



# HOLIDAY COOKIE EXCHANGE

## Community Philanthropy Packet

Angel Foundation  
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# COOKIES!

## Thank you for making Angel Foundation a part of your tradition!

Dear Community Philanthropist/Cookie Enthusiast,

The season of baking is upon us! If you're planning a cookie exchange with co-workers, friends and/or family, indulge the spirit of the season this year by raising funds to support local adults with cancer - all while sharing your favorite cookies/recipes! This step-by-step packet outlines how to turn your holiday tradition into a fundraiser for your favorite charity: Angel Foundation!

In this packet, you will find:

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If you need additional guidance beyond what's included in this packet, please don't hesitate to reach out to Wendy Kaufmann, Community Philanthropy Manager: [wkaufmann@mnangel.org](mailto:wkaufmann@mnangel.org) or 612-627-9000 ext. 512. **Ready to commit? Let Wendy know today and she can help you get started!**

Good luck and happy baking!



# COOKIES!

## Fundraising FAQs and “How Tos”

Whether you’re a first-time fundraiser or have hosted several events, the process might seem a bit daunting. Below, you will find answers to some basic questions (with more information throughout the packet). And as always, we are here to support you! Please reach out with questions: [wkaufmann@mnangel.org](mailto:wkaufmann@mnangel.org).

### I’ve never tried to raise money before: how do I do it?

First, remember that this event, at it’s core, is a social gathering: **don’t stress yourself out** by thinking of it as a “fundraiser”. If your guests are **having fun**, the fundraising part will be much easier (both for them and for you), so concentrate on that.

In terms of logistics, there are a number of options as to how to incorporate the fundraising component (see “How to Collect Donations”).

### Am I expected to raise a certain amount of money?

**Absolutely not!** Just the fact that you are making the effort is an incredible gift to Angel.

### What is a “reasonable” amount of money I can expect to raise?

That really **depends on a lot of things**, such as number of guests, the level of motivation of those guests, and frankly, how much you, as the host, are willing to “push” the cause. Our recommendation is to set a goal for yourself (be it \$50 or \$200) and communicate that goal with the group. Again, Angel Foundation is grateful for any gift amount: do what feels right for you and your group!

### What if I don’t reach my goal?

If you don’t reach your goal, you don’t reach your goal. **Every experience is an opportunity to learn**, so if you decide to do it again, you’ll likely have more success the next time!

### What if some of my guests don’t want to give?

If a few guests choose not to make a gift, **that is just fine**. Remember, at the heart of your event is a holiday tradition, and some people might want to participate only for that reason. That being said, it’s always best practice to communicate with your guests ahead of time that it is your intention to try and raise money (see “Sample Invitation”). You will likely get more participation if you are transparent from the start.

*“Cookies are made with butter and love.” - Proverb*

# COOKIES!

## Sample Invitation

Below is sample copy for the event invitation. Feel free to use this as a template and add your own flair using the guidelines below.

### Information to Include in Your Invitation

- **The Basics** - where, when, what time, etc.
- **The Fundraising Component** - Be clear about what your fundraising intentions are (the way you are hoping to collect donations, your fundraising goal, etc.)
- **“The Why”** - share with your guests the reason(s) you are raising funds for Angel Foundation
- **Information About Angel** - Your guests will likely get more excited to give if they know a bit more about the organization

Hello friends!

My holiday cookie recipes are calling - I'm hoping it's the same for many of you. So get ready to bake, because I am organizing a cookie exchange to take place at my home on **Sunday, December 4th from 11:00 a.m. to 1:00 p.m.** Please bring your favorite batch of cookies to share: snacks and beverages will be provided.

This time of year makes me reflect on what's most important to me, and that includes my family and friends (YOU!). It also makes me think about those in my community who might be struggling. This year, I have decided to use our gathering as an opportunity to raise funds for an organization I feel strongly about: Angel Foundation. **As you plan your year-end giving, I ask that everyone participating in the exchange also make a \$20 minimum tax-deductible donation to Angel.** My goal is for our group to raise \$200!

**Angel Foundation provides emergency financial assistance to local adults with cancer.** They also provide children and family members with opportunities for educational support. I first became involved with Angel Foundation two years ago as a **volunteer counselor** for Camp Angel, a three-day, summer camp experience for kids who have an adult or caregiver who has or has had cancer. **The experience truly changed my life, and as a result, I want to give back!**

Please email or text to let me know if you are able to participate. I'll get back to you by Monday, November 28th to let you know how many people are planning to attend and how many cookies to bring.

