



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 animals' lives across Canada. So let's get started! Bake cupcakes, share with friends, family and coworkers, and raise critically needed funds for animals in need.

Each and every gift goes towards helping animals in Canada.

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 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 personalize 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](https://www.pinterest.com/cupcakedayCA) to get some 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. Have fun 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 safe and secure for you too.

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 over mix 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 immediately 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 each of 2 colours of frosting up opposite sides of the bag. Fill the bag down the centre with a third colour (if using).

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 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.

Chocolate Cupcakes

Ingredients

Chocolate Cupcakes

- 1 cup all purpose flour
- 1 cup sugar
- 6 tbsp cocoa powder
- 1 tsp baking soda
- 1/2 tsp salt
- 1 large egg
- 1/2 cup buttermilk
- 1/2 cup vegetable oil
- 3/4 tsp vanilla
- 1/2 cup hot water

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 tbsp heavy whipping cream



Directions

Preheat oven to 300°F and prepare a cupcake pan with liners.

Add the dry ingredients to a large bowl and whisk together. Set aside.

Combine the egg, buttermilk, vegetable oil and vanilla in another medium sized bowl.

Add the wet ingredients to the dry ingredients and mix until well combined.

Add the water to the batter and mix until well combined. Batter will be thin.

Fill the cupcake liners about half way and bake for 18-23 minutes, or until a toothpick comes out with a few moist crumbs.

Remove the cupcakes from oven and allow to cool for 2 minutes, then remove to a cooling rack.

Next, make the frosting, beat the butter in a large mixer bowl and mix until smooth.

Add the melted chocolate and mix until well combined.

Add the cocoa powder and mix until well combined.

Add about half of the powdered sugar and 2 tablespoons of heavy cream and mix until well combined.

Add the remaining powdered sugar and salt and mix until smooth.

Add the remaining heavy cream as needed to get the right consistency of frosting.

Pipe the frosting onto the cupcakes.

Pumpkin Carrot Pup Cakes

Ingredients



Cupcakes

- 1/2 cup whole wheat flour
- 1 tsp baking powder
- 1 egg
- 1 tbsp peanut butter
- 1/2 cup pumpkin puree
- 1/2 cup shredded carrot
- 1/4 cup greek yogurt

Frosting

- 4 oz greek yogurt
- 2 oz peanut butter



Directions

Preheat oven to 350°F.

Whisk all the ingredients together in a medium bowl until well mixed.

Using an ice-cream scoop, scoop batter into a lined muffin tin.

Bake for 35-40 minutes until firm.

Place all of the ingredients for the frosting in a bowl and mix well.

Pipe or spoon the frosting onto cooled cupcakes and let your pup enjoy!

Vegan Vanilla Cupcakes

Ingredients



Cupcakes

- 1 cup flour
- 2 tsp baking powder
- pinch of salt
- 1/2 cup sugar
- 1/4 cup oil
- 3/4 cup non-dairy milk of choice
- 1 tsp vanilla
- 1/2 tbsp apple cider vinegar

Frosting

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



Directions

Pre-heat oven to 365°F.

Line a pan with cupcake liners.

In a mixer bowl combine flour, baking powder, salt and sugar. Mix on low for a few seconds to combine.

Add remaining ingredients and beat on medium till well blended and no lumps remain.

Fill the cupcake liners with the batter and bake for 20 minutes, or till a toothpick tests clean and cupcakes bounce back when lightly pressed.

Remove cupcakes from pan and cool completely before frosting.

Combine all frosting ingredients in a mixer bowl.

Beat on low till well combined, then increase speed to medium-high. Beat till light and fluffy.

If frosting is too thick to pipe or spread, add more melted butter, a tablespoon at a time, until it reaches the right consistency.

Pipe or spoon the frosting onto cooled cupcakes.



THANK YOU FOR ALL YOUR SUPPORT!

Special thanks to our sponsors:

AGENCY59



 facebook.com/nationalcupcakeday

 [@CupcakeDayCA](https://twitter.com/CupcakeDayCA)

 [cupcakedayca](https://instagram.com/cupcakedayca)

 pinterest.com/cupcakedayCA