



# CrossReach Grey Cakes

## Toolkit

### A big CrossReach “Thank You” for requesting a Grey Cake Bake Toolkit.

This pack contains all the information you need to make your event really colourful and memorable.

#### Contents:

- Introduction to Grey Cakes
- George's Story
- Hints and Tips for your event
- Cake Recipes
- 'See The Colour' invitation cards
- Colour-in Cupcake Fundraising Target and Guide
- Photocopy ready CrossReach Grey Cake logos in different sizes
- Feedback and Return form to accompany the money you raise

We really hope you enjoy organising your CrossReach Grey Cake Bake, or even Bakes, and we wish you every success.

Have fun and tell us all about it afterwards. We can't wait to hear!

#### Contact Details:

CrossReach Supporter Relations Team  
Charis House  
47 Milton Road East  
Edinburgh, EH15 2SR

**Tel:** 0131 657 2000 (Mon - Fri 9am - 5pm)

**Email:** [supporter.relations@crossreach.org.uk](mailto:supporter.relations@crossreach.org.uk)

**Facebook:** [www.facebook.com/CrossReach1869](http://www.facebook.com/CrossReach1869)

**Twitter:** [www.twitter.com/crossreach](http://www.twitter.com/crossreach)

# *Thank You*

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**Pack & Info:** [www.crossreach.org.uk/crossreach-grey-cakes](http://www.crossreach.org.uk/crossreach-grey-cakes)  
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Social Care Council

Operating as CrossReach, Scottish Charity No: SC011353

**#CRGreyCakes**

*See The Colour*

Inspired by Emma Thomas, founder of the Depressed Cake Shop.



# CrossReach Grey Cakes

## An Introduction

### An Invitation

CrossReach would like you and your friends to bake cakes which are vibrant and full of colour but with their true splendour hidden by grey coverings. Take a look at the logo at the top of this page and the photos at the bottom to see what we mean.

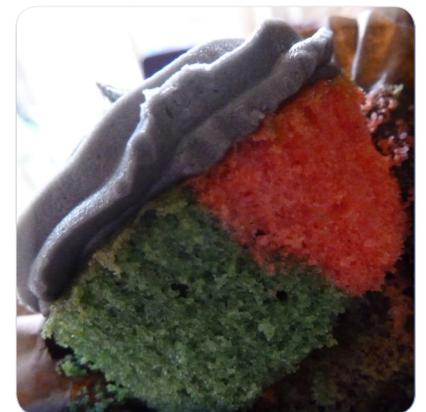
### Why Grey Cakes?

CrossReach Grey Cakes\* symbolise the world of someone who is affected by mental health problems, where the fog of anxiety and depression can feel overwhelming, colouring their experience of life.

By organising a Grey Cake Bake or Bakes, you are helping to raise awareness of and funds for CrossReach's Counselling Services, services which work to break down the barriers for those with mental health problems seeking support.

So, go on, be as creative as you like. Rise to the technical challenge and craft your very own signature show-stoppers.

\*CrossReach Grey Cakes takes inspiration from a concept first developed by Emma Thomas, founder of The Depressed Cake Shop.



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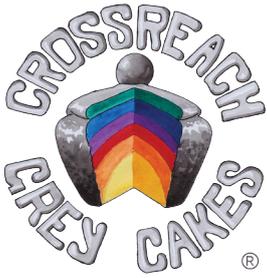


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# CrossReach Grey Cakes

## George wants us to talk about mental health



For George, arriving for counselling at CrossReach's Simpson House was the "hardest and scariest thing I have ever done in my life". By the time he left, it was for him the "best thing I have ever done".

This year and every year in Scotland, 1 in 4 adults will experience a mental health problem. That's around 850,000 people. To obtain support from the NHS, they will first have to overcome the stigma surrounding mental health, seek a referral from a GP and then wait an average of at least 10 weeks to begin counselling. For the 1 in 10 children who also experience mental health problems, access to counselling services can be even more difficult; around 75% are thought to receive no support at all.

In today's fast-paced world, 10 weeks disappears in a flash but imagine how long that 'average' 10 weeks seemed to someone like George who, by then, felt like he was "going under".

At CrossReach we break down the barriers to seeking support. All our services welcome self-referrals. While waiting for one-to-one counselling to begin, peer group support can be provided at many of our centres. We offer a wide variety of different therapies for all ages. No-one need pay to receive counselling.

We support over 2,500 adults every year at our centres in Edinburgh, Lothian, Glasgow, Inverness and Moray.

That's a lot but we need to do more. More - for the 200% increase in the number of referrals we are seeing for family counselling. More - for the thousands of others across Scotland who cannot get a referral. More - for the thousands more who will not or dare not seek support in the first place.

