



FEB
24
2020

FUNDRAISING GUIDE

nationalcupcakeday.ca



READY, SET, BAKE.
IT'S CUPCAKE TIME!



MACKENZIE & WYATT

Mackenzie loves her dog Wyatt, cupcakes and helping animals. It's a perfect combination! For the past few years, Mackenzie has been baking and raising funds for National Cupcake Day in support of animals in need across the country. Her lovable dog, Wyatt, benefited from the funds she raised as a patient at the Ontario SPCA's high-volume spay/neuter clinic.



WE ARE SO HAPPY THAT YOU DECIDED TO REGISTER FOR NATIONAL CUPCAKE DAY™ FOR SPCA'S AND HUMANE SOCIETIES!

You have taken the first step in your commitment to “bake” a difference in the lives of animals across Canada. **So let's get started!**

EACH GIFT MAKES A DIFFERENCE

\$10	Provides an enrichment toy for a cat, which assists in their behavioural development.
\$30	Provides bales of hay to feed the horses and farm animals in our care.
\$50	Subsidizes emergency boarding costs for animals who were victims of abuse.
\$60	Provides warm bedding, heat pads and lamps to keep a puppy warm.
\$100	Subsidizes medical treatment for an injured dog or cat.
\$250	Provides a full medical examination for a rescued animal.

BAKE YOUR WAY TO SUCCESS

National Cupcake Day™ is a sweet fundraising event presented by the Ontario SPCA in support of SPCA's and Humane Societies across Canada as they work to help animals in need in their communities. This annual campaign runs throughout the winter months, culminating on Monday, February 24, 2020 – the sweetest day of the year!



SMUCKER'S BROWN BUTTER-PECAN CUPCAKES
WITH CREAM CHEESE FROSTING



1. KNOW YOUR INGREDIENTS

Visit nationalcupcakeday.ca and set up your Personal Fundraising Centre. You'll find what you need to get and stay connected with your party guests, track your progress, figure out how many cupcakes to bake and build anticipation for your tasty treats. Sweet!



2. KNOW YOUR MEASUREMENTS

Your National Cupcake Day™ Party can take place at home, work, school or wherever you think people would love to eat treats of any kind – cupcakes, cake pops, muffins, lollipops, fruit, the possibilities are endless!



3. TELL EVERYONE YOU ARE FUNDRAISING

Tell your friends, co-workers, family and neighbours you are raising money for animals in need and invite them to attend or support your Cupcake Day Party.



4. BUILD ANTICIPATION

Use the tools in your Personal Fundraising Centre and share using your social media accounts. Even better, invite friends to join you and form a Cupcake Team and 'bake' a difference together!



5. SUBMIT YOUR FUNDS

Savour your success! If your party guests donate online that's fantastic! It's safe and secure for them and easier for you. If you collect cash, please bank the donations and make a single payment on your credit card. It's also safe and secure.

DIRECTIONS FOR CUPCAKES

1. Melt butter in medium saucepan over medium-low heat. Cook an additional 7 to 8 minutes or until butter begins to turn golden brown. Remove from heat. Pour into small bowl; let cool to room temperature.
2. HEAT oven to 350°F. Line 24 muffin cups with paper baking cups. Stir together flour, baking powder and salt in medium bowl.
3. BEAT browned butter and sugar in large bowl with electric mixer on medium speed until creamy. Add eggs, one at a time, beating 2 minutes. Add flour mixture in thirds, alternating with milk. Beat in caramel topping and vanilla until smooth. Stir in pecans. Divide evenly into prepared baking cups.
4. BAKE 17 to 21 minutes or until toothpick inserted in center comes out clean. Cool in pan 5 minutes. Remove to wire rack to cool completely.

DIRECTIONS FOR FROSTING

1. BEAT cream cheese and butter in large bowl with electric mixer on high speed until creamy. Add powdered sugar and vanilla. Beat 1 minute. Beat in caramel topping until smooth and creamy. Frost cupcakes. Garnish each with 1 pecan half on top center of cupcake.
2. To toast nuts: Place nuts in dry nonstick skillet. Cook over medium heat, shaking pan until nuts are lightly browned. Remove from pan immediately to avoid over-browning.

