

clapa
For the UK
cleft community

Guide to Fundraising

Fun and simple ways to raise money at school, home, work,
or with friends.



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Look out for the hand icon for online links.

Thank you

“On behalf of the UK’s Cleft community, thank you for your interest in fundraising for Cleft Lip and Palate Action (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 Fundraising

Cleft Lip and Palate Action (CLAPA) is the only national support charity for people affected by cleft in the UK.

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

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

Thank you for your interest in fundraising for CLAPA.

We hope this guide inspires you, gives you the information and helpful tips you need, and keeps your fundraising safe, legal and – most importantly – fun!

There are so many exciting ways to raise money for CLAPA.

Whatever you choose to do, know you'll be making a huge difference to people born with a cleft, and their families, all around the UK.

If your family is affected by cleft, then fundraising for CLAPA is also a great opportunity to share your story, raise awareness, and gain support on your cleft journey.

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

CLAPA community member



Planning your activity

Whatever your activity, CLAPA's fundraising team is here to support you all the way.

1 Decide what you'd like to do – check out this guide for ideas if you're not sure where to start.

2 Let us know your planned activity – so we can help, and make sure you have everything you need. Please agree to our fundraising terms and conditions by completing this  **online form**.

We can also provide a letter of authority, to show your activity is authorised, and advice on getting any press coverage if you wish.

3 Set up your donation platform – to make it easy for people to give. This could be a collection box from CLAPA, sponsorship form, or Just Giving page.

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

Head to CLAPA's page at  [justgiving.com/clapa](https://www.justgiving.com/clapa) or scan the QR code. Select 'Fundraise' and follow the quick steps to set up your page.



4 Recruit some helping hands – and get friends, family and your local community onboard. Could you also get local shops and schools involved?

Email fundraising@clapa.com for any help and advice.

 www.clapa.com/fundraise

5 Decide on the details. Who will come? What will happen? When will it happen? Where will it take place?

6 Set a timeline – share out jobs and create clear deadlines. Give yourself plenty of time.

7 Promote your fundraising idea – through posters, using social media, or by word of mouth, getting the message out will be key to your success.

8 Request our free fundraising goodies – balloons, banners, stickers etc can all help your event stand out. Visit clapa.com/materials for more information and details on how to order.

9 Keep CLAPA in the loop. We love seeing what our fundraisers are up to! You may even star in one of our

10 Send your funds to CLAPA. See page 14 for details on how to pay in donations.

11 Have fun! Fundraising is about having fun, bringing people together, and raising vital funds.

Spread the word!

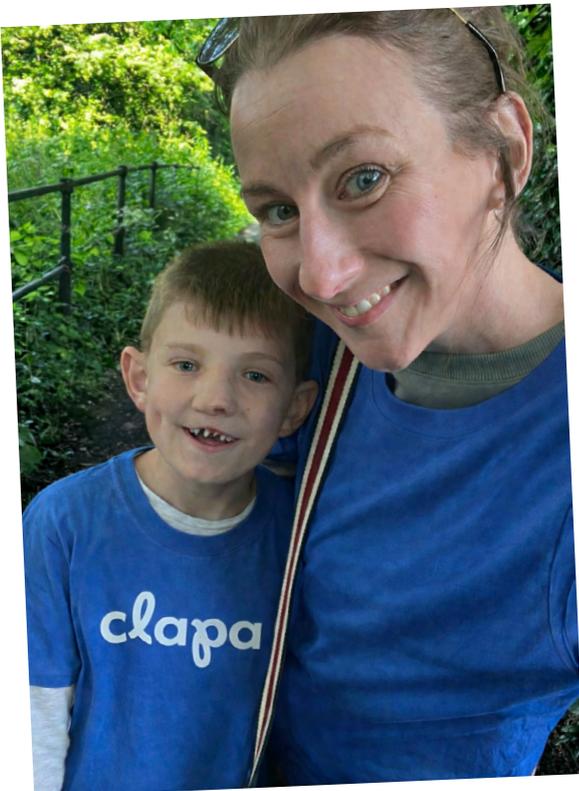
Could your fundraising inspire others?

Regularly updating your supporters keeps them in the loop, shows how committed you are, generates more donations – and also inspires people.

Hearing about your efforts can help motivate others to get involved in raising vital funds for CLAPA too!