And with your baking skills, we can.

- Raise **£70** and this could fund a counselling session for an entire family.
- Raise **£250** and this could pay for a group of adults with mental health needs to enjoy a holiday at a caravan park.
- Raise **£600** and this could provide a full series of specialist perinatal counselling sessions for an anxious mother.

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# CrossReach Grey Cakes

Hints and Tips For a Great Event to  
Raise Funds in Aid of CrossReach

## Planning Your Own Event

- Pick a date, time and location when and where you know your family, friends and colleagues are likely to attend. Make sure they are nice and hungry!
- Send out invitations and put up posters well ahead of time (feel free to use the resources in the [CrossReach Grey Cake Toolkit](#)).
- Get your fund-raising off to a flying start on our dedicated Grey Cakes Campaign page at JustGiving. Go to [www.justgiving.com](http://www.justgiving.com) and search for 'grey cakes'.
- Mobilise your team of bakers. All ages and all abilities welcome. Why not ask
  - your local professional baker's shop to donate a grey cake/ or
  - your local catering college?
- Think big and think small: from bite-sized delicacies to multi-tiered showstoppers, a variety of bakes of different shapes and sizes will make your event stand out. As long as they're colourful on the inside but grey on the outside (see the examples in this toolkit and on the [CrossReach website Grey Cakes pages](#)).
- Encourage everyone to get involved. There are plenty of ways a non-baker can be part of your Grey Cake Bake. They could
  - buy a colourful cake and decorate it grey themselves
  - design a cake and commission someone else to bake it
  - hand out flyers for your event
  - spread the word
  - help on the day.
- Your Grey Cake Bake Event is sure to create a stir. Consider letting the local press know about it in advance and then invite them along on the day.





Hints and Tips For a Great Event, continued....

## On The Day

- Set up well ahead of your planned start time.
- Establish a pricing system with just a few price points (such as £1, £3, £5, £10). Or, be brave and forget about a pricing system altogether and instead ask your customers to donate what they think each cake is worth. You will be surprised how generous people can be!
- Clearly label the cakes you are selling, listing all the ingredients (especially important for those with food allergies). You might want to use the cut-out CrossReach Grey Cakes logos in this toolkit to do this. And they make great cake topper designs too.
- Position smaller 'pocket money' items next to the money collection point. They will prove irresistible as impulse buys.
- Raise more money by holding fun competitions – guess the weight of the cake, best design... Give your imagination free rein.
- If your event includes a sit-down café, please ask us for a supply of CrossReach Counselling leaflets and general information about mental health to display on the tables.
- Set a target amount to raise at the event (or events) and record progress towards meeting the target. Print out and colour in the segments on the big Grey Cupcake target included in this toolkit.
- Take lots of pictures and make a note of people's comments.

## After The Event

- Post photos of your event and comments received on the CrossReach Facebook and Twitter pages. Show and tell us too! Please use the hashtag #CRGreyCakes.
- Please send us the funds you have raised from your event as soon as possible. The sooner we receive the money, the more barriers we can break for those who need counselling and other forms of support. You will find a form to fill out and return in the this toolkit or downloadable from [www.crossreach.org.uk/crossreach-grey-cakes](http://www.crossreach.org.uk/crossreach-grey-cakes). Or use our CrossReach Grey Cakes campaign page at [JustGiving](http://JustGiving) to donate online.
- Remember to let all those who came know how much you raised and the difference their support has made (when we thank you for sending in the money, we will tell you what the money you've raised will allow us to achieve).

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# Grey Cake Recipes

**It can be as simple or as complicated as you want!**

We have included 3 recipes for you to try:

- Cupcakes
- Funfetti Cupcakes
- Rainbow Cake

When looking for recipes to include in this toolkit, we came across the beautifully illustrated cookbook "Rainbow Bakes - 40 Show-Stopping Sweet Treats" by best-selling food stylist and writer, Mima Sinclair.

We approached Ms Sinclair and asked her if we could use some of her work in our pack, and were delighted when she offered to create recipes especially for the CrossReach Grey Cake campaign (see the Funfetti Cupcakes and the Rainbow Cake recipes).

The recipes in this toolkit are simply suggestions of what you might bake. You can try all of them or adapt your own - all we ask is that you make them colourful on the inside and grey on the outside.

If you'd like to try some more of Mima's fabulous recipes, you can get her book from [www.kylebooks.co.uk](http://www.kylebooks.co.uk) and from all good booksellers. The RRP is £9.99.



