



# Fundraising Guide for Schools



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity England and Wales (1108160)  
and Scotland (SC041034)

**CLAPA**   
*Cleft Lip & Palate Association*

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Even experienced fundraisers should read this section carefully!



## 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,**  
CLAPA Chief Executive



# Welcome to CLAPA's Guide to School Fundraising

The Cleft Lip and Palate Association (CLAPA) is the national charity for people affected by cleft lip and palate in the United Kingdom. We support people to take control of their journey, connect with others, and use their voices to impact the future of care.

Our vision is that no one affected by cleft lip and palate in the United Kingdom will go through their journey alone.

CLAPA is a small charity with no government or NHS funding. We count on fundraising and donations from people like you to continue our life-changing work.

“I don’t know what we would have done without CLAPA’s support. My family can never thank you enough for all you’ve done for us.”



**Thank you for your interest in fundraising for CLAPA.**

Thank you so much for raising money for the Cleft Lip and Palate Association (CLAPA). This pack is full of tips, advice and ideas about how best to fundraise at your school.



Remember; fundraising is about having fun and being creative as much as it is about raising money. So if you have an idea you don’t see in here and want some more information on how to get started, please feel free to email us at [fundraising@clapa.com](mailto:fundraising@clapa.com).

We hope this pack inspires you to try something new, spread the word and have fun!

# Planning Your Activity



Getting started can feel daunting but CLAPA's Fundraising Team will be here to support you all the way.

## 1. Decide what you would like to do.

Check out pages 4-5 for ideas if you're not sure where to start! Make sure to read pages 12-13 and our Fundraising [Terms & Conditions](#) to keep it safe and legal.

## 2. Set up your donation platform.

Will this be a collection box, a sponsorship form, or a Just Giving page? Remember, you want to make it easy for people to give.

## 3. Recruit some helping hands,

Ask for help and involve your community. Split your plans into small tasks to give to helpers.

## 4. Set a timeline and try to stick to it.

Share out jobs and set clear deadlines - Try to set a date well in advance so you have plenty of time to organise your fundraising activity.

## 5. Promote your fundraising idea!

This could be through a school newsletter or bulletin, word of mouth, through social media or all the above.

## 6. Request our free fundraising goodies.

From balloons to banners, our materials can help your event to stand out! Visit [clapa.com/materials](http://clapa.com/materials)

## 7. Decide on the details.

When planning, think about the 5 'W's: Who will come? Why they will be interested? What will happen? When will it happen? Where will it take place?

## 8. Keep CLAPA in the loop!

We love seeing what our fundraisers are up to! You may even star in one of our #FundraisingFriday posts.

## 9. Follow the rules.

Be sure to keep teachers and school staff up to date. It's super important to follow the school rules in order to keep your event both fun and safe.

## 10. Sending your funds to CLAPA.

Collect outstanding donations and pay them into CLAPA (see page 14).

# Ideas



## 10p Challenge



Challenge every class or year group to try and collect as many 10p (or 1p or 2p!) coins as possible. Collect the spare change over a month. Once the month is over and the coins are all collected, line up all the coins from each class next to one another.

TOP TIP: Make it competitive and see which class or year group can come up with the longest line of coins! You could even plan a prize for the winners.

CLAPA can provide a certificate for the victorious class.

## Personal or Class Challenge

Have people sponsor you to complete the challenge.

Set yourself or the whole class a challenge. Think about anything from a sponsored silence, giving up chocolate or fizzy drinks, a read-athon, a no-pens day (or week!), or even an exercise challenge.

TOP TIP: Remember to keep people updated with how you are getting on - if people see you trying hard and being successful, then they are more likely to donate



## Fancy Dress day



A twist on the classic own clothes day. Why not encourage everyone to turn up in fancy dress? This could be something general like a pyjamas day or even something more varied like a superhero theme.

Or see wear it blue on page 7.



## Headteacher challenge

Come up with a challenging task (Running a marathon in fancy dress, jumping in the school pond, or getting slimed!),  
Once a fundraising target is reached, your headteacher must complete the challenge.



## Guessing games



Guess the name of the teddy, the number of sweets in a jar, the weight of a cake, or anything else you can think of! Ask your school if you can hold a competition and charge people £1 to enter.

