

<Name of Pop-Up Contact>

<Company>

<Address>

<Email>

<Phone #>

<DATE>

Dear <Bakery's Manager or Bakery Contact's Name>,

We are writing to invite you to contribute to an upcoming Depressed Cake Shop, and to join the worldwide phenomenon that has raised over \$100,000 for mental health charities around the world.

One in four people will suffer from mental health issues at some point in their lives. The Depressed Cake Shop sells beautiful baked goods, donated by local bakers in order to raise awareness of mental health issues and provide a platform for discussion and community.

When a baker becomes involved with the Depressed Cake Shop there is only one requirement, that the baked goods you donate have an element of gray to signify the gray cloud that can descend over a beautiful world when someone is struggling with mental health issues.

<Name of Pop-Up Organizer> will be hosting the Depressed Cake Shop on <Date of Pop-up> at <Pop-up Location>. This particular pop-up will be raising funds for <Charity name> (Reg. Charity no. <XXXXXXXX>).

We welcome any type of donated baked good, and our shops have become a wonderful and curated collection ranging from professional bakers with store fronts, to licensed home bakers, to people who bake as a hobby and just want to be involved.

We ask that you avoid using nuts as so many people are seriously allergic to them. Other than that, you can make a cake to be sold in its entirety or by the slice, cake pops, cupcakes, or cookies. Some people have made custom marshmallows, 'misfortune cookies,' pies, chocolate covered Oreos. The only limit is your imagination. If you'd like some inspiration, please visit our website or facebook page. Also, attached is a one-sheet of press coverage and some baked goods from past pop-ups. <Be sure to attach the pdf we have shared below>

It is also very helpful if you provide us with a list of ingredients, the type and flavor of your item and also, a fun name if you can think of one. We welcome vegan and gluten free items as well. Our customers often request them and it is great to be able to offer that option.

We would love for you to partake in our event. If you have any further queries do not hesitate to contact me.

Regards,

<Pop-up Contact Name>

<Contact email>

www.depressedcakeshop.com