**Rainbow Cake**

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# Cupcake Recipe

Makes Approximately 12 Cup Cakes

## Ingredients For Cakes

100 g (4 oz) butter or margarine (or mix)  
100 g (4 oz) caster sugar  
2 medium eggs  
100 g (4 oz) Self Raising Flour  
Gel food colouring in a mixture of colours\*

## Ingredients For Buttercream

100 g (4oz) unsalted butter  
200 g (8 oz) sieved icing sugar  
4 tsp of hot water  
Vanilla Flavouring  
Black gel food colouring as required\*  
(This should make enough to cover 12-14 cakes)

## Make The Cakes

Method:

- 1 Pre-heat oven to 180°C, 350°F, Gas Mark 4. Line a 12 hole muffin tin with paper cases.
- 2 Cream butter/margarine and sugar until light and fluffy. Beat in eggs, one at a time, adding a little flour with each.
- 3 Gently fold in remaining flour.
  - To make a single coloured sponge add in a little of the food colouring and mix, keep adding and mixing until you get the desired colour.
  - To make rainbow sponge, divide the cake batter as evenly as you can into the desired amount of bowls and colour each one in turn before spooning into the paper cases.
- 4 Divide as evenly as you can into the paper cases and bake for 20-25 minutes.
- 5 Cool in tin for 5 minutes before transferring to a wire rack to finish cooling.
- 6 Once cool, pipe or spread on grey buttercream icing.

## Make The Buttercream And Decorate The Cooled Cakes

Method:

- 1 Cream butter gradually add icing sugar and cream/whisk together. Then whisk in the hot water.
- 2 Add a few drops of vanilla flavouring/vanilla paste to taste
- 3 Gradually add black food colouring until desired shade of grey is achieved
- 4 Spread onto cooled cupcakes or place in a piping bag with a star nozzle and pipe on top of cupcakes.

\*Gel food colouring: this type of colouring holds better, requires less quantity to achieve the desired colour and doesn't affect the texture of the cake or icing as much as liquid.

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# Funfetti Cupcake Recipe

Especially written for CrossReach by  
best-selling food stylist and writer, Mima Sinclair

© Mima Sinclair

**Makes 12**

**Prep time:** 20 minutes, plus cooling

**Cook time:** 20 minutes

## Ingredients For The Sponge

175g unsalted butter, softened  
175g caster sugar  
3 large eggs  
175g self-raising flour  
1/2 teaspoon fine salt  
1 teaspoon vanilla extract  
2 tablespoons whole milk  
75g rainbow jimmies (a large thicker version of Vermicelli) – I use Wilton's – The secret to successful funfetti is large rainbow sprinkles. Smaller sprinkles dissolve whilst cooking.

## Ingredients For The Buttercream

200g unsalted butter, softened  
400g icing sugar, sifted  
Grey or black food colouring paste or gel  
6-8 teaspoons milk

## To Decorate

2 tbsp black sprinkles (nonpareils/ hundreds & thousands)  
Metallic Light Silver Rainbow Dust

## You Will Also Need

12 – hole muffin tin lined with 12 cupcake cases  
1 large disposable piping bag fitted with an open star nozzle

## Method:

1. Preheat the oven to 180°C/gas mark 4. Line a 12-hole muffin tin with cupcake cases.
2. Using an electric hand whisk, beat the butter and caster sugar together in a medium bowl until light and fluffy. Add the eggs, one at a time, beating well after each addition. Sift in the flour and salt and fold through evenly with a large spoon. Stir in the vanilla extract and milk until combined, then fold in the sprinkles until evenly dispersed.
3. Divide between the 12 cupcake cases and bake for 20 minutes, or until the cakes are risen and spring back when lightly pressed. Leave to cool in the tins for 5 minutes, then transfer to a wire rack and leave to cool completely.
4. For the buttercream, beat the butter and icing sugar together in a medium bowl until light and fluffy. Add a little food colouring to the buttercream and beat until well combined. Add milk a little at a time to achieve the desired consistency for piping.
5. Once the cupcakes are cold, spoon the icing into the piping bag fitted with an open star nozzle and twist the top to secure.
6. Pipe swirls of buttercream on top of each cupcake in a spiral pattern, working from the outside edge inwards and keeping constant pressure on the icing bag. Continue the spiral pattern, into a second layer of icing on top of the first working gradually towards the centre. To finish, release the pressure on the bag, press down lightly then pull straight up to get a nice finish. Scatter with sprinkles and the Rainbow Dust to garnish.

