022



501(c)3 Tax-Exempt Organization



Bake and deliver free, custom birthday cakes for children

- In foster or kinship care, homeless, low-income, victims of domestic violence or human trafficking, refugees or unaccompanied minors, LGBTQ+, and more!
- Ages 1-24



Did You Know?



Foster Care

- 1 child enters the foster system every 2 minutes



Homelessness and Low-Income

- 1 out of every 30 children in the US is homeless



Domestic Violence

- 15.5 million American children live in families where domestic violence occurred at least once in the past year



Refugees and Asylees

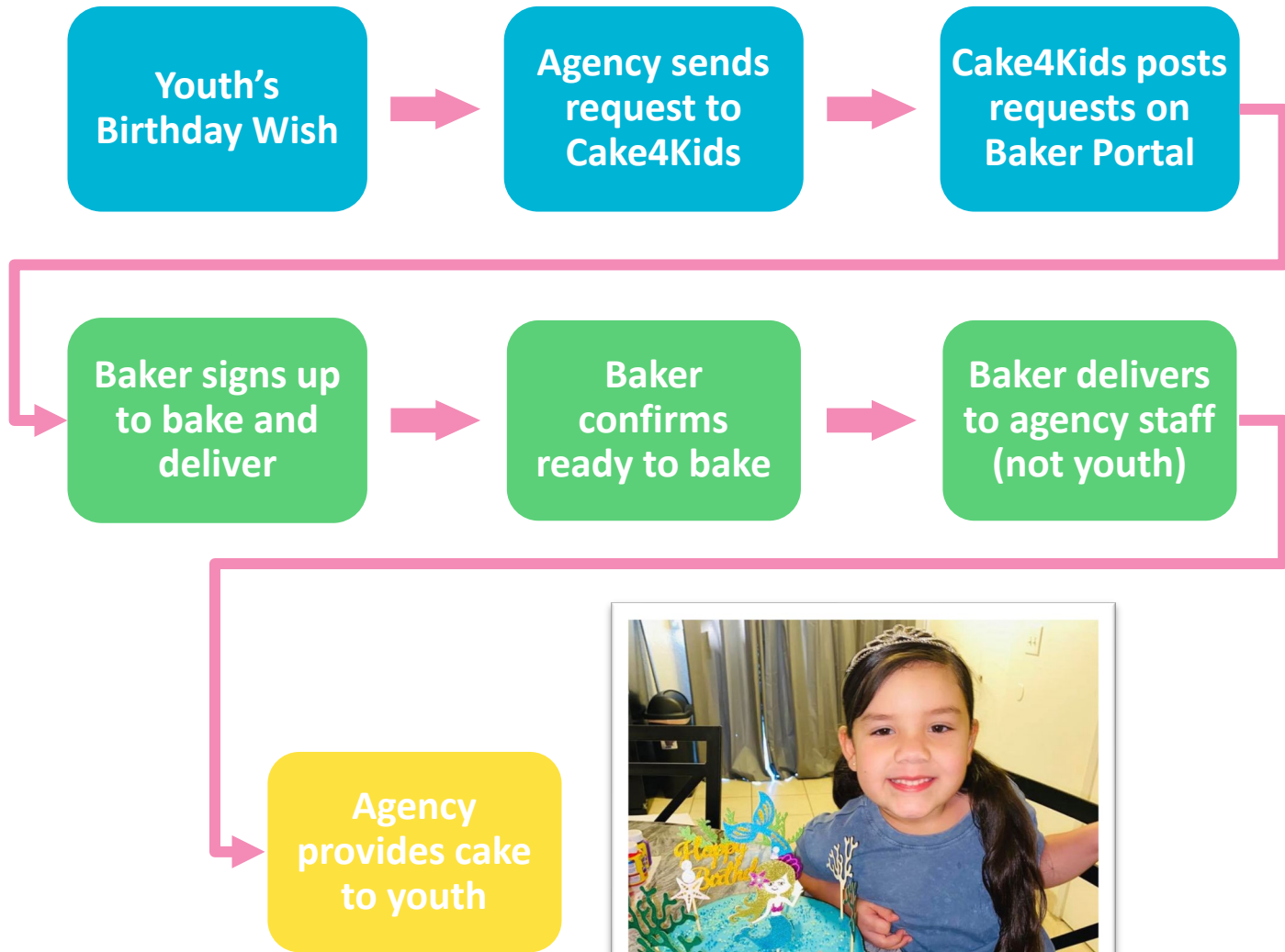
- 40% of the world's displaced people are children (30-34 million)



Human Trafficking

- 60% of the 17,500 people are trafficked in the US each year are foster youth, who are often targeted

How It Works



Let's Bake!



