



FUNDRAISING GUIDE

nationalcupcakeday.ca

Ready, set, bake. It's cupcake time!

Thank you for registering for National Cupcake Day™ for SPCAs 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! Bake cupcakes, share with friends, family and co-workers, and raise critically needed funds for animals in need.

Each Gift Makes a Difference



Provides an enrichment toy for a cat, which assists in their behavioural development.



Provides bales of hay to feed the horses and farm animals in our care.



Subsidizes emergency boarding costs for animals who were victims of abuse.



Provides warm bedding, heat pads and lamps to keep a puppy warm.



Subsidizes medical treatment for an injured dog or cat.



Provides a full medical examination for a rescued animal.

Based on average costs; services and costs may vary by location.

Bake your way to success!

Need some inspiration to get your party started? Here are five tips to help you plan a Cupcake Day event to remember:



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!

Need some inspiration? Visit pinterest.com/cupcakedayCA for some fun ideas to make your Cupcake Day party truly unique!



2. Know Your Measurements

Plan your party and bake up a storm! Whether you're holding your party at work or with friends, make the sharing of your cupcakes fun and energetic. Incorporate games and contests and remember to thank your friends for helping animals in need.



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. Try to think of one new person to connect with. 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!



4. Build Anticipation

There is simply nothing better than the smell of fresh cupcakes. How can you create this feeling of anticipation for your Cupcake Day party guests? Share photos of your test batches and update your status when you find the perfect sprinkles. Be creative and have fun with how you stay connected.



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.

Here are some delicious tips and tricks to help make your National Cupcake Day™ a success! Have fun!

Baking Tips

- Ensure all ingredients are at room temperature (eggs, butter, milk, buttermilk).
- Weighing ingredients on a digital scale is the most accurate way of measuring.
- Cream butter or coconut oil and sugar (for approximately 5 minutes) until pale and fluffy.
- Whisk dry ingredients together before adding to wet ingredients.
- Always start with dry ingredients when alternating with wet ingredients (3 dry additions, 2 wet).
- Don't overmix once dry ingredients are added. Mix on low speed until incorporated.
- Always wait for the oven to reach the correct temperature before baking.
- Use the middle rack in your oven and rotate your cupcakes or cakes halfway through baking.
- Remove cupcakes from pan 10 minutes after baking and place on a wire rack for cooling.

Decorating Tips

- Make sure your cupcakes are cool before icing them.
- If you don't have piping bags you can use Ziploc bags instead. Use scissors to snip off a small V-shape (to imitate a leaf tip), M-shape (to imitate a star tip) or a plain cut from the corner.
- A small spatula is a handy tool for spreading icing on cupcakes. If you can't find one then a regular knife can be substituted.
- To make multi-coloured fur for cute animal cupcakes, hold your piping bag (or Ziploc bag) open and spread a thick line of frosting in one colour up the side of the bag and the second colour, up the opposite side of the bag.
- Thin chocolate wafer cookies make for great dog ears - they can be cut to shape with a serrated knife.
- Candy such as jelly beans, mini chocolate chips and marshmallows make great eyes and noses.
- Rolled fondant can be cut into shapes with small cookie cutters (e.g. dog bone, animal shapes). Let them dry overnight and place on your buttercream-covered cupcake.

Vanilla Cupcakes with Chocolate Frosting

Ingredients



Vanilla Cupcakes

- 1 1/4 cups all-purpose flour
- 3/4 teaspoon baking soda
- 1 pinch salt
- 1 cup white sugar
- 5 tablespoons butter
- 2/3 cup milk
- 2 eggs
- 1 egg yolk
- 1 teaspoon vanilla extract

Chocolate Frosting

- 1 1/4 cups unsalted butter, room temperature
- 12 oz semi sweet chocolate chips, melted
- 3 tbsp cocoa powder
- 5 cups powdered sugar
- Pinch of salt
- 4-5 tbsp heavy whipping cream



Directions

1. Pre-heat oven to 350°F. Line a standard muffin tin with 12 paper cupcake liners.
2. Add the dry ingredients to a large bowl and whisk together. Set aside.
3. Combine the egg, butter, milk, egg yolk and vanilla in another medium bowl.
4. Add the wet ingredients to the dry ingredients and mix until well combined.
5. Bake until toothpick inserted into center comes out clean, about 20 minutes.
6. Remove the cupcakes from oven and allow to cool for 10 minutes, then remove to a cooling rack.
7. Next, make the frosting. Beat the butter in a large mixing bowl and mix until smooth.
8. Add the melted chocolate and mix until well combined.
9. Add the cocoa powder and mix until well combined.
10. Add about half of the powdered sugar and 2 tablespoons of heavy cream and mix until well combined.
11. Add the remaining powdered sugar and salt and mix until smooth.
12. Add the remaining heavy cream as needed to get the right consistency of frosting.
13. Pipe the frosting onto the cupcakes.

Carrot and Banana Pup Cakes

Ingredients

Cupcakes

- 2 cups water
- 1 cup unsweetened applesauce
- 2 carrots, grated
- 1 egg
- 2 ripe bananas, mashed
- 4 cups whole wheat flour
- 1 teaspoon baking powder

Frosting

- 4 oz greek yogurt
- 2 oz peanut butter



Directions

1. Pre-heat oven to 350°F.
2. Whisk all the ingredients together in a medium bowl until well mixed.
3. Using an ice-cream scoop, scoop batter into a lined muffin tin.
4. Bake for 35-40 minutes until firm.
5. Place all of the ingredients for the frosting in a bowl and mix well.
6. Pipe or spoon the frosting onto cooled cupcakes and let your pup enjoy!

Vegan Chocolate Cupcakes with Vanilla Frosting

Ingredients



Cupcakes

- 1 cup almond milk
- 1 cup sugar
- 1/3 cup flavourless oil
- 1 tablespoon apple cider vinegar
- 1 tablespoon vanilla extract
- 1 1/2 cups all-purpose flour
- 1/3 cup unsweetened cocoa powder
- 1 teaspoon baking soda
- 3/4 teaspoon salt

Frosting

- 2 cups powdered sugar
- 1/2 cup melted vegan butter
- 1/2 cup cooled vegan butter
- 2 tsp vanilla



Directions

1. Pre-heat oven to 350°F.
2. Line a pan with cupcake liners.
3. In a mixing bowl combine flour, baking soda, cocoa, salt and sugar. Mix on low for a few seconds to combine.
4. Add remaining ingredients and beat on medium until well blended and no lumps remain.
5. Fill the cupcake liners with the batter and bake for 20 minutes, or until a toothpick tests clean and cupcakes bounce back when lightly pressed.
6. Remove cupcakes from pan and cool completely before frosting.
7. Next, combine all frosting ingredients in a mixing bowl.
8. Beat on low until well combined, then increase speed to medium-high. Beat until light and fluffy.
9. If frosting is too thick to pipe or spread, add more melted butter, a tablespoon at a time, until it reaches the right consistency.
10. Pipe or spoon the frosting onto cooled cupcakes.



THANK YOU FOR ALL YOUR SUPPORT!

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Questions or Comments?
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