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# Rainbow Cake Recipe

Especially written for CrossReach by  
best-selling food stylist and writer, Mima Sinclair

© Mima Sinclair

**Serves 18**

**Prep time:** 1½ hours, plus cooling and chilling/setting

**Cook time:** 40 - 50 minutes

### Ingredients For The Rainbow Sponges

750g unsalted butter, softened, plus extra for greasing  
750g caster sugar  
9 large eggs, lightly beaten  
750g self-raising flour, sifted  
1 teaspoon salt  
100ml whole milk  
2 teaspoons vanilla extract  
Food colouring pastes or gels (purple, blue, green, yellow, orange and pink)

### Ingredients For The Cream Cheese Icing

800g unsalted butter, softened  
1kg icing sugar  
800g full-fat cream cheese  
1 teaspoon vanilla extract  
Black or grey food colouring paste or gel

### You Will Also Need

3 x 20cm round cake tins, lined with baking parchment  
1 large disposable piping bag  
1 x 2cm star nozzle

### Method:

1. Preheat the oven to 180°C/gas mark 4. Grease and line 3 x 20cm round cake tins with baking parchment.
2. Using an electric hand whisk, beat the butter and caster sugar together in a large bowl until light and fluffy. Gradually add the eggs, beating well after each addition. Sift in the flour and salt and fold through evenly with a large spoon. Stir in the milk and vanilla extract until combined.
3. Weigh the mixture, divide it equally between six bowls. Add a different food colouring paste to each bowl, until you reach your required colours. Spoon three of the cake mixtures into the tins, spreading evenly.
4. Bake for 20–25 minutes, or until a skewer inserted into the centre comes out clean. Leave to cool for 5 minutes, then turn out onto a wire rack and leave to cool completely. Wash and dry, then re-grease and line the cake tins. Bake the remaining coloured cake mixtures and cool as before.
5. Once the cake layers are cold, use a serrated knife to trim the tops to make the cakes level, then trim the cake edges (using an upturned plate that is just smaller than the cake, as a guide).
6. For the cream cheese icing, beat the butter and icing sugar together in a bowl until light and fluffy. Gradually beat in the cream cheese, a spoonful at a time, then beat in the vanilla extract until smooth and combined. Sandwich the cake layers together, spreading a couple of tablespoons of the icing between each layer – just do thin layers of icing or you will not have enough for the coating. Start with the purple sponge, then the blue, green, yellow, orange and pink ones.
7. Add a little of the food colouring to the remaining icing to create a light shade of grey. Using a large palette knife spread a thin layer of the grey icing over the cake to cover it. Then spoon the rest into a piping bag fitted with the star nozzle and pipe swirls approx 6cm wide to look like roses all around the base of the cake working your way up to the top and into the centre. Chill in the fridge for 1 hour to set before serving.

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## Invitation To Our CrossReach Grey Cake Bake

Date: .....

Time: .....

Venue: .....

.....

RSVP: .....

.....

