



Registered with  
**FUNDRAISING  
REGULATOR**

**CLAPA**



Cleft Lip & Palate Association



# Corporate Partnerships With CLAPA

# 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



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# ABOUT CLEFT &

## THE CLEFT LIP AND PALATE ASSOCIATION

### What is cleft lip and palate?

In early pregnancy different parts of a baby's face form separately and then come together. If these separate parts don't fully join the result is a gap or 'cleft' in the upper lip or the roof of the mouth. There's no single cause, and it can happen in any pregnancy.

Every day in the UK three babies are born with a cleft, which can have an ongoing impact on feeding, speech, hearing, teeth placement and more. The treatment pathway is 20+ years, and many babies have their first surgery at just three months old.

### Who are CLAPA?

The Cleft Lip and Palate Association (CLAPA) is the only national charity supporting people affected by cleft lip and palate in the United Kingdom.



At CLAPA we are there from the moment of diagnosis with reassurance, information, and a welcoming community for families, children and adults born with a cleft. Our purpose is to make sure no one affected by cleft in the UK goes through their journey alone.

Our online support groups and events connect people with others who share their experiences. Trained volunteers give one-to-one support to help people cope with the most difficult parts of their journeys.

Babies born with a cleft often need special bottles and teats to feed and CLAPA produces and provides these to hundreds of new families every year.

Our services for under-18s help them build confidence and feel in control of their care. For adults born with a cleft, our Adult Services connect people to others with shared experiences and ensure they can access the care and support they need.





We work closely with the nine specialist NHS Cleft Teams in the UK and support people affected by cleft to get involved with research projects and other initiatives to improve care.

**CLAPA receives no NHS or government funding and relies on donations from people like you to continue our work. Please help us to keep our services free and accessible to everyone who needs them.**

## WHY SUPPORT CLAPA?

### MEET COOPER

“At 23 weeks, after a failed abnormality scan, we were invited back for a second try to see our baby. We were so overly excited to finally find out the gender...a boy! Our excitement was short lived, quickly turning to worry and uncertainty when we were told our baby had a cleft lip and possible palate. With a family friend having a cleft child we had a vague idea of what lay ahead, but had limited knowledge.

“Our worries soon turned to pain and anger when we were ushered through a crowded waiting room, visibly upset, then put into a bereavement room, and left for an hour until a specialist could come and explain to us in more detail what this all meant.

“We discussed how lucky we were to still have a baby - a healthy baby - and how, no matter what, we would love and support our little boy through whatever life threw at us. But the excitement of having a baby had gone and an air of seriousness lingered.



“After a hard pregnancy, Cooper was born and joined our family. A gorgeous, healthy little boy with a unilateral cleft lip and palate. We felt so happy to finally see the face that we'd wondered about for so long. We held him for an hour before he was taken to neonatal care. By the time we were able to re-join him the cleft nurse had arrived and tried to feed him.



“He struggled at first to feed. His oxygen levels were dropping whenever he ate. The nurses weren't happy and promptly put him onto tube feeds. We tried every few hours, day and night, just to get a little bit of his feed from a bottle instead of the tube.

“The first time he took a full feed from his bottle, after a long six days, I cried with happiness - in the corner of the room with all the machines of tiny babies beeping and nurses chatting in the background...the only people in the room were me and my amazing little boy who could now bottle feed.”

“The MAM bottles CLAPA provided were such an important part of our story. Just a little plastic bottle...but a beacon of hope in such a difficult time.”



Each Welcome Pack costs CLAPA

**£50**

The bottles sent to Cooper's family were one of more than 700 welcome packs CLAPA send out free of charge annually to new families. They contain specialised feeding equipment, including bottles so babies born with a cleft can feed.



Welcome Pack contents

# PARTNERSHIPS

BRINGING YOU & THE CLEFT COMMUNITY TOGETHER

As well as taking a leading role in supporting the cleft community in the UK, there many more reasons why a partnership with CLAPA will be beneficial to your organisation.

## Empowering and engaging your employees

Our partnership will be a great way to engage employees. They'll be able to raise money for a vital charity, with the support of their organisation and colleagues. We'll also be raising awareness and improving understanding of Cleft throughout the partnership, empowering your employees with knowledge.

## Emphasising your investment in Corporate Social Responsibility

By partnering with us you'll be part of the Cleft community. This will demonstrate your organisation's commitment to improving the lives of families across the UK.

