



— RSPCA  —
CUPCAKE DAY

YOUR HOST GUIDE

Bake to fight animal cruelty





CONTENTS

Thank you	4
Where your donations go	5
How to make your Cupcake Day a sweet success!	6
Use your online fundraising page	8
Be brave and ask!	9
A guide to running a virtual Cupcake Day	10
Meet Todd	12
Matt Moran's red velvet cupcakes	13
Pupcakes	14

*Scan me to
download
more Cupcake
Day resources*



THANK YOU

We can't thank you enough for hosting your very own RSPCA Cupcake Day and helping us end animal cruelty the sweetest way we know how!

Every day, the RSPCA provides a second chance to animals in need across Australia. From providing medical care, food, bedding and comfort, the RSPCA will always be there for all creatures great and small.

We know that just like us, you want to see a better future for all animals. A future free from neglect and abandonment, where animals are treated humanely and with the respect they deserve.

Without your support and dedication, we wouldn't be able to do what we do. Your support means that we'll be able to care for the 94,828 animals that come through our shelter doors every year.

Every dollar you raise this Cupcake Day will make a real difference to animals in need across Australia and we're here to help you every step of the way.

Whether you already have ideas for your Cupcake Day event or need some tips and ideas to get you going, this guide contains everything you need to make your event a success.

From the bottom of our baking tins -
THANK YOU!



WHERE YOUR DONATIONS GO

Every year, the RSPCA opens its doors to more than 94,800 stray, surrendered and seized animals.

\$57

Could provide one week of vital antibiotics for an animal recovering from an emergency surgery.

\$350

Helps keep an RSPCA inspector on the road fighting animal cruelty for another day.

\$35

Could provide heat pads, blankets and bedding needed to keep a puppy warm and snugly.

\$150

Will help desex an abandoned puppy, so they're ready to find their forever home.



HOW TO MAKE YOUR CUPCAKE DAY A SWEET SUCCESS!

Planning your Cupcake Day doesn't have to be hard, in fact – it's a piece of cake! Here are some helpful tips to get you started.



Start your fundraising

Remind your guests that you are raising funds for animals in need. Share a link to your fundraising page via Facebook and email, inviting people to donate. You can even put your best paw forward by making the first donation yourself!



Hint: Ask your employer if they would be willing to dollar match your fundraising.



Bank your funds

The sooner you get your funds to us, the sooner we can put them to work. Instructions on how to bank your funds can be found on the Cupcake Day website.



Hint: The easiest way to bank your funds is through your online fundraising page.



Choose a date and venue

You can host your Cupcake Day any day in August! When it comes to location, anywhere will work, as long as there are people (and of course treats) there – this could be your work, school, club or home!



Hint: Hold your event on a day your team or community group normally gets together!

You can even host a virtual Cupcake Day if this suits you and your friends better!



Spread the word

Invite everyone you know! The more people who attend, the more animals you can help save! Download the posters on our website to help you spread the word.



Be the host with the most

Cupcakes are delicious but don't be afraid to branch out and include other sweet and savoury treats. To help raise more funds, you may also want to consider having an entry fee at your paw-ty.



Hint: Create a DIY donation box, by downloading the donation box wrap from the Cupcake Day website. You could also open your fundraising page on a laptop for those who don't have spare change.

USE YOUR ONLINE FUNDRAISING PAGE

Here are some simple steps to get your page started.

Make it interesting!

Did you know that people who add a picture and story to their personal fundraising page raise more on average than those who don't? It's easy to do – just log into your online fundraising page, upload a selfie (maybe one with your pet) and add a few words about why you want to end animal cruelty.

Set a fundraising goal

This is an easy way to track how much you've raised and is also a fantastic way to motivate your supporters! If you start to get close to your goal, you can set your sights even higher and increase it!

Be the first to donate

You'll be demonstrating your commitment and also setting the benchmark for further donations from friends, family and workmates.

Share, share, share!

Share the link to your online fundraising page through Facebook and your other social media accounts to encourage people to donate. This also allows you to update your followers as you hit important milestones, including when it's time to thank them!

BE BRAVE AND ASK!

Asking people to donate isn't as scary as you may think. Most people love a good cause and helping to end animal cruelty with delicious treats is definitely one of them! Remember, \$20 from five people is already \$100 raised!

Whether it be coffee and cake with your workmates or an elaborate high tea with your family and friends, every dollar you raise will help us end animal cruelty.

"It wasn't me doing the asking. I just sent an email out from my dog to all his doggy friends. My fundraising page was filled with comments to my dog from his furry mates. I discovered that dogs are very generous when asked."

– Glenn

"We had a 'dress as your pet' day at school. All the kids brought a donation along. We used it as a teaching opportunity too. We talked about the importance of responsible pet ownership. There were some hilarious costumes – a boy in Year One came as his pet axolotl."

– Claudia

"I encouraged people at work to forgo their take away coffees for a week and give the money to the RSPCA instead... of course, I also bribed them with cake."

– Megan



A GUIDE TO RUNNING A VIRTUAL CUPCAKE DAY

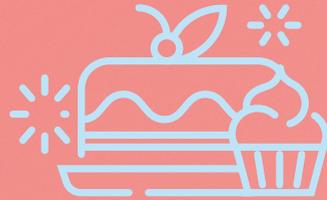
Can't host your Cupcake Day in person? No 'knead' to worry - get your cupcake crew together online to share a coffee (and of course cupcakes) to help raise much-needed funds to fight animal cruelty.

