

# National Cupcake Day™

for SPCAs & Humane Societies



## Your Recipe for Success Fundraising Guide

[www.nationalcupcakeday.ca](http://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

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# 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



subsidises 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 to do:

**Your Online Bakery** Visit [www.nationalcupcakeday.ca](http://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 funds.

**How do you like to fundraise?** Work with your skills and personality. If you like the discipline and organization of advance planning, make a list of potential Cupcake Day Party Guests and work through your plan to contact them all. If you're a bit more "fly by the strings of your apron", then take advantage of your bursts of energy to connect with your Cupcake Day Party Guests through social media or group emails!

**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 and neighbours you are raising money for animals in need and invite them to your Cupcake Day party. Try to think of one new person a day to connect with. Remember to use your Online Bakery!



**Tell 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 tips on using social media 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 to 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!

**A Hill's® Science Diet® tip!** The recipe for success for your pet's health should include using a measuring cup when feeding your pet to avoid accidental overfeeding.

## Submitting 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 costs – 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](http://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). We suggest using an **Animal Welfare Affinity Card through BMO® MasterCard** to ensure even more funds are directed to the animals.

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 Cupcake Headquarters at: [info@nationalcupcakeday.ca](mailto:info@nationalcupcakeday.ca) or 1.855.599.CAKE (2253).

## 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](http://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](http://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 and Instagram 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!"



# Cupcake Recipes

## Red Velvet Cupcakes with Cream Cheese Icing

By 2014 Top Individual Fundraiser Andrea Kelter (Antigonish, NS)

### Cupcakes:

1 1/4 cups vegetable oil	2 1/2 cups all-purpose flour
1 cup buttermilk	1 3/4 cups sugar
2 large eggs	1 teaspoon baking soda
1 teaspoon white vinegar	3/4 teaspoon salt
2 teaspoons vanilla extract	1 Tablespoon unsweetened cocoa powder
Red food coloring	

### Icing:

2 (8-oz.) packages cream cheese, at room temperature  
1 cup powdered sugar  
2 1/2 teaspoons vanilla extract  
1 1/3 cups cold heavy whipping cream

### Cupcake Instructions:

Preheat the oven to 350°F. Line a cupcake pan with **Reynolds® StayBrite®** baking cups. In the bowl of a stand mixer fitted with the paddle attachment, beat together the oil, buttermilk, eggs, white vinegar, vanilla extract and enough red food coloring until the mixture is well combined and reaches your desired color. In a separate medium bowl, sift together the flour, sugar, baking soda, salt and cocoa powder. Add the dry ingredients to the wet ingredients, 1/2 a cup at a time, mixing between each addition to avoid any lumps in the batter. Fill each baking cup about 3/4 full with batter and bake for 18 to 20 minutes until a toothpick inserted comes out clean. Transfer the cupcakes to a cooling rack to cool completely.

### Icing Instructions:

Place cream cheese in a large mixing bowl and beat for 2 minutes or until very light and fluffy. Gradually add the powdered sugar. Gradually add the vanilla and whipping cream and beat until smooth.

## Vanilla Cupcakes with Vanilla Buttercream Frosting

Recipe by Lisa at Clover Patisserie on behalf of 2014  
Top Team Fundraisers Linda Mah, Biig Financial Company and  
Brian Jessel BMW (Vancouver, BC)

### Cupcakes:

1 cup butter	1 cup all purpose flour
2 cups sugar	1 teaspoon baking powder
6 yolks	1/2 teaspoon baking soda
1 teaspoon vanilla	1/3 teaspoon salt
1 cup buttermilk	6 egg whites

### Icing:

1 cup butter  
8 cups icing sugar  
1/2 cup milk  
2 teaspoons vanilla extract

### Cupcake Instructions:

Preheat the oven to 350°F. Line a cupcake pan with **Reynolds® StayBrite®** baking cups. Cream the butter until light. Slowly add the sugar and let the mixture cream about 5 minutes, or until light and fluffy, then add in the egg yolks and vanilla and mix well. Mix together the dry ingredients. Alternately add the buttermilk and dry ingredients, beginning and ending with the dry. Once everything is added, beat the batter on medium low speed until light. Whip the egg whites to firm peaks. Fold the egg whites into the batter. Divide the batter equally between the baking cups. Bake for about 20 minutes until a toothpick inserted comes out clean. Transfer the cupcakes to a cooling rack to cool completely.

### Icing Instructions:

Combine the butter with icing sugar, milk and vanilla, cream until light color.

## Pupcake Recipe – for your four-legged friend!

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

2 3/4 cups water	4 tablespoons honey
1/4 cup unsweetened applesauce	4 cups whole wheat flour
1/4 teaspoon vanilla	1 tablespoon baking powder
1 egg, beaten	1 cup dried apple pieces

Preheat your oven to 350°F. 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 cupcakes.



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## 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.

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Thank you for helping fight animal cruelty with cupcakes!



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