With your help, we can ensure every child feels special!



Volunteer requirements to help achieve this goal:

- At least 18 years old to volunteer independently
- At least 16 years old to volunteer with adult 18+
- At least basic proficiency in baking and decorating
- Be able to deliver Monday-Friday during normal business hours
- Pass a short post-orientation quiz with a score of 6 or more
- Adhere to guidelines here and in Baker Guidelines and Volunteer Expectations, which will be provided in a welcome email after passing quiz



Lots of options for baking!

- Birthdays, graduations, adoptions, academic awards, and events
- Cakes, cupcakes, cookies, bars, and brownies



We want you to enjoy baking for the kids!

- No minimum time commitment – you choose when and how often
- You choose the cakes you want to bake

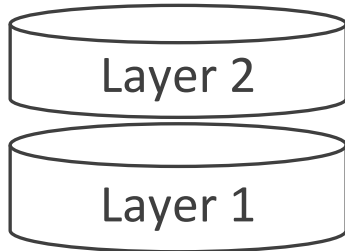
Baker Guidelines: Treats



Cakes must feed a minimum of 10-12 people

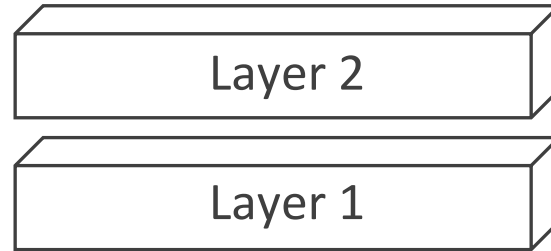
What size cake feeds 10-12 people?

8 or 9-inch round cake



or

9 x 13-inch rectangular cake



- 6-inch and shaped cakes are welcome as long as cake will feed 10-12
- You must make a 9x13-inch cake if it is specified on the request



Cupcakes, cookies, bars, and brownies

- 2 dozen per request
- Treats should be a good size like what you would get at a bakery
- No bite-size or mini treats, please (e.g., no cake pops)

No Refrigeration!



Only deliver baked goods that do not require refrigeration



Treats must be able to sit out at room temperature for up to 2 days

- Agencies may not have refrigerator space to store a cake and we do not know if the youth's residence has a refrigerator, or youth may be unhoused
- We have to be more conservative with our approach than what you might be comfortable with in your own home because we don't know what will happen to the treats after they are delivered



NO fresh whipped cream, cream cheese, custard, ice cream, tres leches, etc.

- Generally, avoid recipes with a lot of milk and/or egg yolks (even cooked) and uncooked eggs



The Baker Resource Center has tried and tested recipes

Allergies & Dietary Restrictions



- We accommodate allergies and common dietary restrictions
 - Look for the special logo and allergy information on the request before signing up



Food Allergies

Nut Free, Other

Additional details: No Strawberries

- Check the label *every time*—make sure every ingredient and product:
 - Do not contain the allergen(s)
 - Were not processed in a facility that processes the allergen(s)
- **Nut/Coconut-Free** vs. **Does Not Contain Nuts/Coconuts**
 - *Nut/Coconut-Free* = youth has a nut allergy. Take the highest care!
 - *Does Not Contain Nuts/Coconuts* = precautionary measure for events and group celebrations: do not add nuts or use nut ingredients
- Read the “Allergy Baking Reference Guide” on the Baker Resource Center before baking and check [FoodSafety.org](https://www.foodsafety.gov)

Baker Guidelines: Theme / Colors



Decorate according to the theme and colors requested

Theme or colors specified:

- ✓ **MUST** be decorated as requested
- ✓ Age-appropriate

Baker's choice of festive decorations:

- ✓ **MUST** be decorated – be creative!
- ✓ Festive and fits occasion
- ✓ Age-appropriate

No decorations:

- ✓ Cake and frosting only
- ✓ No sprinkles or other embellishments
- ✓ Write celebratory message as requested

Have fun and get creative!