TOP TIP: You could even see if a local business would provide the teddy, sweets, or cake for free. CLAPA can provide you with a letter of introduction that will help you to ask local businesses for prizes.

## Organise a sponge throw

Is one of your teachers daring enough? Organise a Sponge Throw and charge students to throw soapy sponges at a teacher or staff member!

This can be great fun and will draw lots of attention to your cause. Make sure you get the permission of your teacher first, and try to pick a warm day to hold it on!



## Get Competitive!



Quiz nights are a fantastic way to get your school community together and are often one of the most popular dates in the school calendar.

Quiz events can be held virtually or in person, making them a very versatile fundraising activity.

# Wear it Blue



Wear it Blue asks schools, colleges and nurseries across the UK to hold a blue 'dress down' or 'dress up' day. Everyone wears something blue and makes a donation to CLAPA.

## Step 1: Register

First things first, you need to let us know you're taking part in Wear it Blue, by emailing [fundraising@clapa.com](mailto:fundraising@clapa.com)

## Step 2: Make sure you have permission

Have a chat with your headteacher or head of department to make sure it's okay to hold a fundraiser at your school. Wear it Blue is primarily a dress-down day, so you will need the full support of your school leaders.

## Step 3: Set the date

Most people will be hosting their event in **Cleft Awareness Week** in May each year, but if that doesn't work for you and your school, that's totally ok. Choose a day that works for everyone, and just let us know so we can support you in the best way possible.

## Step 4: Decide on what to wear

Most schools choose to do a dress-down day, where all students are encouraged to wear all blue and give a small donation to do so – we would recommend £1 or £2. Make sure you work this around your school's dress code and clothing standards and decide if students are permitted to wear fancy dress or simply blue clothing.

## Step 5: Spread the word

The easiest way to do this is by sharing about Wear It Blue Day in the school newsletter, class dojo, daily notices, posters around the school, or however you communicate with parents and guardians.

Try to be really clear on what Wear It Blue Day is – what day is it? What do students have to do? What do parents have to do? Make sure to include any dress regulations so nobody gets confused.



## Step 6: Organise activities

You may want to organise some extra activities with your students.

You can play a sweepstake, bingo, a blue colour run, a colouring in competition, best-dressed awards, and even a bake sale for the older kids.

For assembly presentations and lesson ideas on cleft, please visit [clapa.com/schools](http://clapa.com/schools).

## Step 7: Send a reminder

Send a reminder about Wear It Blue Day home to the parents a week before and remind the children both a week before and the day before the event. Remind them to wear blue and bring along a small donation, or you could share the JustGiving link with the parents.

It's a good idea to print a QR code for your JustGiving page and have this on posters placed at pick-up and drop-off points.

## Step 8: Wear it Blue!

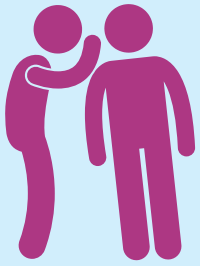
A Wear It Blue day is all about having fun whilst raising money to help CLAPA continue to provide life-changing support.

We absolutely love seeing what you get up to on your Wear It Blue day so you can send your photos to us at [fundraising@clapa.com](mailto:fundraising@clapa.com) - but please only send us photos of children whose parents have given us permission to use the photos on our website and social media.



The details on how to pay in your funds is at the end of this pack, please do let us have your total so we can send you a certificate of thanks. Email [fundraising@clapa.com](mailto:fundraising@clapa.com).

# Let us know



Whatever you decide to do for CLAPA please do let us know what you have planned and agree to our terms and conditions before you start by complete this [online form](#) - so we can help advise and make sure you have everything you need.

We can also provide a letter of authority to show the activity is authorised by the charity and can provide advice on getting press coverage if you wish.

## Setting up your fundraising page



The easiest way to collect donations is to set up a fundraising page via a platform like JustGiving.

Setting up your fundraising page is as easy as 1, 2, 3!

- 1 Head to the CLAPA JustGiving page at [justgiving.com/CLAPA](https://justgiving.com/CLAPA) or by scanning the QR code.
- 2 Select 'Fundraise'
- 3 Follow the prompts to quickly set up your page and join the CLAPA community!