## Positive public relations

We'll work with you to highlight our partnership across the media and our different channels - so everyone outside your organisation can also see the vital work you're doing to support our cause.

## What CLAPA can offer

- A dedicated partnership manager
- Hands-on support to develop a charity committee, identify champions, organise regular meetings, and provide ongoing stewardship.
  - A bespoke fundraising calendar, drawing on our extensive list of innovative and motivational ideas and packs.
- Opportunities to enter nationwide sporting and challenge events for CLAPA.
  - Adaptable learning and engagement plan to educate employees about cleft and CLAPA.
- Chances to become involved with our awareness campaigns.

# YOUR IMPACT

£500



Could fund 10 support group meetings for 20 families affected by cleft

£1,000



Could fund 20 Welcome Packs of special bottles, teats, and information for a new family

£5,000



Could fund a Camp CLAPA weekend for 18 young people born with a cleft

## Charity of the Year Partnerships

We can help your company achieve its Corporate Social Responsibility (CSR) goals while offering PR and fundraising volunteer opportunities.

Charity partnerships bring everyone together and show people's spirit, passion and commitment. They also provide ongoing opportunities to connect emotively with employees around causes which resonate with them. This helps employee engagement, attraction and retention of talent.

We have experience of developing exciting bespoke events for our partners and maximising impact with our effective marketing and communications package.

### Benefits include

- Boosts staff morale
- Demonstrates your company's commitment to an issue which can affect any pregnancy
- Encourages team building
- Creates positive PR



Are you a team member who wants to nominate us for Charity of the Year? Contact [fundraising@clapa.com](mailto:fundraising@clapa.com) for help with the process!

## Case Study: SE Controls

SE controls spent a year 'making a difference together' with CLAPA. They raised £8,460 selling pancakes for Shrove Tuesday and goodies for Easter, Halloween and Christmas; holding several raffles and a weekly lottery; and a Christmas jumper day. At their 35th Birthday Summer Ball SE Controls held an auction with fantastic prizes donated by local businesses. Their year of fundraising will allow CLAPA to run a residential weekend for 15 young people, the benefits of which are enormous.



Throughout the year CLAPA provided me with collection tins, T-shirts, balloons and stickers to help promote my fundraising, and also wrote a letter for me so I could contact other businesses as an official fundraiser. I am so grateful to all the amazing people I work with- thank you to them for all the support!

Nadine



## Sponsorship

Sponsor one of our events, thought-provoking awareness campaigns, or innovative initiatives which allow us to support the UK cleft community.

We'll find the right opportunity to suit your business needs.

We deliver the highest quality information for both individuals and families affected by Cleft. We also hold regular virtual events which provide information and support, and connect people with Cleft.

Many opportunities to shape sponsorship packages for specific parts of our work - from just £1,000 for a virtual event. Contact us at [fundraising@clapa.com](mailto:fundraising@clapa.com)



"I'm so proud MJ Ball money supports CLAPA to run these life-changing Camp CLAPA weekends, and their other work to support and empower young people born with a cleft."  
- Michael Josephson MBE



## Cause-related partnerships

This is a fantastic way to align your products and services with our cause, drive sales, reach new audiences and help us spread our vital message.

A commercial partnership such as cause-related marketing will place your product in front of new audiences and tangibly demonstrate your commitment to your corporate social responsibility goals.

If your brand has a product or service that makes for a good fit with our cause, then a commercial agreement to donate a proportion of its profits to us could be a mutually beneficial partnership.



*We are very honoured to be able to provide support to a charity who not only does brilliant work, but also means something to the business on a personal level. So, on behalf of the company, we wanted to give something back to the charity.*



## Events

**Skydives, cycle rides, treks and runs - there are many opportunities to get involved with our general events series.**

Fundraising for an event is a great way to get your whole team involved in fun activities, while raising money to help people living with Cleft.

Why not take part in a local event? Many events have corporate schemes including marathon relays and team triathlons - so you can share the challenge between your team members!

We can also help you run bespoke events for your company - what about virtual wine tasting or a cocktails night for colleagues and clients? Or a cycle challenge where staff can work towards a collective target this summer?



## Using your own event

Already have your own event, like an annual awards dinner? Consider CLAPA for your nominated charity!

The Clay Pigeon Shooting Association did this at their CPSA Annual Awards and raised an amazing £3082.34!