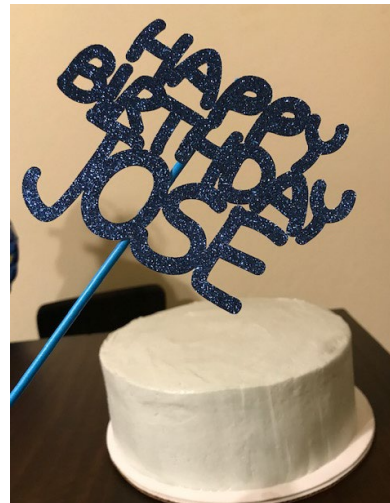
Baker's Choice / No Decorations



Baker's Choice of Festive Decorations



No Decorations



Decorations



Use edible or food-safe decorations whenever possible



Edible images

- Available online or at local baking supply stores or bakeries



Toys or paper cutouts -- create a barrier layer for food safety

- Barrier layers can be made from:
 - ✓ Fondant
 - ✓ Candy melts
 - ✓ Edible paper such as rice paper, sugar paper, wafer paper
 - ✓ Toothpicks, skewers, treat sticks, straws

Important! Please do not include any additional gift items besides the theme/decorations. Although it's a very thoughtful gesture, we want each youth who receives a cake from Cake4Kids to have the same experience. We wouldn't want one child or one sibling to get a separate gift and another child not to. So just deliver your beautiful cake, please!



Barrier Layer Examples



Fondant



Toothpicks



Skewers



Candy Melts



Edible Paper



Straws



Questions?

Please unmute yourself to ask a question



Baker Guidelines: Celebratory Message



- ✎ Always write celebratory message **exactly as indicated** on request
 - Spell out entire message – no abbreviations!
 - Some requests specifically exclude the youth's name
 - Some requests indicate you should not write any message

- 🎀 Put message **directly on baked goods** or on banners or toppers that can be inserted into treats
 - Baked goods, especially individual treats, are usually removed from the box for serving before the youth sees them. We want to make sure the youth gets to see their personalized birthday message!
 - For cakes only, message can be on cake board

- 🚫 Do **NOT** include child's age
 - Agencies often receive inaccurate information about the youth during client intake, and we want to avoid disappointing them!

- 🚫 Do **NOT** use gel—it runs and bleeds into frosting
 - Sold in tubes at the grocery store (example: Wilton Sparkle Gel, Decorating Gel)



How to get the message on treats?



Cupcake toppers



Toppers for cookies, too!



Banner across treats



Fondant letters



Edible ink pen



Piped frosting



Baker Tips



Bake at least 2 days before the delivery date

- Do not bake the night before – it's tough to recover from unforeseen problems at the last minute



For best results, frost the cake chilled

- Don't forget your crumb coat! (YouTube has lots of tutorials)



Using fresh fruit

- To avoid juice bleeding onto cake, use whole fruit that has been fully dried off and place onto cake right before delivery
- You can also dip in chocolate or place on fondant discs



Test new recipes and design ideas on friends and family first



Take a decorating class to perfect your skills

- Cake4Kids reimburses up to \$100 per volunteer per year for decorating classes taken in-person only. Email us your certificate of completion and payment receipt

Baker Guidelines: Packaging



ALL treats must be packaged **bakery-style**

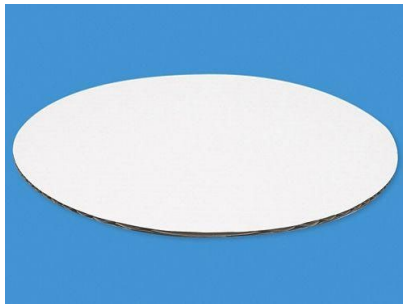
- Treats should be on a cake board, in a cake box
- For cupcakes, use cupcake inserts, or you may also use plastic cupcake clamshell containers



Packaging Cakes



Cake board or
Cake round



Cake Box



Snug Fit!



