

National Cupcake Day™

for SPCAs & Humane Societies



Your Recipe for Success Fundraising Guide

www.nationalcupcakeday.ca

Powered by:

BC SPCA Provincial Office, 1245 East 7th Avenue, Vancouver, BC, V5T 1R1, BC SPCA Charitable Tax # BN 11881-9036-RR0001

Ontario SPCA Provincial Office, 16586 Woodbine Avenue, RR 3, Newmarket, ON, L3Y 4W1 Ontario SPCA Charitable Tax # BN 88969-1044-RR0002

Woof! Woof! Meow! Meow!

Or, as we humans say, THANK YOU!

Thank you for registering for National Cupcake Day™ for SPCAs & Humane Societies. Puppy tails are wagging and kittens are purring because of your commitment to fight animal cruelty with cupcakes! By baking cupcakes to share with friends, family and co-workers, you'll help raise critically needed funds for animals that are abused, abandoned, neglected or no longer wanted.

Each and every gift makes a difference:



provides an enrichment toy for a cat which assists in their behavioural development



provides warm bedding, heat pads and lamps to keep a puppy warm



provides bales of hay to feed the farm animals in our care



subsidises medical treatment for an injured dog or cat



subsidizes emergency boarding costs of the animals of victims of domestic violence



keeps an Inspector on the road fighting cruelty

**Please note that services and costs may vary*

Your Ingredients: What You Need to Succeed

Like your best baking, there are simple steps you need to take to make National Cupcake Day™ a success. Here's what you do:

Your Online Bakery Visit www.nationalcupcakeday.ca and personalize your Online Bakery. You'll find what you need to get and stay connected with your Party Guests, track your progress and build anticipation for your tasty treats. Sweet!

Ask Family & Friends To Join You! Invite friends and make a Cupcake Team! You can also track your donations in your Online Bakery, so you know how many cupcakes to bake.

Plan Your Party Bake up a storm! Whether you're holding your Party at work or with friends, make the sharing of your cupcakes fun and energetic. Thank your friends for helping fight animal cruelty, and savour your success!

Submit Your Funds 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 safe and secure for you too.

Feel Warm and Fuzzy! Enjoy feeling good about your amazing support. Thank you!

Recipe for Success:

With a pinch of this and a dash of that, your fundraising is as unique as your baking! Here are some ideas and suggestions that can help you raise more money.

Know Yourself Work with your skills and personality. Are you a meticulous measurer? A creative cupcake adventurer? If you like discipline and organization, make a list of potential Cupcake Party Guests and work through your plan. If you're more fly-by-the-strings-of-your-apron, take advantage of your bursts of energy!

Know Your Measurements Set an ambitious fundraising goal. Figure out how many cupcakes you will bake and what you would like your suggested donation to be. Please make a gift yourself – when people in your Online Bakery see that you are giving too they may be inspired!

Share Tell your friends, co-workers, neighbours – spread the word far and wide! Think of people you have supported in events, people you share recipes with, people who appreciate your baking and people who love animals like you do. Try to think of one new person a day to connect with. Remember to use your Online Bakery!



Your Story 'Pawsonalize' your Online Bakery with photos and tell your story about why you're raising funds for SPCAs and Humane Societies. And because everything is best when it's fresh, keep sharing your photos and updates throughout your journey. You can find specific tips on using social media later in this booklet!

Work It! Your workplace is perfect for a National Cupcake Day™ Party! Ask your employer to promote National Cupcake Day through the intranet, newsletter and notice boards. Ask them match what you raise or make a generous donation. Use the posters and decorations provided, host a raffle and build competitions between departments.

School's In! Some of our most passionate fundraisers are kids, and many schools combine National Cupcake Day with lessons about animal safety and humane education. Get permission from your parent or guardian and your teacher. Hold competitions or taste-offs. Use the posters and balloons to decorate the school. Have fun!

Do It With Love You can taste devotion in the best cupcakes. Remember you are sharing something delicious with people.

Collecting Your Funds

Encourage your National Cupcake Day™ Party Guests to use your Online Bakery to make their donations. You can assure them that their gifts are safe and secure. Also, by tracking your Party Guests in your Online Bakery you'll know exactly how many cupcakes to bake. Finally, you save paper and administration – helping our efficiencies and our planet!

If you do collect cash and cheques, you can download a National Cupcake Day Party Donation Form from the website at www.nationalcupcakeday.ca. If possible, please bank the cash and make a single payment on your credit card (you can still enter in all your donors' information for those who want tax receipts).

See the FAQs on our website for more information, including the deadline to submit funds to be counted in our competitions! You can also call our donor care team at:
Eastern Canada: 1.888.668.7722 ext 360, cupcakes@ospca.on.ca
Western Canada: 1.800.665.1868 cupcakes@spca.bc.ca

Competitions

You can enter fun and creative competitions for National Cupcake Day – and you could win some amazing prizes! We have baking competitions and fundraising competitions. You can find all the specifics about all our competitions on the website at www.nationalcupcakeday.ca.

You're Connected!

Think about the smell of fresh baking - the soft hint of vanilla, the spicy kick of nutmeg. Now capture and share that feeling and you're sure to get hungry Party Guests!

Connect with other bakers and animal lovers on Facebook at www.facebook.com/nationalcupcakeday. Be the first to know about our competitions and prizes. Set an event to keep track of RSVPs, share the event and details, even poll your Party Guests! You can post a picture of your pet or your favourite cupcake creation too!