Here are some fun and easy ideas for inspiration:



1. Use Skype, Zoom, Facetime or Messenger to host your Cupcake Day online

Catch up online with your friends, family, or work colleagues with a selection of your favourite sweet and savoury treats. Share your favourite recipes or play some virtual games and fundraise from home. You can share your online fundraising page to everyone joining and ask guests to donate what they would have contributed at your physical Cupcake Day event.



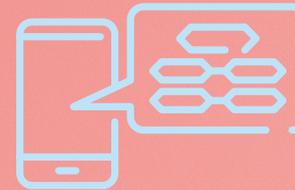
2. Bakers gonna bake

Host a virtual bake-off and see which of your friends or family takes the cake! You can charge a small entry fee for people to enter your bake-off or charge your spectators to watch and vote. Get creative with your competitions and give bonus points to best decorated, most-tastiest sounding or most unusual recipe! Winners get to eat their own creations of course.



3. Bake, knock, drop and dash

In exchange for a donation, take baking orders from your friends, family or work colleagues and deliver them straight to their doorstep. Knock on their door, drop the baked goods and dash. It's a great way to enjoy your favourite treats, without physical contact and fundraise at the same time.



4. Host an online baking themed trivia

Get everyone involved and host virtual games online! Host a Masterchef or Great Australian Bake-off themed trivia, have a cupcake scavenger hunt with your housemates or play guess the cupcake flavour, using images of your favourite recipes. Apps like Houseparty and Messenger have some great pre-installed games you can play online, just ask your guests to donate before joining the fun!



5. Donut forget to donate and nominate!

As we all know, life can sometimes get in the way and if you're busy and unable to attend or host a cupcake day you can still donate and encourage others to do so as well. You could make a donation, post a selfie on Instagram or Facebook with your own homemade cupcake creation, then nominate five friends to do the same! Remember to use the hashtag **#rspcacupcakeday**

MEET TODD

Thousands of animals turn up on our doorstep each year through no fault of their own – abandoned, injured, neglected, and desperate for love. Thanks to you, these animals can receive the help they need and happy forever homes.

When five-month-old puppy, Todd, came to us through our inspectors, he had a fractured leg and needed proper care and the chance to heal. Thanks to supporters like you, Todd got the help he desperately needed. He went to a loving foster home while he recovered, and when he was healed and ready for adoption, someone immediately fell in love with him! Todd has been so happy with his new family! He now spends his days going to the dog beach and park, running around with his doggy friends, and playing fetch to his heart's delight.



MATT MORAN'S RED VELVET CUPCAKES

Makes 10 cupcakes

Ingredients

- 150g plain flour
- 12g cocoa powder
- ½ tsp bi-carb soda
- 80g salted butter
- 180g caster sugar
- 1 tbsp red food colouring
- 1 cage-free egg
- 165mls buttermilk
- 1 tsp lemon juice

For the icing:

- 140g cream cheese
- 90g icing sugar
- 50g salted butter
– room temperature



Method

Chocolate sponge

1. Pre-heat oven to 180°C.
2. In a large mixing bowl, sift the plain flour and cocoa powder, add in the bi-carb soda and mix.
3. In a separate bowl, using a mixer or hand-mixer, combine the butter and sugar until pale in colour. Add the cage-free egg and lemon juice, and continue mixing until combined.
4. Once the ingredients are combined add in the food colouring and continue mixing until all the colour is mixed through evenly. Add in the buttermilk and mix through until combined.
5. Place the wet mixture in with the flour and fold through until all ingredients are combined.
6. In a muffin baking tray place 10 cupcake paper cups, fill each cup half-way with the cupcake mix and place into the pre-heated oven for 15 – 20 minutes, or until a skewer comes out clean.
7. Remove from the oven and set aside to cool.

To make the icing

1. Whilst waiting on the cupcakes to cool, place the cream cheese and icing sugar into a mixer and mix until combined.
2. Add in the butter and continue to mix until the mixture is smooth and is a thick consistency, place into the fridge to set.
3. Once the cupcakes are cooled, top with the icing.

PUPCAKES

Please note: serve doggy cupcakes in moderation.

Ingredients

- 1 large banana
- ¼ cup peanut butter
- 29g coconut oil
- ¼ cup finely grated carrots
- 1½ cups finely ground oat flour
- ¼ cup unsweetened soy milk (optional)

Method

1. Preheat oven to 180 degrees and line a cupcake tray with cupcake liners.
2. Mash the banana with the peanut butter in a large bowl.
3. Stir in the coconut oil to complete the wet mixture.
4. Mix in the grated carrot and ground oat flour.
5. Depending on the size of the banana, the mixture may be slightly dry which can be easily fixed by adding a dash of unsweetened soy milk at a time and stirring until correct cupcake texture is achieved.
6. Scoop mixture into cupcake liners and sprinkle each with oats before placing in the oven for 20 – 25 minutes or until golden on top.



Photograph is by Jacob McNeillage.

To decorate the pupcakes, use healthy ingredients your dog will love such as peanut butter! Or get creative and beat bananas and some oat flour to a frosting consistency and decorate with a dog treat or a blueberry on top of each!

Remember, these should only be used as a once-off treat and should not replace a complete and balanced diet. We suggest sharing your pupcakes with friends and their pooches to ensure an appropriate serving.

FROM THE
BOTTOM OF OUR
BAKING TINS...



Thank you!



— RSPCA  —
CUPCAKE DAY

rspcacupcakeday.com.au

   [rspcacupcakeday](https://www.instagram.com/rspcacupcakeday)