*Cake board should touch sides of the cake box so
cake does not slide around during transport*

Where to buy cake boards, cake boxes, and cupcake inserts?

- Michaels stores
- JOANN stores (note that some JOANN stores do not carry baking supplies)
- Local baking supply stores
- Online – there are lots of options on Amazon
- Sometimes volunteers will pool together to buy larger quantities online and then split them -- you can do that on the private Cake4Kids volunteer Facebook Community Groups

Packaging Taller Cakes

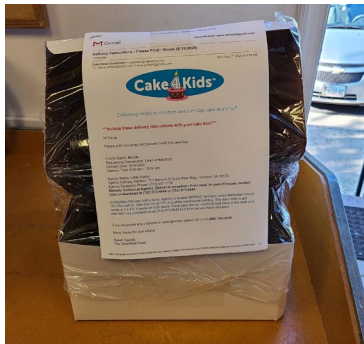


Tall cake boxes are available online and at local baking supply stores

*Some JOANN and Michaels stores carry them



Backup emergency options:



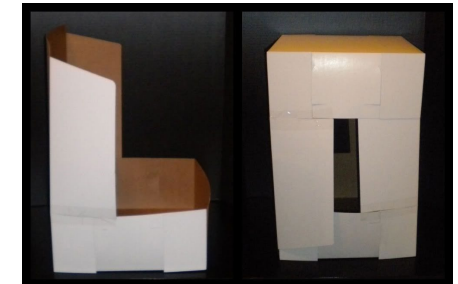
One-piece box

1. Tent lid open with skewers, straw, or tape
2. Cover exposed areas with plastic wrap



Boxes with separate lid

1. Tape skewers or straws in corners to prop lid higher
2. Cover exposed areas with plastic wrap



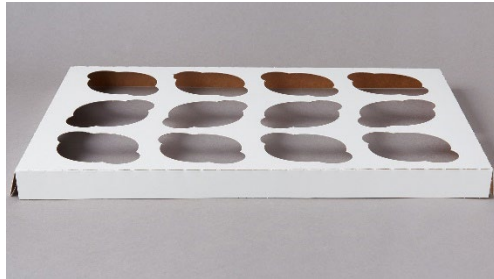
Two one-piece cake boxes:

1. Tape lids open at 90 degrees and flip one on top of the other
2. Cover exposed areas with plastic wrap

Packaging Cupcakes



Cupcake Inserts



Cake Box



Safe and Snug!



For added stability, put a cake board in the bottom of your cake box

Cupcake Clamshell



Packaging Bars, Cookies, Brownies



Cake Board



Cake Box



Bars, Cookies, Brownies



Other examples:



Bars on cake board in cake box



Brownies packaged in cupcake liners



Brownies baked in cupcake liners

Individually-Wrapped Treats



- Some requests specify bars, cookies, and brownies to be **“Individually wrapped”**
- Review the guidelines on the Baker Resource Center!

Great Examples of Decorations and Celebratory Message



“Coco” theme (edible images)



Yellow sunflower theme



Baker’s choice of festive decorations



Baker’s choice of festive decorations



Celebratory message on stickers stuck to wrapper



Celebratory message written directly on treats

Packaging Don'ts



NO disposable aluminum pans

NO food storage/Tupperware

NO to-go containers



Proper bakery-style packaging is very important!