*See the colour!*



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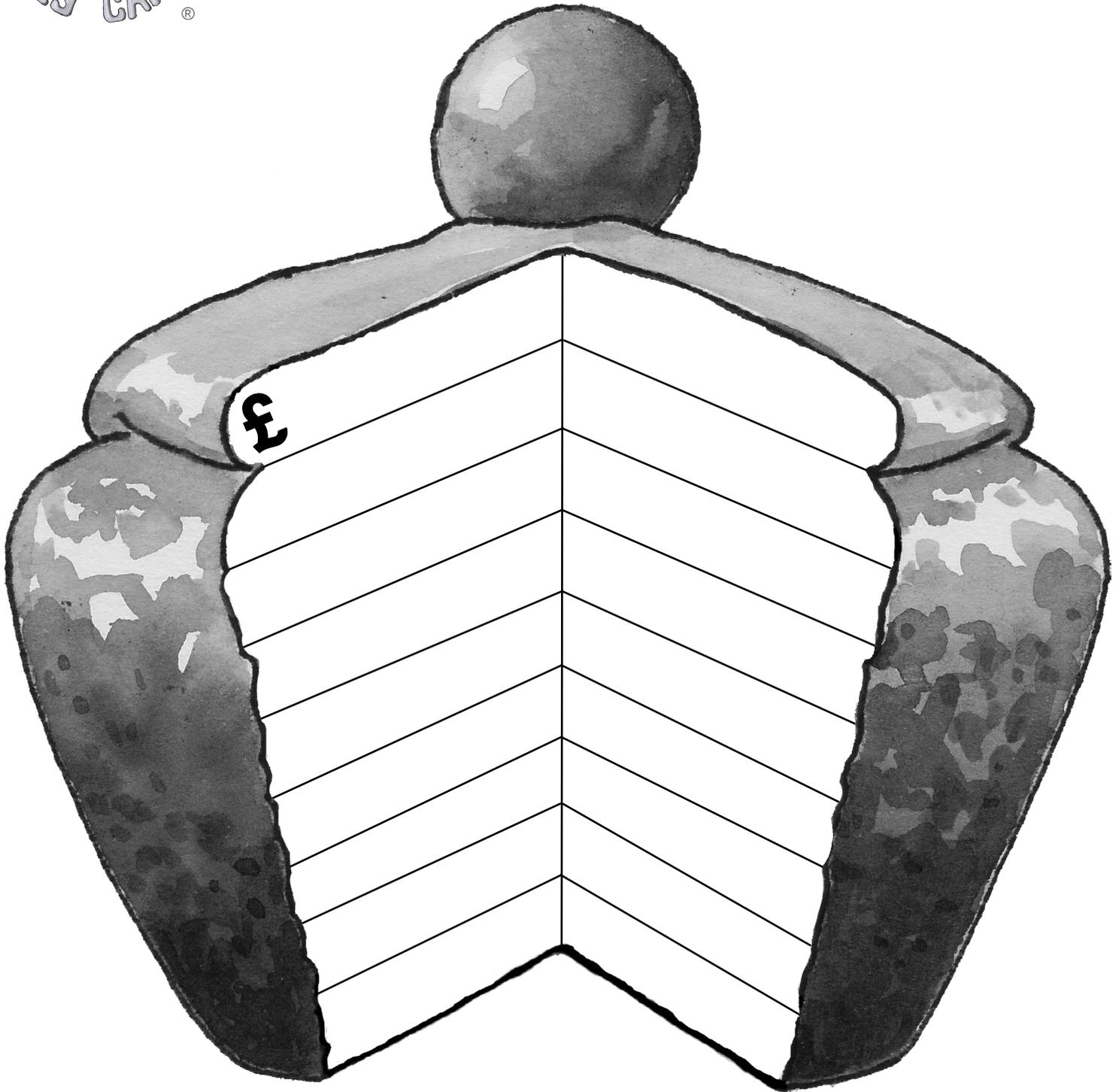
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# CrossReach Grey Cakes

## A Guide To Using The Target

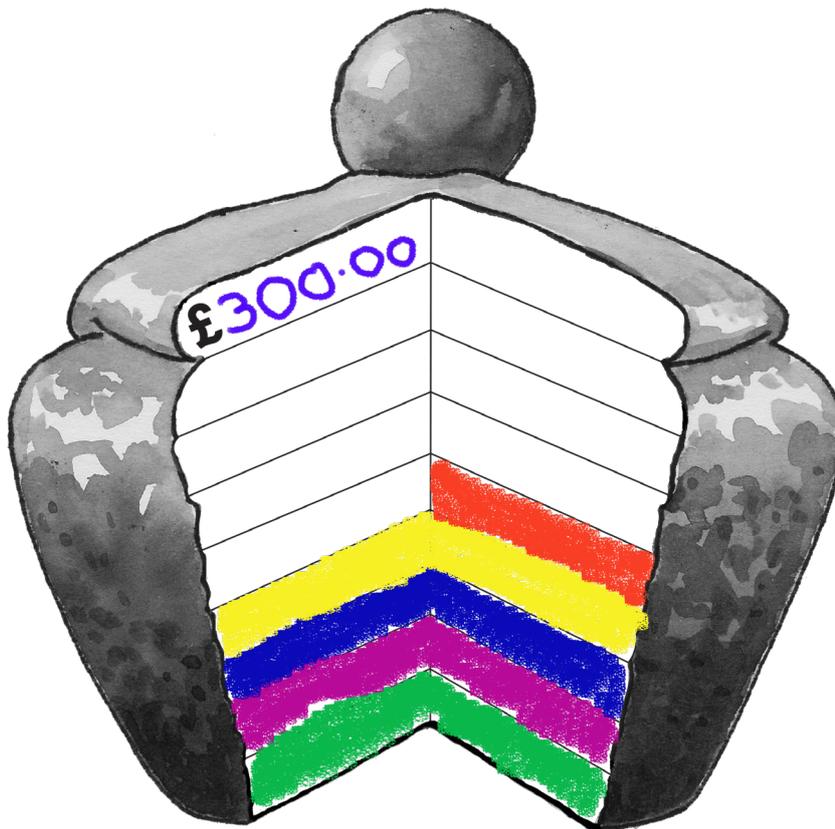
### Aim High!

Decide how much you aim to raise and write this amount in the top left-hand segment of the target next to the £ sign.

Work your way up to this total from the bottom right-hand segment. Colour in the segments as you go.\*

Watch your total rise as impressively as your bakes!