## Other ways to give

Businesses can also help CLAPA in other ways than giving cash - they can donate volunteers and expertise, equipment, or event supplies.

Ideas include:

- Volunteering at our flagship fundraising events.
- Supporting us with your expertise – do you have skills you could ‘donate’?
- Printing our information leaflets, brochures or fundraising packs, or other services.
- Hosting a collection tin in your business.



Bellway Homes donated after we supported one of its sales advisors.



SimNet conference selected us as their event charity.



Chelmsford Golf Club chose CLAPA as Charity of the Year.



Staff volunteering at a cheer point



Royal Bank of Scotland employees took on the KiltWalk.



Crown WW held a football tournament.

# PAYROLL GIVING

GIVE AS YOU EARN

## What is payroll giving?

Payroll giving (sometimes called 'give as you earn') is a really easy way for employees paid by PAYE to give regularly to a charity such as CLAPA. Donations are deducted before tax is calculated, making it one of the simplest and tax-efficient ways of giving to us.

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## How does it work?

Every time you're paid, a donation amount of your choice is taken from your pay before tax.

If you pledge to donate £5 per month, it would cost you only £4 on basic tax rate or £3 on the higher rate.

*"I felt compelled to contribute as we knew CLAPA would be such a big part of our baby's life.*

*I thank CLAPA for making our cleft journey a positive one."*

## Benefits for employers

- Low cost to set up and maintain.
- One simple payment every pay run.
- Engages employees in Charity of the Year.
- Positive publicity – demonstrates community involvement.
- Boosts staff morale.

## What are the benefits

- It's tax-efficient so costs less to donate.
- Quick, easy and convenient way to give.
- It's flexible – donations can be stopped or changed at any time.
- You don't have to give bank details.

## How do I get started?

To sign up for payroll giving, speak to your workplace HR team to see if they offer a 'give as you earn' scheme. They will then explain the process. If your employer is not already part of a payroll giving scheme ask them to start one!

# FUNDRAISING AT WORK

HERE ARE JUST A FEW OF OUR IDEAS, WE HAVE PLENTY MORE!

There are lots of fantastic ways to fundraise for CLAPA and we're always coming up with innovative ways to motivate your employees.

You don't need to commit to be a charity partner for a full year! Organising a day or lunchtime fundraiser can get your team working together away from normal duties and really help support CLAPA in the process.

Dress down day, Christmas jumper party or lunchtime virtual talent show? How can you come together to make a difference to people affected by Cleft?

How about picking your own personal challenge? An office swear jar? Glitter eyebrows and glitter beards? Take part in Cuppa for CLAPA.



## Match Funding

Does your company run a match giving scheme which could boost the amount you raise? Or does it have its own charitable trust you can nominate CLAPA to? - Always worth an ask!



Or if your employees are long-distance runners, we may be able to offer you chances to run in sporting events as part of #TeamCLAPA.

Set your own challenge – you can make it competitive and set an internal fundraising challenge to see who will raise the most money, Finance or IT?

Or take to the skies and sign up for a Skydive!

There's no right or wrong answer here – everyone loves a good quiz ... Get those thinking caps on!

We can also work with you to create exciting and bespoke fundraising events for your organisation.

Tailored to your needs and with your employees' input, this will be sure to ignite their enthusiasm and make our partnership an even bigger success.



## Communications

We love to shout about all the wonderful things our Corporate Partners do for CLAPA. Each partner benefits from a dedicated Partnership Manager, who supports internal and external channels, as we know how important this is.

- You'll hear from us on a regular basis - this will keep your organisation up-to-date on the latest news from the charity and showcase all your fantastic fundraising efforts.
- We'll generate positive coverage in the media about our partnership.
- Your support will be vital for our awareness campaigns. We'll provide you with the content and support you need to help us spread the word even further.
- Our team will be making the most of our social media channels.

## Acknowledging your effort

CLAPA wants to make sure your hard work is recognised. We will:



- Include your company logo on our website's corporate supporters page.
- Acknowledge individuals, teams and departments in our E-newsletter.
- Draft articles for your publications including internal newsletters and websites, and industry publications.
- Submit award nominations for partnership work where appropriate.



## How to get in touch

If you want to discuss anything in this pack or how we can start our partnership, please get in touch.

Contact us at [fundraising@clapa.com](mailto:fundraising@clapa.com) or  
call us on 020 7833 4883

Thank you

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