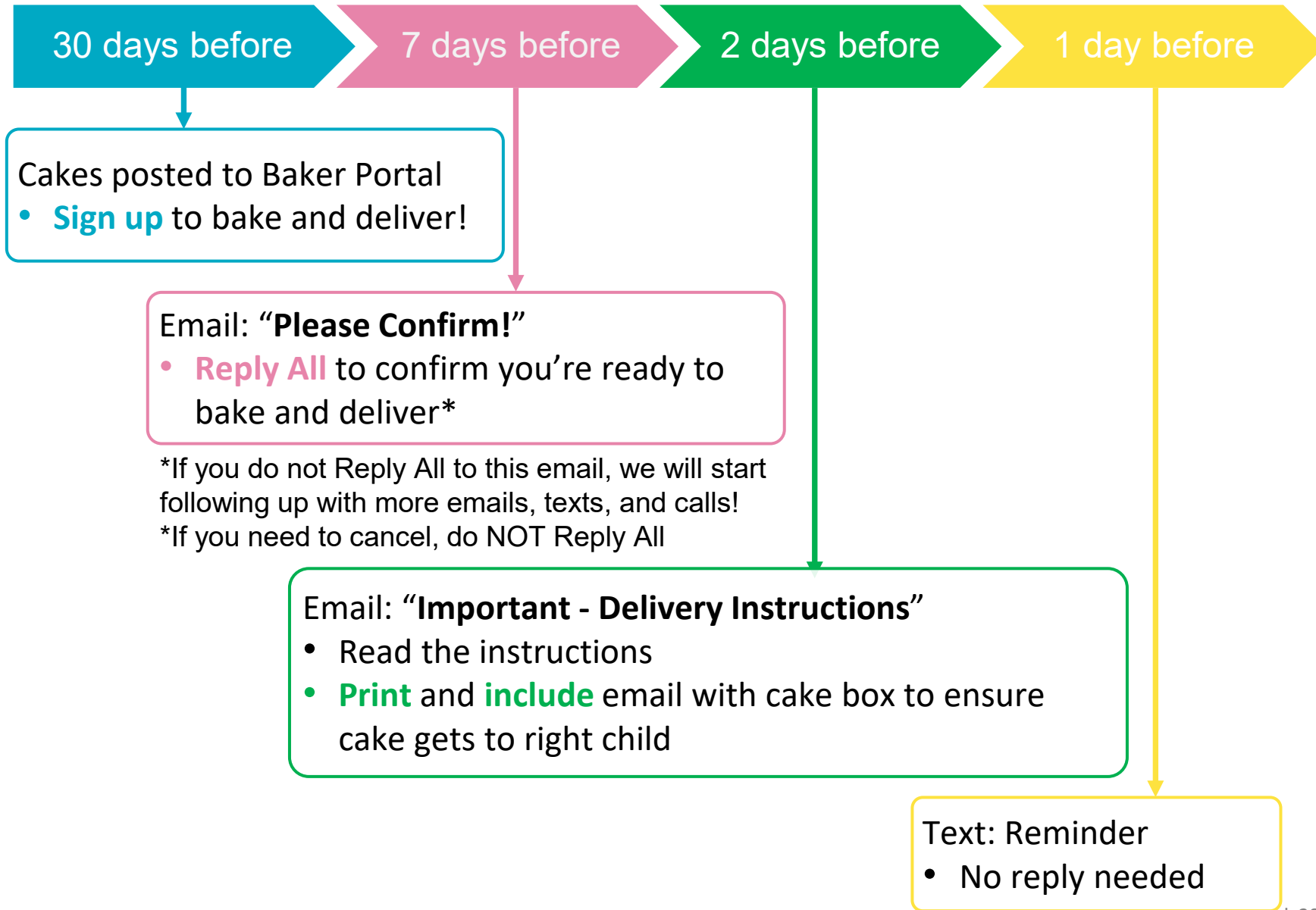
It protects your beautiful baked goods, and we want to ensure the youth doesn't feel different for getting a cake from Cake4Kids.

Questions?

Please unmute yourself to ask a question



Signing Up for a Cake



Sample Delivery Instructions Email



**** Print and deliver with cake box! ****

Important - Delivery Instructions for Tobias (3/22/2023) Inbox x 🗑️

C **Cake Detail Coordinator** 9:24 PM (4 minutes ago) ☆ ↶ ⋮
to me ▾

Delivering smiles to children one birthday cake at a time™

*****REMEMBER: Print this email!*****
You must include it with your cake box

Here are your Delivery Instructions for this request:

Text Delivery Contact 15 minutes before arrival to provide ETA. Gate is locked; use intercom to contact office. Park in circle and Delivery Contact will meet you to pick up cake.