I am so excited to celebrate the season with you! I hope to hear from you soon.

(Your Name)

# COOKIES!

## How to Collect Donations

The fundraising component of your event can be introduced on several different occasions in the process (or more than once)! See below for a few suggestions.

### Ask guests to pay an “entrance fee”.

One option is to have your guests **make a donation before the event** takes place (sort of like an “entrance fee”). You can set the fee, but keep it low if you plan to ask for another gift at the event). This option ensures that you will gather a certain amount of money (the number of guests multiplied by the entrance fee). However, this may also be a turn off for your group: you know what’s best!

### Ask for donations at the event.

At some point during the event, you can **“make the ask”!** This requires a bit more work (since you have to plan your “pitch” - see “Sample Angel 101 speech”). But it also means that you have time to share with the group exactly what Angel does and WHY you are raising money for the organization.

From a logistical standpoint, you can collect gifts in several ways:

- Cash or check
- Online giving (have a laptop on site open to the Angel donation page - guests can give directly online)

### Create a game out of giving!

Create an opportunity for a contest (best cookie, most original recipe, etc.). Have your guests submit their “vote” with cash into cookie jars - the cookie that receives the most votes (i.e.: the jar with the most cash in it) wins! All cookie jar cash collected gets put in the “pot” for Angel! This is also a GREAT way to get kids involved by letting them be the taste-testers!

*“You can be miserable  
before you have a cookie.  
And you can be miserable  
after you eat a cookie.  
But you can’t be miserable  
while you are eating a cookie.”*

*- Ina Garten*

# COOKIES!

## Sample Angel 101 Speech

Every staff person at Angel Foundation has what we call an “Angel 101 speech”: a quick, 10-20 second rundown of what Angel Foundation is and the services we provide. We recommend you create one too, as it helps you quickly and easily share information with your guests. Below is just a sample - add your own twist and make it yours!

### Information to Include in Your Angel 101 Speech

- **The Basics** - the signature Angel Foundation phrases (our programs, etc.)
- **Your Connection** - how are you involved with Angel, what the organization means to you, etc.
- **“The Ask”** - if you are asking for donations at the event, you should conclude your Angel 101 speech with “the ask”, where you guide your guests through the donation process

### Sample Angel 101 Speech

Thanks everyone for being here today! I'm glad we could gather to celebrate this special time of year as well as to raise money for an organization dear to my heart: Angel Foundation.

Angel Foundation is a Twin Cities-based nonprofit dedicated to providing help when cancer strikes. **They have two programs:** Emergency Financial Assistance and Facing Cancer Together. EFA provides financial support to adults in active treatment for cancer with basic, non-medical living expenses, such as rent, utility bills, gas, and food. FCT focuses on education and support, offering therapeutic and social activities designed for the whole family.

**I am involved with Angel Foundation as a volunteer** and have seen firsthand the effect these programs have on individuals and families. I am proud to support them and hope you will help me!

I have envelopes on the table if you wish to make a gift by cash or check. I have also set up a computer if you would prefer to make your donation online. **Please consider making a gift in an amount that is meaningful to you** - every gift is valued and incredibly appreciated!

Thanks again, family and friends! Happy Holidays!

*“There is nothing better than a friend...  
unless it is a friend with cookies.”*



# COOKIES!

## Sample Cookie Recipes

Everyone has a favorite cookie. Angel Foundation's Founder, Margie Sborov, and other Angel team members have shared their favorite recipes here!

### Margie Sborov, Founder Candy Cane Cookies

#### Ingredients

1 cup sugar  
1 cup butter or margarine, softened  
1/2 cup milk  
1 teaspoon vanilla  
1 teaspoon peppermint extract  
1 egg  
3 1/2 cups all-purpose flour  
1 teaspoon baking powder  
1/4 teaspoon salt  
1/2 teaspoon red food color  
2 tablespoons finely crushed peppermint candies  
2 tablespoons sugar



#### Directions

Stir together 1 cup sugar, butter, milk, vanilla, peppermint extract and egg in large bowl. Stir in flour, baking powder and salt. Divide dough in half. Stir food color into one half. Cover and refrigerate at least 4 hours.

Heat oven to 375°F.

Stir together peppermint candy and 2 tablespoon sugar; set aside.

For each candy cane, shape one rounded teaspoon of dough from each half into 4-inch rope by rolling back and forth on floured surface. Place one red and white rope side by side; press together lightly and twist. Place on ungreased cookie sheet; curve top of cookie down to form handle of cane.