### Example:



\*fun for all the family or a group of children

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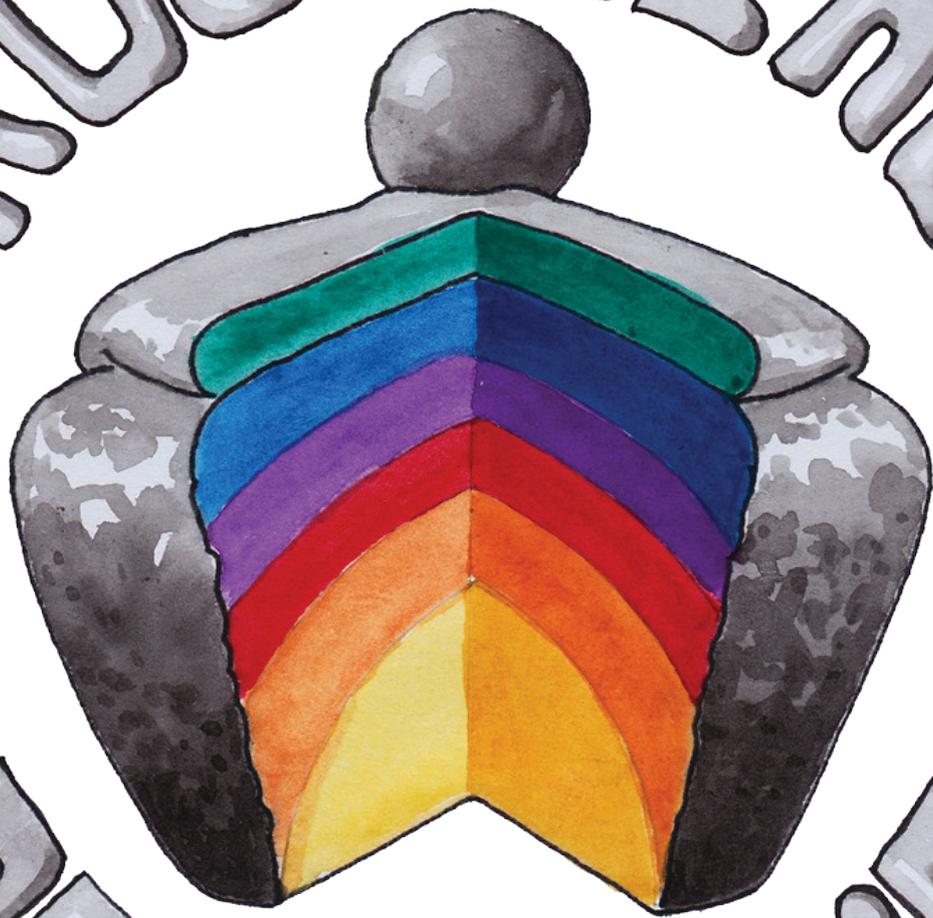
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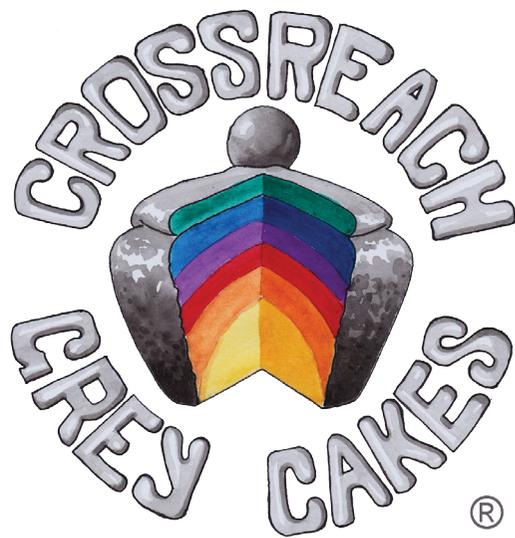
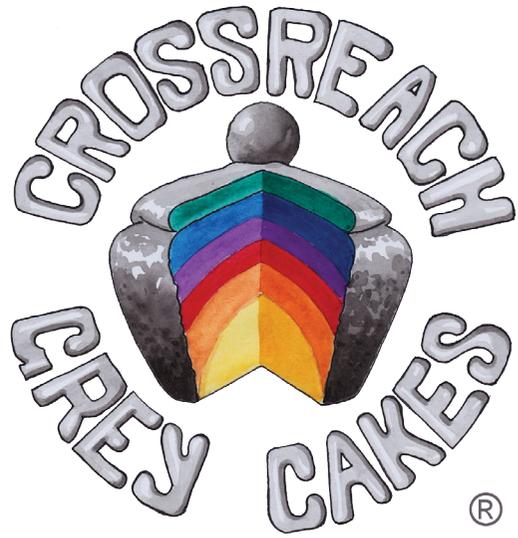
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FREEZABLE CAKES<sup>®</sup>

