Emmy-award winning producer Cathy Daniel has teamed up with Rachel Doyle, CEO of the organization GlamourGals, to launch the #Dough4Good campaign, an initiative with the sweetest mission ever: to help combat senior isolation in the United States.
It is estimated that this year, 3.3 million senior citizens will spend time in retirement homes across the U.S., and 60 percent of these senior home residents will never receive a visitor.

Inspired by her grandmother, Rachel started GlamourGals to recruit young passionate volunteers to visit the elderly living in senior homes and provide lively conversation, manicures, and facials. Seventeen years later, GG is continuing that mission!

For the last 16 years, Cathy has hosted her annual Michigan Cookie Exchange, a cookie party bringing in over a hundred faces and recipes to celebrate the memories of their loved ones. Last year, Cathy decided to turn her annual soiree into a charitable cause.

That’s when Cathy teamed up with Rachel to help raise money for GlamourGals by asking each person at the Michigan Cookie Exchange to donate $1 for the cause. By the end of the night, she raised $1,000.

Now, Cathy and Rachel are coming together in an even bigger way by calling on you (yes, YOU!) to host your own cookie party and raise money for the cause. The best part? They’re providing us with all the yummy details on how to do it.
Whether you’re looking to host your own party or simply donate to the cause, all the instructions can be found HERE.

While we highly suggest hosting a fun cookie party (socializing and baking for charitable cause, what’s not to love?), you can still make a profound impact simply by buying The Cookie Book, which features family cookie recipes passed down to top culinary talents from New York to Paris — or you can make a donation HERE.

Together, Cathy and Rachel organize and inspire teen volunteer chapters around the country to provide companionship and complimentary beauty makeovers to women in senior homes. Their teen leaders may be the only visitors these seniors have during the entire year, let alone the holidays.

All money raised and donated will go straight into GG’s mission. Those who make a #DoughNation of $18 and more will get a digital version of The Cookie Book delivered to their inbox!

“Despite the rain, 50ish people crammed into my studio for cookies, cocktails, and celebrations,” Cathy says of this year’s cookie exchange cocktail party. “My party guests have already #doughnated more than $500 from the party (so far) and there’s time to keep #doughnating!”

Cathy’s mom’s snowmen cookies are featured in The Cookie Book, as are other recipes from around the globe, including actress Lacey Chabert’s grandma’s cookies and the chocolate cookie recipe from Oprah’s Favorite Things. Trust us when we say this is one cause you don’t want to ignore.

Check out GlamourGal’s Instagram page and see the results for yourself!