Delivery Contact: Nicki Watts - Phone: (703) 501-9087.
Delivery Address: Share of McLean - 1367 Chain Bridge Road, McLean, VA 22101
Agency Reception Phone: (703) 229-1414

Delivery Date: 3/22/2023
Delivery Time: 9:30 am-11:30 am

Child's Name: Tobias
Requesting Caseworker: Nancy Najarian
Food Allergies: Sugar-Free; Other: Strawberries

Running late or having a delivery issue?
Call Cake4Kids at **(408) 752-2538**.

Important! When using rideshare, you must accompany the sweets for the entirety of the delivery. Deliveries cannot be made by a rideshare driver or third-party delivery service.

Cake RequestId: a026T00000aNtdy (SalesforceID)

Delivery Process



Before delivery

- ✓ **Double check spelling of child's name**
- ✓ Take a photo of your cake (required)
- ✓ Attach cake box sticker or Cake4Kids logo to cake box
 - Request stickers via the Baker Portal 2 weeks in advance
 - Pick up stickers locally -- check the Baker Portal if available in your area
- ✓ Print "Delivery Instructions" email to deliver with cake
- ✓ If an emergency comes up and you need someone else to deliver for you, you **must** contact Cake4Kids in advance to make arrangements



During delivery

- ✓ Follow the **Delivery Instructions**
- ✓ **Be prompt** – deliver during specified time window
 - Call Cake4Kids if you are running late so we can help you

After delivery

- ✓ After you get home, confirm your delivery:
 - Reply All to email from Cake4Kids (Send a Photo – Confirm You've Delivered)
 - Attach your cake photo and share your story
 - Include original email text and don't change the subject line
- ✓ Cake4Kids will request feedback for all deliveries
 - We'll share it with you if we receive feedback

Baker Portal: View Open Cakes



Requests

My Cakes

Baker Profile

Sticker Request

Log Out

Open Cake Requests

For recipes, decorating ideas, and more, visit the [Baker Resource Center](#)

Click on a date to see open cakes

Monday, March 27, 2023

Fresno

Brandon

Male, 19

Dessert: Cake

Date / Time: March 27, 2023 from 9:00 am-11:00 am

Address: 1974 N Gateway Blvd, Suite 104, Fresno, CA 93727



View details

Wednesday, March 29, 2023

Monday, April 03, 2023

Friday, April 07, 2023

View Request Details



Brandon 10 day(s) left!

Male, 19
Date / Time: March 27, 2023 from 9:00 am-11:00 am
Address: 1974 N Gateway Blvd, Suite 104, Fresno, CA 93727

Food Allergies
None

Cake Details
Occasion: Birthday
Dessert: Cake
Flavor: Baker's Choice
Theme / Colors: Black and White (No Red or Blue)
Message to write on treats: Happy Birthday Brandon!

**Not sure about a theme?
Ask us!**

Bake it! Close

Once you click “Bake it!”:

- You will receive a confirmation email
- The cake details will now appear on the “My Cakes” page in the Portal

Cancelling



A screenshot of the Cake4Kids Baker Portal. The top navigation bar includes "Requests", "My Cakes" (highlighted with a purple circle), "Baker Profile", "Sticker Request", and "Log Out". The main content area shows a "My Cakes" section with a list of cakes. A modal window is open for a cake request for "Brandon". The modal contains the following information: "Brandon", "10 day(s) left!", "Male, 19", "Date / Time: March 27, 2023 from 9:00 am-11:00 am", "Address: 1974 N Gateway Blvd, Suite 104, Fresno, CA 93727", "Food Allergies: None", "Cake Details: Occasion: Birthday, Dessert: Cake, Flavor: Baker's Choice, Theme / Colors: Black and White (No Red or Blue), Message to write on treats: Happy Birthday Brandon!". At the bottom of the modal, there is a red "Cancel Cake" button and a yellow "Close" button, both highlighted with a purple circle. A message above the buttons states: "You are signed up to bake and deliver this request! If you have any questions, please email the Cake4Kids Team."

If you need to cancel a cake, give us as much notice as you can!

