

*Save an animal by
doing something sweet.*



Your Guide to National Cupcake Day

KWhumane.com/cupcake



National Cupcake Day at Work!

Want to know the one thing that makes any day brighter? Cupcakes! Even better are cupcakes that save the lives of abused, abandoned and neglected animals.

You can throw a National Cupcake Day™ Party whichever way best suits your needs, whether it's in your home, at work, or with the kids! Everyone loves a cupcake and Cupcake Day™ can put a smile on anyone's face while making them feel good they're helping in our community.

National Cupcake Day™ can be held on any day in January or February. Planning on doing it at work? Feel free to make National Cupcake Day™ a part of your casual Friday or other workplace celebration. You could even ask your company if they will match funds donated by staff. Don't want to do it alone? You can create a team! Want to get the kids involved? Have them host their own Cupcake Day either with friends or through their local sports team, dance studio, Scouts...etc.

By registering, baking, and fundraising for National Cupcake Day for the Kitchener-Waterloo Humane Society, you will change the lives of thousands of neglected, abused and abandoned animals while having a super yummy event for your guests!

How to get in on the fun of National Cupcake Day and “bake” a difference:

1. Visit www.kwhumane.com/cupcake, register for FREE as an individual or a team.
2. Plan and promote your Cupcake Day Party through personalizing your Online Bakery fundraising page, sending out and posting up your Online Bakery URL and by using a host kit (provided to you if you make a self-donation of \$25 or more – while supplies last) or simply use our FREE online resources to download on our Home Page.
3. Encourage co-workers, friends, customers and family to support you by donating online through your Online Bakery.
4. Bake delicious, tempting, irresistible cupcakes!
5. Hold a National Cupcake Day party and collect donations. It can be any day in January or February that works best for you.
6. Your guests can simply make an online donation, or if they would prefer it be cash, simply place in an envelope and deliver to our main location at 250 Riverbend Drive, Kitchener, ON.
7. Celebrate your success! The funds you raise will change the lives of so many animals!



Tips to a successful National Cupcake Day:

- **Promote** through your social media and E-mail.
- Use **posters** supplied on our resources webpage at kwhumane.com/cupcake
- On the day, **decorate** with National Cupcake Day items supplied in your Host Kit. Host Kits are provided to registrants who make a self-donation of \$25 or more while supplies last. Alternatively, you can download items for FREE from our resources page on kwhumane.com/cupcake
- **Challenge** a friend, family or team to see who can raise the most donations for the animals. The winner gets bragging rights!
- **Remember** to let everyone know how your cupcakes will change the lives of vulnerable animals. Share the information on our social media pages or post some pictures of animals and information from the charity you are supporting. It makes people feel awesome to know how they are helping!

How can we help make your Cupcake Day party a success? Drop us a line at cristina.strub@awasco.ca or at 1.519.745.5615 ext. 254.

On behalf of the animals who cannot speak for themselves, thank you for your incredible support!