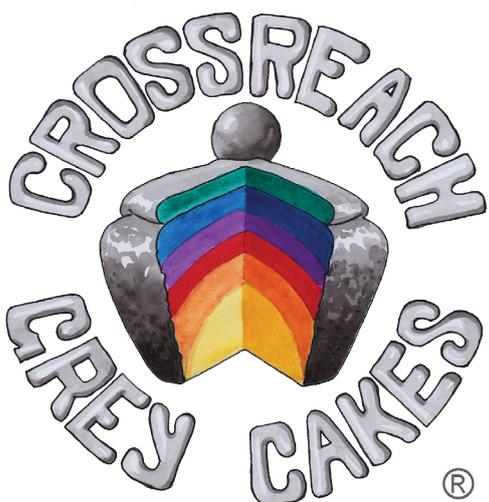
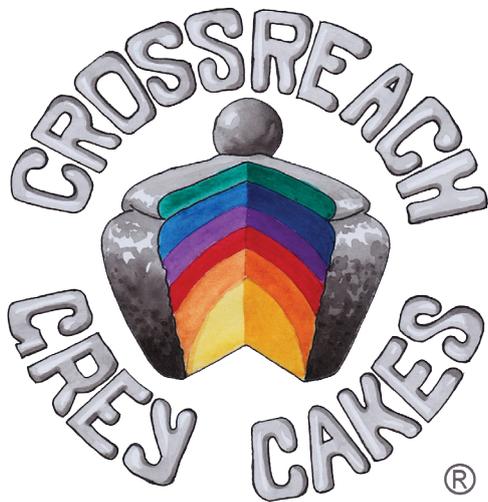
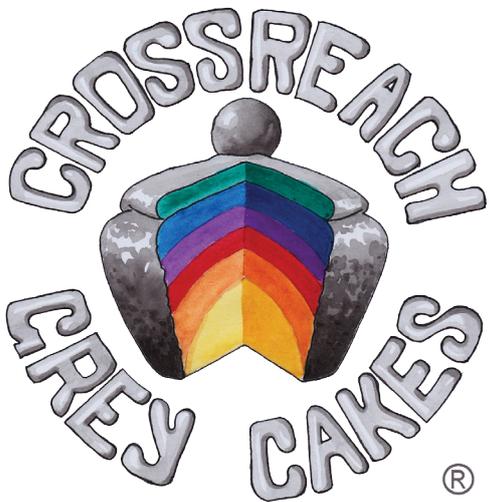
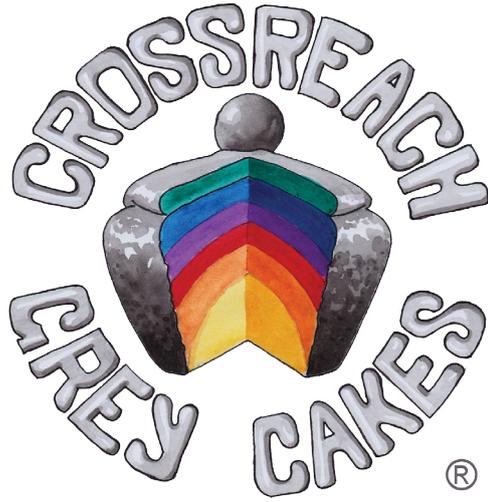
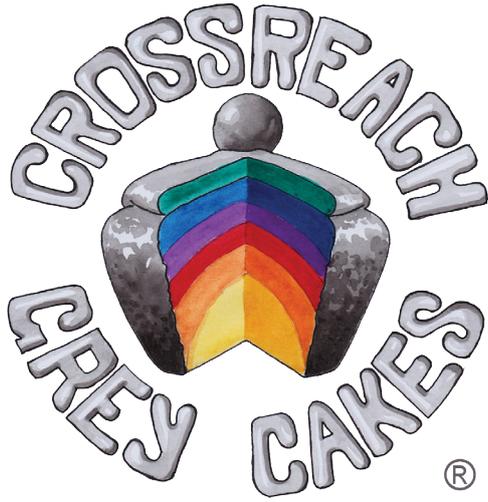
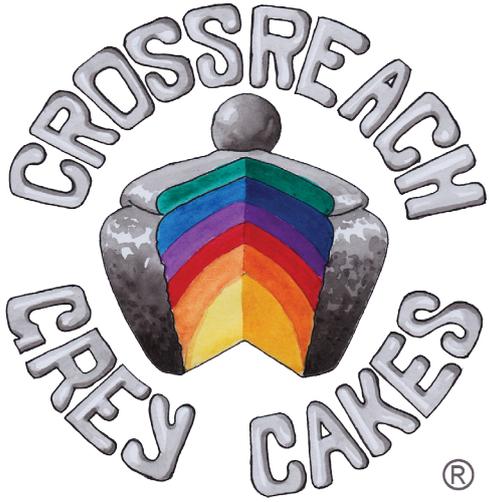
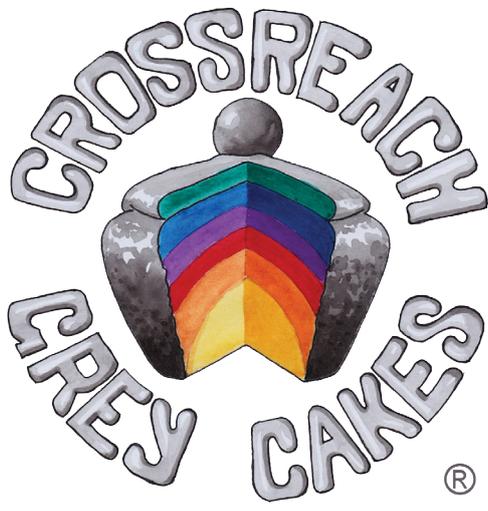
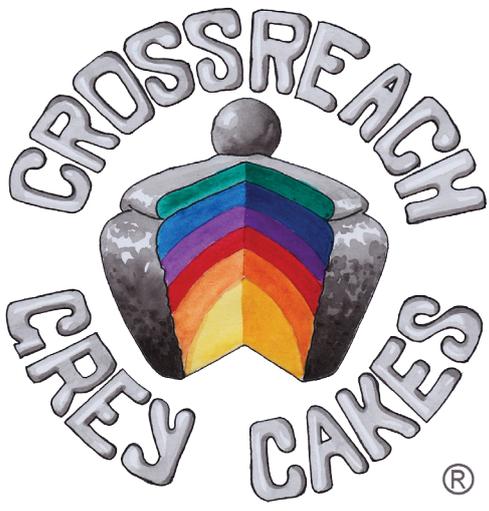