Step 1: Cancel on the Baker Portal on “My Cakes” page

* This puts it back on the Portal for another volunteer to sign up

Step 2: If delivery is within 3 days, ALSO call us immediately and leave a message

* We monitor urgent voicemails after-hours

Requests with Allergies




Tobias

Male, 7
Date / Time: March 22, 2023 from 9:30 am-11:30 am
Address: 1367 Chain Bridge Road, McLean, VA 22101

Food Allergies
Sugar-Free, Other
Additional details: Strawberries

Cake Details
Occasion: Birthday
Dessert: Cake
Flavor: Vanilla
Theme / Colors: Roblox theme and colors
Message to write on treats: Feliz Cumpleaños Tobias

5 day(s) left!



Bake it! **Close**

Baker Portal: Baker Profile



Requests

My Cakes

Baker Profile

Sticker Request

Log Out

Welcome Suzy!

Contact Information

Baker ID: 20897

Name: Suzy Baker

Email: volcor@cake4kids.org

Phone: (555) 123-4567

Mobile: (555) 987-6543

Address: 123 Main Street
Sunnyvale, CA 94086

Email Notification Preference

How often do you want to be notified about new cakes?

None Daily Weekly Monthly

Selected Baking Regions

Alameda

Marin

San Francisco

San Mateo

Santa Clara

Specialty Baking Skills

Lactose/Milk Free

Sugar Free

Other

Emergency Baker

Other Specialties: Sugar cookies with royal icing

We call emergency bakers on short notice if we're having trouble finding a volunteer to bake. You aren't obligated to bake a specific cake; you are just allowing us to contact you to ask!

Update My Information

Baker Portal: Sticker Request



Cake4Kids™ [Requests](#) [My Cakes](#) [Baker Profile](#) [Sticker Request](#) [Log Out](#)

Sticker Request for Suzy!

Name

Suzy Baker

Phone

(555) 123-4567

Address

123 Main Street Sunnyvale CA 94086

Email

volcor@cake4kids.org

Quantity

5 10 15

Last Request Status

You haven't requested stickers before. Please select a quantity, check your mailing address, and Submit, and we'll send you some more stickers!

[Submit Request](#) [Change Address](#)

Allow 2 weeks to receive your stickers. In a pinch, print out the Cake4Kids logo, which is available to download on the Baker Resource Center

Sticker Pickup Locations

You can pick up cake box stickers at any of these locations during the hours listed

Alameda County

CASA of Alameda
1000 San Leandro Blvd. #300, San Leandro, CA 94577
Monday-Friday, 8 am-6 pm

BOSS - Ursula Sherman Village
711 Harrison St, Berkeley, CA 94710
Monday-Friday, 9 am-5 pm

Contra Costa County

Monument Crisis Center
1990 Market St, Concord, CA 94520
Monday-Friday, 9 am-12 pm

San Diego County

Casa de Amparo
325 Buena Creek Rd., San Marcos, CA 92069
Monday-Friday, 9 am-5 pm

San Francisco County

Raphael House
1065 Sutter Street, San Francisco, CA 94109
Monday-Friday, 9 am-5 pm

San Mateo County

Sugar n' Spice (Baking supply store)
2965 Junipero Serra Blvd, Daly City, CA 94014

In some chapters, you can also pick up stickers in-person at one of these locations!

Social Media



- We ❤️ social media but need to be mindful of the children’s privacy and safety
 - **DO NOT type the child's name, agency name, or location in your post**
 - Name on cake in the photo is okay—it’s searchable, but as long as there’s no other identifying information, it can’t be linked to the child
- We encourage you to post on your social media accounts and tag us: **@Cake4Kids**
- Share your cakes in your chapter’s private Facebook Group!
 - These groups have closed membership (for volunteers only)
 - Search for Cake4Kids + your chapter name on Facebook and send a request to join the group
 - Social media rules still apply to posts in these groups



“Just delivered a cake for #Cake4Kids!”

“I love baking smiles with @Cake4Kids!”

Baker Resources



Baker Resource Center

- Recipes and Tips
- Decorating Ideas
- Discounts, Classes, and Baking Supply Stores
- Cake Box Sticker Pick Up Locations
- Baker and Packaging Guidelines
- FAQs



Social Media

- Fellow bakers in your chapter's private Facebook Group
- Instagram and Pinterest have lots of cake ideas

Cake4Kids Team

- Operations Phone Line: (408) 752-2538
- Operations Text Line: (650) 582-2700
- cakedetail@cake4kids.org
- volcor@cake4kids.org

Add these email addresses to your contacts!



