



— RSPCA  —  
**CUPCAKE DAY**

# YOUR HOST GUIDE

*Bake to fight animal cruelty*





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*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 77,465 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 77,400 surrendered and seized animals.**

## \$38

Can provide one night of safe shelter for a rescued animal.

## \$91

Could provide a week of antibiotics to a rescued dog recovering from surgery.

## \$265

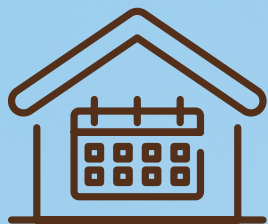
Could help our team transport animals between shelters to meet their new family.

## \$503

Can equip a foster home to care for a mum and her puppies.

# 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.



## Choose a date and venue

Cupcake Day is officially Thursday, 17 September, but you can host your Cupcake Day *any day* that suits you! 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.



**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.



## 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.

## Boost your fundraising by getting creative!

Charge a small entry fee, sell your delicious treats, run a raffle, or add fun games and competitions. Every little contribution helps raise vital funds for animals in need.



**Hint:** Create a QR code linking to your fundraising page to easily capture donations

# USE YOUR ONLINE FUNDRAISING PAGE

Here are some simple steps to get your page started.

## Personalise Your Page

Make it yours! Set a fundraising goal, add a profile picture and tell everyone why you're taking part in Cupcake Day. A personalised page helps supporters connect with your cause and makes it much more likely they'll donate. Don't overthink it—just be yourself and let your animal-loving personality shine through.

## Add Your Event Details

Spread the word about your sweet celebration. Add the date, time and location of your Cupcake Day event to your fundraising page so friends, family and colleagues know exactly where to find the treats. Whether you're hosting a morning tea, office bake sale or backyard get-together, this makes it easy for people to join in the fun.

## Complete Your Party Checklist

Planning made easy! Your dashboard checklist is packed with handy tips and simple tasks to help you get party-ready. Work through each step to stay organised, promote your event and make sure you've got everything covered before the big day.

## Promote Your Page & Party

Time to get social! Share your fundraising page on social media, via email or in your workplace to let people know you're raising funds for animals in need. You can even download personalised social posts from your dashboard, customised with your name and event details, making it quick and easy to spread the word and rally support.

## Unlock Your Impact Levels

Watch your fundraising make a difference. As you raise funds, you'll unlock impact levels that show how your efforts are helping abandoned, neglected and mistreated animals. Every donation brings you closer to your next milestone, and gives vulnerable animals the care, treatment and second chance they deserve. Keep going, you're making a real difference!



# BE BRAVE AND ASK!

Asking people to donate isn't as scary as you may think. Most people love a good cause and helping animals in need 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 sprinkle some kindness for animals that need it most.

*"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 HEARTBREAKING RESCUE TURNS TO GOLDEN JOY

When RSPCA Inspectors arrived at a property near Geelong, Victoria, they uncovered a heartbreaking scene. Six dogs—five Golden Retrievers and one Husky—were confined to tiny pens inside a dark, poorly ventilated shed, surrounded by accumulated faeces and urine, with no access to fresh air, natural light, adequate food, or clean water.

The dogs were underweight and unwell, with heavily matted coats and untreated health issues including infections, gum disease, and internal parasites. They were immediately seized and rushed to an RSPCA shelter for urgent care.

There, they received warm baths, nutritious meals, veterinary treatment, and the gentle care needed to begin healing. All six dogs were extremely fearful and unsocialised, requiring months of patient support from our behaviour team. Cotton Tail, the most timid, would hide in fear at everyday sounds.

Thanks to the dedication of RSPCA staff and volunteers, each dog slowly gained confidence. Today, all six are thriving in loving forever homes—safe, happy, and finally free.



# 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 RSPCA Certified 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 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 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.***

# LITTLE PIGGY, LITTLE PIGGY, LET ME IN... FOR TREATS!

## A GUINEA PIG FEAST!

### Ingredients

Your Piggy's FAVOURITE leafy greens, vegetables or treats, this may include:

- Leafy greens: kale, parsley, coriander, spinach, celery, lettuce (no iceberg!)
- Vegetables: capsicum, tomatoes, cucumber, zucchini, peas, beans, corn, carrot, sweet potato
- Fruit: bananas, blueberries, rock melon, strawberries, apple, watermelon, oranges, raspberries

### Method

1. Wash and prepare your leafy greens, vegetables and fruits.
2. Get creative!
  - Try mashing the fruits to use as icing! Banana and raspberries work the best!
  - Create a layered cake-like effect by slicing and stacking vegetables with your above mashed fruits in between to keep them stable.
  - Try cutting out your piggies initials or age for their birthday in vegetables - check out our attempt, YUM!
  - Finish off your delicious feast with a cherry on top... you could literally use a cherry!



FROM THE  
BOTTOM OF OUR  
BAKING TINS...



Thank you!



Please note, this feast was shared by RSPCA's colony made up of seven Guinea Pigs. Make sure you stick to your piggy's daily dietary intake. For more information scan the QR code.



  
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**CUPCAKE DAY**

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