Talk to our Fundraising Team by emailing [fundraising@clapa.com](mailto:fundraising@clapa.com) if your school would like other resources like collection boxes, banners or balloons

# About Cleft Lip and Palate

Thank you for planning a fundraising activity in aid of CLAPA. The Cleft Lip and Palate Association (CLAPA) is the only national charity supporting people and families affected by cleft lip and/or palate in the UK.

CLAPA's vision is of a society where everyone affected by cleft lip and palate feels supported, connected and empowered wherever they are on their cleft journey.



**1 in 700 babies are born with a cleft. That's around 100 every month in the UK alone.**

In early pregnancy, different parts of a baby's face develop and then join together just above the top lip. If they don't join properly, the baby is born with a gap or 'cleft'. This gap can be on one or both sides of their lip (cleft lip), in the roof of their mouth (cleft palate), or both.

There's no single cause of cleft. It can happen in any pregnancy, even when there's no family history.

Babies have one or more surgeries to close these gaps when they're under a year old. Children can have ongoing problems with hearing, speech, misplaced teeth, and even confidence and self-esteem. Comprehensive treatment is provided by NHS Cleft Teams.



# What your money can do

One in 700 babies are born with a cleft lip and/or palate in the UK. CLAPA is the only national charity working to improve the lives of everyone born with a cleft and their families in the UK.



## How your fundraising helps:



**£3.50**

Could buy a pack of specialist feeding teats



**£40**

Could fund a Welcome Pack for new parents



**£200**

Could fund training for a Peer or Parent Supporter



I cannot express enough how much CLAPA has positively affected our life. The support from the Cleft Nurse when our daughter was a baby was amazing and much needed, but the community support we receive from CLAPA continues to be an important part in our lives as our daughter grows up.



When Sebastian was first born, he was on a nasogastric tube as he was struggling with a bottle.

Thanks to the support of CLAPA, we were able to try different bottles out, until we found one that worked for him.



# Safe & Legal Fundraising

Don't let anything stop your fundraising from being a great success! Legalities aren't the most exciting part of fundraising, but they are the most important.

## Is it legal?

Charity fundraising is regulated by law, and there are fundraising codes of practice you must follow if they are relevant to your event or activity. It's your responsibility to ensure your fundraising event runs safely and lawfully and that you get any licences, permits or consents needed in good time.

### Your responsibilities

In law, you'll be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to CLAPA. You must clearly inform potential donors if any of the funds you raise will not be paid to the charity.

If you do anything that threatens the name or reputation of CLAPA, we will ask you to stop fundraising.

### Licences

You may require a license for the following:

- Alcohol or entertainment, including recorded music
- Holding a raffle, lottery or auction
- Doing a public money collection
- Putting up banners or signs in public areas

### Collections

You must have a licence or permit from your local authority if you want to hold a street collection or any other collection in a public place. Similarly, if you're fundraising on private property, make sure to ask the owner's permission first.

CLAPA asks that you do not carry out door-to-door collections of any kind on our behalf; or 'table to table' fundraising in e.g. pubs.

### Under 18s

If you are under 18, your parent/guardian is responsible for you. Please show them this pack and make sure they're happy with what you've chosen to do.

### Publicity material

When you're writing about your event you need to say it is being held 'in aid of CLAPA'.

Please also include our charity number as follows:

Registered charity number 1108160

(England and Wales)

and Registered in Scotland (SC041034).

An 'in aid of' logo may be offered at our discretion; please contact us to get a copy.

### Photography and film

If you intend to take photos or shoot video to publicise your event, you'll need to notify attendees by displaying a clear notice on the day. This notice must explain how people can 'opt out' of being in any photos or videos.

### Raffles and lotteries

The legislation surrounding lotteries and raffles can be complex and confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk).

If your raffle lasts longer than 24 hours, you will need a lottery licence and printed tickets, which must have certain details on them.

### Cancellation of fundraising activity

If you need to cancel your fundraising activity after receiving donations, you must contact any donors and ask if they are still happy for the money to go to CLAPA. If not, the donations must be refunded.