More Ways to Help



Help Raise Funds

- **Facebook Birthday Fundraiser:** Start a new post, look for *Add to your post*, select *Raise Money*, then choose Cake4Kids
- **Instagram Fundraiser:** Click *Add* and then tap *Live*. Select *Fundraiser* and choose Cake4Kids. Set your fundraising goal amount and click *Done!*
- **Corporate dollar matching, gift matching, or paid volunteer hours:** Let us know if your company offers this!



Spread the Word

- Tag us in your cake photos on social media @Cake4Kids
- Encourage a friend to join Cake4Kids



Share Your Skills

- Social media
- Event planning: local events, baker meetups, and fundraisers
- Web design or web development
- Salesforce development

Why We Volunteer



“First I want to say, this was the most beautiful gesture I have ever experienced. I, like many bay area parents, have worked my way up from living in a shelter with three children to now working three jobs to afford my very high rent, which leaves nothing for any extras besides basic necessities.

My son was very aware that times were tough and his birthday would not be much, but we would be together and that was most important. This program literally changed the entire feel of his birthday. Instead of disappointment masked with a smile like every other year, he was literally blown away and in his own words had never seen such a beautiful cake!

He has loved Frank Sinatra since his old Italian grandfather (who is now passed away) showed him a record at the age of three. That is his hero. He hopes to sing like Frank and be an icon like Frank. I never expected anything like this! I cried when I opened the box to see that cake.

From the sounds of the email, my request sounded too lavish and complicated when asked whom his hero was, so I was expecting a plain cake and that was going to be fine, because the important part was having a cake so he could blow out his candles. He told me his wish later on. His birthday wish was whoever made his cake get a million dollars because they are so nice. I thought I would share that with you: **you made my 12-year-old, who is a little different, feel like he was the king of the world. From the bottom of my heart I thank you.**”



What's Next



Pass a short orientation quiz – we will do that next!

Pass with a score of 6 or more and confirm you will follow the guidelines covered in this session



Your profile will be processed on the next business day after you pass

You will receive a welcome email with Baker Guidelines, Volunteer Expectations, and link to the Baker Resource Center



Log into the Baker Portal

Check your contact info and baking regions under *Baker Profile*
Let us know if you want to be an *Emergency Baker!*



Review open cake requests, choose one, and “Bake It!”



Add cakedetail@cake4kids.org and volcor@cake4kids.org to your email contacts so you don't miss any of our emails



Pick up or request stickers at least 2 weeks before your first delivery

HAPPY BAKING!!

Questions?

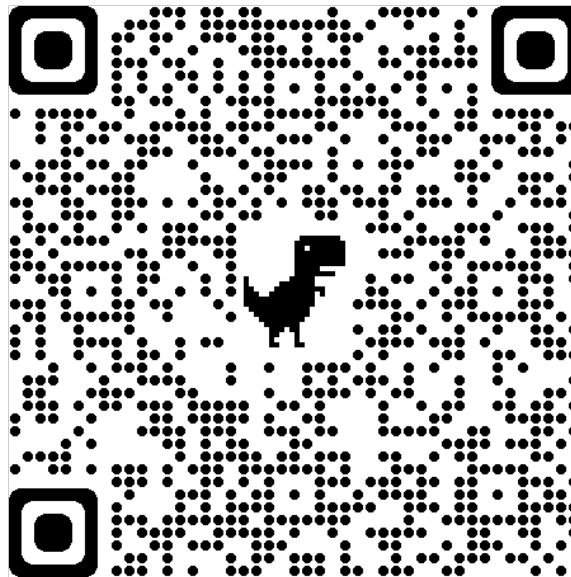


Orientation Quiz QR Code



Scan this code with your phone's camera

Be sure to use the name and email address you signed up with!



QR code not working? Use this link:
<https://forms.gle/LWKBixBqEPd4sQ1D7>

****Save the QR code or link for later if you are not taking the quiz now****