Send a fun e-card that you can personalize and send to friends, family and colleagues.

Join us on Twitter with the hashtag #cupcakeday.

We're also on Pinterest! You can tag and pin your cupcake ideas, images and creations. Be sure to follow National Cupcake Day™ for SPCAs and Humane Societies and we will re-pin your creations to inspire others!

Update your email signature so that every time you send an email, your friends and family will see that you are participating. You can say: "Can I bake you a cupcake in support of National Cupcake Day™ for SPCAs & Humane Societies? Connect with me for details!"



Classic Vanilla Cupcake Recipe with Butter Cream Frosting

Cupcakes:

2 cups self rising flour, sifted
1 teaspoon baking powder
 $\frac{3}{4}$ cup sugar
 $\frac{3}{4}$ cup milk
 $\frac{1}{2}$ cup plus one tbsp butter (cubed and softened at room temp.)
2 eggs, beaten
1 teaspoon vanilla

Icing:

$\frac{2}{3}$ cup butter (cubed and softened at room temperature)
2 $\frac{1}{4}$ cup icing sugar, sifted
1 tbsp milk

Cupcake Instructions:

Preheat oven to 350°. Grease or line a 12-capacity cupcake pan. Combine flour and sugar in a bowl, and make a well in the centre. Add milk, butter, eggs and vanilla. Stir gently to combine.

Spoon mixture into prepared pan and bake for 12-15 minutes, or until a skewer inserted into the middle comes out clean.

Stand in pan for 5 mins before transferring to a wire rack to cool.

Icing Instructions:

Place butter in a large mixing bowl and beat for 2 minutes or until very light and fluffy. Gradually add the icing sugar. Gradually add the milk and beat until smooth. You may need more or less than 1 tbsp to reach your perfect consistency.

Decorating Tips

No two cupcakes are exactly the same when you get creative with your decorating! Here are some decorating tips to make your cupcakes as unique as you!

1. Frosting should be soft and fluffy.
2. Make sure your cupcakes are cool before adding your icing.
3. Be careful adding liquid food colouring – a little goes a long way!
4. Plastic Ziploc bags are just as good as fancy piping bags. Just snip off a corner! Cut a small V-shape for a leaf or M-shape for a star.
5. Practice piping on a sheet of wax paper.
6. Use thin chocolate wafer cookies for dog ears – they can be cut to shape by gently sawing with a serrated knife.
7. Use jelly beans, M&M's, mini chocolate chips and marshmallows for eyes and noses.
8. Semisoft candies like tootsie rolls, caramels and starbursts can be moulded, rolled and cut into tongues and ears.
9. Rolled fondant can be rolled thin and cut into shapes with small cookie cutters (e.g. dog bone, animal shapes). Let them dry overnight and place on your buttercream covered cupcake.
10. Display your animal cupcakes on a baking tray or cupcake stand sprinkled with coconut shavings coloured with green food colouring to resemble grass.

More Great Cupcake Recipes!

Red Velvet Vegan Cupcakes

Icing (Make First):

- 2 tablespoons vegan margarine
- ½ tub vegan cream cheese
- 1 tablespoon lemon juice
- 4 ¾ cups icing sugar

Mix margarine, cream cheese and lemon juice.
Gradually sift icing sugar into wet mixture and combine.
Refrigerate icing while preparing cupcakes (for at least half an hour, a couple of hours is ideal)

Cupcakes:

- 1 ½ cups of soy or rice milk
- 1 teaspoon apple cider vinegar
- 2 cups flour
- 1 cup sugar
- 3 tablespoons cocoa powder
- ¾ teaspoon baking powder
- ¾ teaspoon baking soda
- ½ teaspoon salt
- 1/3 cup vegetable oil (do not use olive oil)
- 3 teaspoons vanilla extract
- 2 teaspoons chocolate extract
- Red food colouring

Instructions:

- Preheat your oven to 350°.
- Mix milk with vinegar and set aside to activate.
- Sift flour, cocoa, salt, baking powder and baking soda into a bowl.
- Add sugar, vegetable oil, vanilla, chocolate and red food colouring to milk mixture and mix well.
- Add dry ingredients into the milk mixture and mix well.
- Line a cupcake tray and fill to ¾ full.
- Bake for 20 minutes allowing cupcakes to fully cool before icing.

Pupcake Recipe – for your four-legged friend!

Serve up these doggy cupcakes in moderation – we don't want your poodle addicted to strudel!

- 2 ¾ cups water
- ¼ cup unsweetened applesauce
- ¼ teaspoon vanilla
- 4 cups whole wheat flour
- 1 cup dried apple pieces (you can also use fresh fruit)
- 1 tablespoon baking powder
- 1 egg, beaten
- 4 tablespoons honey

Preheat your oven to 350°. Spray cupcake tin with cooking spray.
Mix wet ingredients thoroughly.
Combine dry ingredients in a separate bowl.
Add wet ingredients to dry ingredients slowly, scraping well to make sure no dry mixture is left.
Pour into cupcake tins.
Bake for 30 minutes. Insert a toothpick into the centre and if it comes out dry, they are done.
Cool completely and serve. Store in a sealed container. Makes 12-14 pupcakes.



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Thank you for helping fight animal cruelty with cupcakes!



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