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## CrossReach Grey Cakes

### Feedback and Returns Form

#### You'll have had your tea...

...and Grey Cakes. We'd love to hear how things went. What inventive creations did you have? Who was there? What did they think of the purpose of the bakes being grey on the outside?

Please let us know by posting pictures and comments to our Facebook page or Twitter account #CRGreycakes or jot down some reflections on the other side of this page.

Don't forget to attach some photos too!

We hope your event or events raised huge awareness of the stigma surrounding mental ill health as well as much-needed funds for CrossReach's Counselling Services. It costs almost £1.5m in total annually to run these services and we must find 66% of this total, **one million pounds**, from voluntary fundraising every year.

Please send a cheque, made payable to 'CrossReach', to **Supporter Relations Team, Charis House, 47 Milton Road East, Edinburgh EH15 2SR**. If you prefer, you can also pay direct to our bank account: **Bank of Scotland, Sort Code: 80-41-21, Account No. 00227186**. Please quote '**CRGreyBake**' as your reference.

Whichever method you choose, please make sure to complete this form and return to the above address with your payment. Please Print:

Name: .....

Address: .....

Tel: .....

(in case of queries)

Email: .....

Amount Raised: £\_\_\_\_.\_\_\_\_ cheque enclosed  paid to CrossReach bank account   
(please tick as appropriate)

Now return this form to: **Supporter Relations Team, Charis House, 47 Milton Road East, Edinburgh EH15 2SR.**

Thank you for being a vital part of this exciting new campaign. We will acknowledge your gifts and let you know how much they mean to us and to all those we aim to support.

We would like to keep you informed about the campaign and the work of CrossReach. If you would prefer not to hear from us again, please tick this box

**Donate:** [www.justgiving.com/campaigns/charity/crossreachchurch/greycakebake](http://www.justgiving.com/campaigns/charity/crossreachchurch/greycakebake)  
**Pack & Info:** [www.crossreach.org.uk/crossreach-grey-cakes](http://www.crossreach.org.uk/crossreach-grey-cakes)  
**Social Media:** #CRGreyCakes



The Church of Scotland

Social Care Council

Operating as CrossReach, Scottish Charity No: SC011353

#CRGreyCakes

See The Colour

Inspired by Emma Thomas, founder of the Depressed Cake Shop.



My Feedback

A series of 25 horizontal dotted lines for writing feedback.

Thank you!