CREAM CHEESE FROSTING

- 1 (8 oz.) package** cream cheese, softened
- 1/4 cup** butter, softened
- 3 cups** powdered sugar
- 1/2 tsp** vanilla extract
- 2 tbsp** Smucker's® Caramel Flavored Topping
- 24** pecan halves

SMUCKER'S BROWN BUTTER-PECAN CUPCAKES

- 3/4 cup** butter
- 1 3/4 cups** Pillsbury BEST® Unbleached All Purpose Flour
- 1 tsp** baking powder
- 1/2 tsp** salt
- 1 1/4 cups** sugar
- 2 large** eggs
- 1 cup** milk
- 2 tbsp** Smucker's® Caramel Flavored Topping
- 1/2 tsp** vanilla extract
- 1 cup** chopped pecans, toasted



One of our participating societies travelled to Dominican Republic to conduct a spay/neuter clinic. During their visit, a street dog the team named Christina Aguilera, was found to have had a uterus so infected and swollen, it was several times its normal size and had to be removed. After surgery and recovery, the canine Aguilera, was flown to Canada

to find her forever home. She went from living on the streets, probably uncomfortable and in pain to being taken care of, happy, and now coming to Canada to start a new life. Without the donations received from supporters and events, including National Cupcake Day, saving pups like Aguilera, wouldn't be possible.

DIRECTIONS

1. Preheat your oven to 180C (360F).
2. Mix together all vegan coconut cupcake ingredients in a large bowl - make sure that there are no lumps.
3. Spoon them into cupcake cases until they are roughly 2/3 full.
4. Bake for 20-25 minutes. And then let cool down completely.
5. In the meantime prepare the frosting. Add all vegan frosting ingredients into a bowl and then mix with a hand mixer until you get a smooth vegan buttercream.
6. Spoon the mixture into a piping bag with the nozzle of your choice. Now pipe swirls on the cupcakes. Decorate with a quartered strawberry.

VEGAN BUTTERCREAM FROSTING

- 250g vegan butter
- 500g icing sugar
- 1 tbsp non-dairy milk
- 1 tsp vanilla extract

COCONUT CUPCAKES

- 1 cup self-raising flour
- 1 cup desiccated coconut (unsweetened)
- 3/4 cup caster sugar
- 3/4 cup non-dairy milk
- 1/4 cup melted coconut oil
- Juice of 1/2 lime
- 1 tsp vanilla extract
- Strawberries to decorate (optional)

RECIPE COURTESY OF PUPCAKE SUGAR RED VELVET PUPCAKES



"I participate in National Cupcake Day because my heart belongs to all animals and when I see one that does not have a home, has been mistreated or abandoned it makes my heart break. The animal centres take care of the animals, finding them their forever homes and my baking raises money to help with daily costs for these animals needs until they meet their adopting family."

- Lara Memory, Age 11

DIRECTIONS

Yields: 12 – 15 Mini Pupcakes

1. Preheat oven to 350° Line 12 – 15 1.75" inch mini-muffin pan with paper baking cups and set aside.
2. In small bowl mix together flour, baking powder, beet powder. Set aside.
3. In a large mixing bowl add olive oil, yogurt, and egg. Beat on medium speed for about 1 minute until combined
4. Add dry ingredients into the mixture and blend for about 2 minutes until mixed.
5. Fill each cupcake liner with 1 tablespoon of cupcake mix and bake for 12 minutes. Cupcakes are done when you can stick a toothpick into the cake and it comes out clean.
6. Remove from pan and cool on wire rack.
7. Spread or pipe cream cheese frosting onto the pupcakes.

Notes: This recipe is for a fun treat ONLY. It should not replace your dog's regular meals. Please consult with your vet on the best plan for your dog's diet.

CREAM CHEESE FROSTING

- 1/4 cup Cream Cheese
- 1/2 cup Plain Yogurt
- 1/2 cup Brown Rice Flour

RED VELVET CUPCAKES

- 1/2 cup Brown Rice Flour
- 1 tsp Baking Powder
- 2 tbsp Beet Powder
- 1/4 cup Olive Oil
- 3/4 cup Plain Yogurt
- 1 Egg

DIRECTIONS FOR FROSTING

1. In large mixing bowl beat cream cheese and yogurt together on medium speed. Mix until smooth.
2. Gradually add in flour. Beat on high until creamy. Frosting should have the consistency of whipped cream.



RECIPE COURTESY OF EXCEEDINGLY VEGAN VEGAN COCONUT CUPCAKES



TIME TO GET BAKING!

If you have any questions, please don't hesitate to reach out. You can email us at info@nationalcupcakeday.ca or you can follow us on social media to keep up with all the fun!



[/NATIONALCUPCAKEDAY](https://www.facebook.com/nationalcupcakeday)



[@CUPCAKEDAYCA](https://www.instagram.com/cupcakedayca)



[@CUPCAKEDAYCA](https://twitter.com/cupcakedayca)



[/CUPCAKEDAYCA](https://www.pinterest.com/cupcakedayca)