Bake 9 to 12 minutes or until set and very light brown. Immediately sprinkle candy mixture over cookies. Remove from cookie sheet to wire rack. Cool completely, about 30 minutes.

*"Today we will live in the moment...  
unless it's unpleasant in which case  
me will eat a cookie."*

*- Cookie Monster*

# Sample Cookie Recipes

Margie Sborov, Founder  
Chocolate Crinkles

## Ingredients

1/2 cups vegetable oil  
4 oz unsweetened baking chocolate, melted, cooled  
2 cups granulated sugar  
2 teaspoon vanilla  
4 eggs  
2 cups all-purpose flour  
2 teaspoon baking powder  
1/2 teaspoon salt  
1/2 cup powdered sugar



## Directions

In large bowl, mix oil, chocolate, granulated sugar and vanilla. Stir in eggs, one at a time. Stir in flour, baking powder and salt. Cover; refrigerate at least 3 hours.

Heat oven to 350°F. Grease cookie sheet with shortening or cooking spray. Drop dough by teaspoonful into powdered sugar; roll around to coat and shape into balls. Place about 2 inches apart on cookie sheets.

Bake 10 to 12 minutes or until almost no imprint remains when touched lightly in center. Immediately remove from cookie sheets to cooling racks.

Sarah Manes, Director of Programs and Community Relations  
No Bake Chocolate Coconut Drops

## Ingredients

1 cup sugar  
1 cup brown sugar  
1/2 cup chocolate chips  
1 stick butter  
1/2 cup milk  
3 cups oatmeal  
1/2 cup coconut  
1/2 cup pecans  
1 teaspoon vanilla



## Directions

Line a baking sheet with waxed paper.

Mix oats, coconut, pecans and vanilla in a large bowl until thoroughly combined. Stir sugar, brown sugar, chocolate chips, milk, and butter together in a saucepan over medium heat until the mixture is smooth. Bring to a boil and cook for one minute, stirring constantly.

Pour over the oats, coconut, pecan and vanilla mixture and quickly mix to coat. Quickly drop by tablespoon onto baking sheet; let cookies cool and harden. Enjoy!



# Sample Cookie Recipes

Heidi D. Johnson, Events and Communications Manager  
White Chocolate Peppermint Mocha Cookies

## Ingredients

2 1/4 cups all-purpose flour  
1/4 teaspoon salt  
1/2 teaspoon baking soda  
1 1/2 tablespoons coffee grounds  
1/2 cup sugar  
1/2 cup light brown sugar  
14 tablespoons unsalted butter, room temperature  
2 eggs, room temperature  
2 teaspoons pure vanilla extract  
1 teaspoon peppermint extract  
3/4 cup green mint chips  
3/4 cup white chocolate chips



## Directions

Preheat the oven to 350°F. Line a sheet pan with parchment paper.

In a large bowl, combine the flour, salt, baking soda, and coffee grounds. Stir until well combined. In an electric mixer, cream the butter and sugars until light and fluffy. Add the vanilla extract and peppermint extracts and mix. Add the eggs one at a time, making sure each is fully incorporated into the mix. Add the flour mixture and mix until just combined. Stir in the chocolate chips by hand.

Use a cookie scoop to place the cookie batter on the sheet pan. Press each cookie mound just slightly with fingertips.

Bake for 10 to 12 minutes. Carefully move the cookies to a cooling rack.

Jennifer Kielas, Emergency Financial Assistance Director  
Corn Flakes Holiday Wreaths

## Ingredients

1/3 cup butter  
1 (10 ounce) package regular marshmallows  
1 teaspoon green food coloring  
6 cups corn flakes  
Red cinnamon candies



## Directions

In a large saucepan, melt butter over low heat. Add marshmallows and stir until completely melted. Remove from heat. Stir in food coloring. Add corn flakes cereal. Stir until well coated.

Using 1/4 cup dry measure coated with cooking spray, evenly portion warm cereal mixture. Using buttered fingers, quickly shape into individual wreaths. Dot with cinnamon candies.

# Sample Cookie Recipes

Kim Douglas, Emergency Financial Assistance Coordinator  
Chocolate Cherry Blossoms

## Ingredients

1 cup powdered sugar  
1 cup butter, softened  
2 teaspoon maraschino cherry liquid  
1/2 teaspoon almond extract  
3-6 drops red food color  
2 1/4 cups all-purpose flour  
1/2 teaspoon salt  
1/2 cup maraschino cherries, drained, chopped  
About 48 Hershey Kisses



## Directions

Preheat oven to 350°F.

