

SING  
PLANT  
BAKE

SONGS  
SEEDS  
CAKES

**CAN YOU SWIM 700 LENGTHS ?**

RAISE  
KNIT  
CYCLE

POUNDS  
STICHES  
KMS  
SQUATS

**THE  
700  
CHALLENGE**

**JUNE 2024. Your Fundraising Guide**

# THANK YOU

For your interest in the 700 Challenge this June.  
You are making a big impact for everyone  
affected by cleft in the UK!

The money you raise by completing the 700 challenge  
will help provide services and support for everyone in  
the UK affected by Cleft.

One in 700 babies is born with a cleft lip and/or palate;  
that's three every day in the United Kingdom. This is  
why the 700 challenge was created - we want to raise  
awareness of cleft and what it's like to be part of the  
exclusive "club".

Our vision is that no-one affected by cleft in the UK will  
go through their journey alone, and this is a challenge  
that everyone can take part in! You can choose your  
own challenge and help us achieve that vision. Let's get  
started!

Choose any activity you would like and repeat it 700  
times within the 30 day period (of June)!



## WHEN?

The whole month of June

## WHERE?

Anywhere in the world

## HOW MUCH?

It's free to sign up

## THE GOAL?

Raise awareness of cleft and funds for CLAPA

Receive a **FREE CLAPA t-shirt** when you register.  
Once your challenge is complete, you will also receive a  
limited edition 'One in 700' pin!



# JOIN THE 700 CLUB



Thank you – you’ve taken the first step to supporting people affected by Cleft in the UK by taking part in The 700 Challenge.

## Here’s how to get started:

### Choose your 700 Challenge

Do you choose running, cycling, knitting, maybe a sponsored silence? It’s up to you! All we ask is you repeat your efforts 700 times. (Example, squat 700 times, bake 700 cakes or swim for 700 lengths).

### Create an online fundraising page

[Register here](#) - It’s the easiest way to fundraise.

Once you register for the challenge, your page will be set up automatically and emailed to you.

Do take time to visit the page and personalise it with your story.

### Shout about it

Let everyone know why you’re taking part. Tell people why you’re getting involved and send out regular updates and photos on your fundraising page. Tell your supporters how their donations will help us provide services for people affected by Cleft in the UK.

Social media is a great way to tell everyone what you’re doing! We also want to see what you’re doing for your 700 challenge too, so use hashtag [#The700Challenge](#) or tag us in on social media.

### The more the merrier

Why not ask friends and family to sign up to take on the 700 Challenge with you?

### Matched funding

Ask your employer if they’ll match the funds you raise or make a donation.

Last but not least, don’t forget to thank all those who sponsor you!



Contact [fundraising@clapa.com](mailto:fundraising@clapa.com) for support with planning, posters, and any other additional materials.



# BE SOCIAL

Facebook, X/Twitter, LinkedIn and Instagram are all great ways to let everyone know you're taking part in the 700 Challenge so they can support you.

Some social media ideas:

- Share your fundraising page - to encourage donations
- Take photo or post a video of yourself doing your 700 challenge
- Join the challenge events Facebook Group - For help, advice and inspiration
- Shout about it - Once you've done your 700, share a photo on social media and don't forget to tag us so we can give you a shout out!
- Share your story -Whatever you choose to do, send us your 700 challenge story, photos or videos.

**We also want to see what you're doing for your 700 challenge too, so use hashtag #The700Challenge and tag us (@clapacommunity) on social media.**



# THE MONEY

## Your fundraising page

Use your online fundraising page to collect donations and to pay in any cash donations you receive. All donations made will come straight to us making it super easy for you!

### Online:

You can donate via our [website](#), please use '700 Challenge' as the reason for the donation. If you have collected the money, please ensure you do not tick the Gift Aid box.

### By post:

Please bank any cheques made to you, and create a new cheque to us with your own cheque book. Include your name and '700 Challenge' so we can allocate the cheque to your total. Send to 'Freepost CLAPA'. Please do not send cash via the post.



# FAQ'S



## How do I sign up?

Sign up via our website [www.clapa.com/fundraise-for-clapa](http://www.clapa.com/fundraise-for-clapa)

## How do I get a t shirt?

You will be sent a free t shirt in the size requested at sign up, this can take up to 10 working days at busy periods.

If you wish to buy extra t shirts or childrens t shirts for those not fundraising these are available to purchase on our webshop.

## Do I need to fundraise to take part in the challenge?

Yes, this event is a fundraising challenge.

## How do I set up my fundraising page?

This will be done as part of the registration process and you link will be emailed to you.

## When can I start?

The challenge starts on the 1st June. If you need to start a little earlier or later, then that is okay too.

## Do I need to provide evidence to the charity that I've done the challenge?

No, this is a self-recorded challenge but please feel free to use the tracker provided to help keep track for yourself.

## What if I don't complete the challenge?

The only thing that matters is that you challenge yourself. This will vary from person to person, so tailor the challenge however you like. It should be tough, but doable. Just do as much as you can.



# YOUR IMPACT



**£10**

Could pay for two **MAM Soft** specialist feeding bottles



**£30**

Could fund a **Welcome Pack** of special bottles and teats for new parents and carers



**£90**

Could pay for a **complex enquiry** to be answered by our Advocacy Service



**£315**

Could fund a **match made** by our Parent and Peer Supporter Service



**£600**

Could fund an **online support group meeting** where people affected by cleft can share their experiences in a safe and supportive environment

# THANK YOU

On behalf of the UK's Cleft community, thank you for your interest in fundraising for the Cleft Lip and Palate Association (CLAPA).

Fundraising is a brilliant way to get involved, stay active and have fun while raising vital funds for our work. We're here to help, and this guide aims to give you plenty of inspiration to get you started.

**Thank you so much** for your amazing hard work, enthusiasm and commitment to supporting people affected by Cleft in the UK. Your generosity is what makes our life-changing work possible!

**Claire Cunniffe**, CEO





I am  700   
for Cleft Lip and Palate Association.

I hope to raise £



To help keep track of your efforts, tick off as you go! Each square counts at ten.

Don't forget to tag us in your photos @ClapaCommunity or use #The700Challenge

	You can do it					
				Keep going		
						Half way there!
Nearly there						
			Don't stop now			
The last stretch						