# Is it safe?

CLAPA really appreciates everything you do to raise money for people affected by cleft, but we want you to do this safely. Always plan an event carefully and well in advance.

## Risk assessment

Identify any potential accidents or hazards before you decide to hold any event by completing a risk assessment. The Health and Safety Executive provide some excellent free resources on health and safety at [hse.gov.uk/risk](https://hse.gov.uk/risk).

## Public Liability insurance

CLAPA cannot accept any liability or responsibility for anything that might happen to people or property because of your fundraising activity. If you're planning an event that involves the general public, you'll need to get public liability insurance. CLAPA suggests you contact your own insurance broker to check that your fundraising is covered.

If you're holding an event at a place with public liability insurance (like a school or workplace), you should check with them in case you need to secure extra cover.

## Food

If you're providing food, you must follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](https://www.food.gov.uk) for more details. Labelling food for the benefit of allergy sufferers and people with specific dietary requirements is also good practice.

If you're using a caterer, get a copy of their food hygiene certificate and public liability insurance.

## Handling Cash

Collect cash using a secure container (such as one that can be sealed) or a lockable cash box. Where possible, have two people present when money is being counted. Bank the money collected ASAP.

## First Aid

You can get advice from a professional first aid provider such as [St John Ambulance](#) or [The Red Cross](#) about what first aid you should have at your event.

## Are children involved?

For everyone's safety and protection, consider the following if children are going to take part:

- Do not hold an event which specifically encourages children to attend without their parents
- Ensure the environment is safe for them by thinking about extra risks like cars, equipment, doors, toilets and facilities for lost children
- If you plan to hold a crèche/supervised play area for children, you need to seek advice from your Local Authority
- If you've asked other adults or organisations to provide a service at your event for children (for example, face painting or a bouncy castle), check their insurance safety certificates and ask for references and their DBS check
- Do not take or share photographs of children without the permission of their parent or carer

## Environmental impact

Please consider the environmental impact of your events or activities and take steps to make sure these are minimised as much as possible. For example, if using CLAPA balloons at your event, please ensure these are deflated and placed in the bin following the event.

CLAPA does not encourage releasing helium balloons or sky lanterns; please contact us to find environmentally friendly alternatives.

**You will need to agree to our Fundraising Terms and Conditions before you start.**

**[Read them on our website.](#)**

**If you have any questions or concerns please don't hesitate to contact the fundraising team.**

# How to pay in your funds

Thank you for raising money for CLAPA . There are a number of ways you can donate the money you've raised and the sooner you send in your funds, the sooner we can put them to work in supporting people affected by cleft!

You can make a donation to CLAPA in the following ways.



## Your fundraising page

Use your online fundraising page to collect donations and to pay in any cash donations you receive. Head to [justgiving.com/clapa](https://justgiving.com/clapa) to get started. All donations made will come straight to us making it super easy for you!



## Online

Deposit the funds into your bank account and pay with your credit or debit card through [clapa.com/donate](https://clapa.com/donate)



## Post

Cheque and CAF vouchers can be made payable to CLAPA and sent to 'Freepost CLAPA'. Please include a note with your cheque or CAF voucher letting us know your School and contact details and how the funds were raised.



## Bank transfer

You can transfer any funds to CLAPA's bank account using the following details:

Barclays Bank Plc  
Sort Code: 20 – 37 – 83  
Account No.: 60588806

Please remember to contact us at [fundraising@clapa.com](mailto:fundraising@clapa.com) to let us know the date and amount of the deposit so that we know to attribute the sum to you.

# Thank You!



When my sonographer told me about my baby's cleft I was devastated.

However, I soon discovered CLAPA who introduced me to a whole new community of smiles and support. The experience has been amazing.



Thanks to people like you, we've been able to provide support to thousands of families, young people and adults across the UK when they need it the most. With your help, we've been able to make real commitments to improving our services so no one has to go through their cleft journey alone. Our fundraisers' dedication and creativity amazes us - we can't wait to see what you come up with!

**Thank you for your support of CLAPA**

**If you have any questions about fundraising  
please contact [fundraising@clapa.com](mailto:fundraising@clapa.com)**