In large bowl, combine powdered sugar, butter, cherry liquid, almond extract and food color; blend well. Lightly spoon flour into measuring cup, level off. Add flour and salt; mix well. Stir in cherries. Shape dough into 1 inch balls. Place 2 inches apart on ungreased cookie sheets.

Bake at 350°F, for 8 to 10 minutes or until edges are light golden brown. Immediately top each cookie with one Hershey Kiss, pressing down firmly. Remove from cookie sheets. Makes 4 dozen cookies.

Melissa Turgeon, Facing Cancer Together Director  
Krumkake (Norwegian Holiday Cookies)

## Ingredients

4 eggs  
1 cup sugar  
12 tablespoons melted butter  
5-6 tablespoons cold water  
1 1/2 cups unsifted flour



## Directions

Beat eggs and sugar with mixer for 5 minutes until creamy and light. Add melted butter, water and mix again. Add flour and mix until fully combined.

Put the Krumkake iron over medium heat and let it get hot. Open the iron and coat it with non-stick spray. Pour one tablespoon of the batter on the iron and close the iron. Let it cook for 35 seconds and then turn so the other side cooks for another 35 seconds too. Do not open the iron.

Take the iron off the heat, open it and take the Krumkake out of the pan, roll immediately as it dries right away. Repeat the steps again until all the cookies are ready. Coat the iron every time before pouring the batter.

# Sample Cookie Recipes

Aleah Van Horne, Development and Project Coordinator  
Pecan Fingers

## Ingredients

1 cup butter  
1/4 cup powdered sugar  
1/4 teaspoon salt  
1 teaspoon vanilla  
1 tablespoon water  
2 cups flour  
2 cups chopped pecans



## Directions

Preheat oven to 350°F. Cream butter. Add salt, sugar, vanilla and water and blend. Add flour and pecans; mix well and chill. Shape into ovals, place onto ungreased cookie sheet.

Bake at 350°F for 15 minutes. Once cooled, roll in powdered sugar.

Wendy Kaufmann, Community Philanthropy Manager  
Caramel Cookies

## Ingredients

1/2 cup unsalted butter, softened  
1 cup packed dark brown sugar  
1 large egg  
1 teaspoon vanilla extract  
1 cup all-purpose flour  
3/4 cup whole wheat flour  
1/4 teaspoon table salt  
1/2 teaspoon baking soda



## Directions

Preheat oven to 400°F.

In a large bowl, using an electric mixer, cream butter, sugar, egg and vanilla extract. Add remaining ingredients and beat thoroughly.

Scrape dough out of bowl and onto a large piece of plastic wrap. Roll dough into a log, about 2 1/2-inches wide; completely wrap dough in plastic and refrigerate until firm, at least 20 minutes or up to overnight.

Cut dough into 1/8-inch-thick slices and arrange on several large ungreased cookie sheets about 1- to 1 1/2-inches apart. Bake until lightly browned around edges, about 8 to 10 minutes.

Allow cookies to cool on cookie sheet for about 1 minute and then remove to a wire rack to cool completely.

# COOKIES!

## Post Event Information

You did it! You hosted a fundraising event on behalf of Angel Foundation - great job! Here are a few things we ask you to do to “wrap things up.”

### SHARE PHOTOS!

We would love to see photos from your event! Please feel free to share them in any of the following ways:

#### Social Media

**Instagram** (@mnangelfoundation)

**Facebook** (@Angel Foundation)

**Twitter** (@angelfoundation)

#### Share with Angel Foundation

You can email event pictures to Wendy Kaufmann: [wkaufmann@mnangel.org](mailto:wkaufmann@mnangel.org).

### SHARE RECIPES!

We have a small recipe collection, but would love to expand! Please send us noteworthy recipes (as many as you have!) so we can build on our shared collection.

Please include:

- **Recipe** (including special notes)
- **Photograph** (we want to see what the cookie looks like!)

Please email recipes and photos to Wendy Kaufmann:  
[wkaufmann@mnangel.org](mailto:wkaufmann@mnangel.org).

### DONATIONS!

Cash/check donations can be delivered to Angel Foundation in a number of ways:

- **By mail!** Gather all checks (*please don't send cash!*) and send them to:

Angel Foundation  
1155 Centre Pointe Drive, Suite 7  
Mendota Heights, MN 55120

- **By hand!** Stop by the office or arrange with us for a pick up.

Please be in touch with Wendy Kaufmann throughout the planning process and make arrangements with her for donation delivery:

[wkaufmann@mnangel.org](mailto:wkaufmann@mnangel.org) or  
612-627-9000 ext 512.