The more fun and unique fundraising stories you share, the more excited people will be to try something themselves.

By spreading the word – through social media, in person, putting up posters, and hosting events – you're also helping CLAPA create a world that is more positive and accepting of people born with a cleft.



Top tips

- Share your fundraiser on social media, with fun and engaging photographs, and your reasons for fundraising.
- Encourage family, friends, and colleagues, to comment and share your posts.
- Tag @clapacommunity in your posts – we can share them in our stories and pages.
- Contact your local newspaper or radio station about your amazing efforts, to help raise awareness about CLAPA.
- Please send us your story, photographs, and videos, so we can share them on our blog and social media channels.

Looking for posters, social media coverage, or press contacts?
Contact CLAPA at info@clapa.com

Ideas and inspiration

Quiz night

Test your general knowledge and collect donations to take part. Pubs or community halls are often free to use, or just require a minimum spend. Local businesses may be happy to donate prizes too. CLAPA can provide a letter to show businesses and venue owners that you're fundraising for us.

Fancy dress

Shake up the usual school non-uniform day, or casual Friday at the office, by holding a fancy dress day. Choose a fun theme - superheroes or pyjamas - or link to calendar events, such as Christmas jumper days, green for St Patrick's day, or pink and red for Valentine's Day...

Make a pledge

How about a sponsored silence, shaving your head, or adding something to your daily exercise routine? Pick something that will really challenge you - to show people how important raising money for CLAPA is to you.

Guessing games

Guess the name of a teddy, number of sweets in a jar, weight of a cake... These are all great fundraisers for schools or workplaces - set over a fixed period of time, or at one-off events including parties and fêtes.

Celebrations

Asking friends and family to make donations to CLAPA in lieu of gifts can be a great way to celebrate special occasions, including Christmas, birthdays, and weddings.

You could even hold a birthday celebration or Christmas party in aid of CLAPA.

We can provide you with materials and a collection tin for donations.

Or set up a page online at [justgiving.com/clapacelebration](https://www.justgiving.com/clapacelebration)

Dinners, BBQs, and brunches

Having friends and family round for a dinner party, brunch, or BBQ is a great excuse to hold a get together, and raise awareness about CLAPA, while also raising vital funds.

You could include some games on the night to raise extra money. Or why not charge for a car wash while your guests dine?!



Fundraising at work

Fundraising at work is a fantastic way to make people aware of CLAPA, and generate donations through generous colleagues and connections. Some businesses offer match funding, or run a Charity of the Year scheme... which could double your fundraising!

Nadine's story

Nadine successfully nominated CLAPA for her workplace's Charity of the Year. She hoped to raise £2,000 for CLAPA, which would be matched by her employers.

Over the following year, she held various events, including bake sales, Easter egg competitions, pumpkin carving contest, and Christmas jumper day.

At the end of the year, Nadine had managed to smash her target and raised an incredible £4,229.95 – which was matched by her employer to make a phenomenal £8,459.10!

Perhaps you could nominate CLAPA to be your workplace Charity of the Year, or plan some fundraising with your colleagues?

If your workplace doesn't offer Charity of the Year, maybe they can support you in other ways, such as giving you time off to fundraise, or advertising your fundraising in company communications.



"CLAPA provided collection boxes, T-shirts, balloons and stickers to help promote my fundraising, and also provided me with a letter of introduction so I could contact other businesses as an official fundraiser."

Nadine

Teamwork

If you don't want to fundraise by yourself, you can always do it as a group such as **Harry's Hairy Hikers...**

This group climbed Ben Nevis, Britain's highest mountain, to raise funds for CLAPA.

During their two months of training, the hikers managed to raise an amazing £2,329.75 from their friends and family, who kindly donated through their JustGiving page.

The group was inspired to fundraise after Harry was born with a cleft palate. Members of Harry's family reached the summit, inspired by the support received for Harry from CLAPA and the NHS team at the Royal Hospital for Children in Glasgow.



Get your club or team involved

Surrey Schoolboy Trials Club has been a long-time supporter of CLAPA. Most recently, members arranged a weekend trials competition, raising more than £2,500.

Chelmsford Golf Club selected CLAPA as their Charity of the Year. Ladies Captain Judith nominated CLAPA, because her grandson Joseph was born with a cleft. Joseph got involved and gave a talk at his school - to around 400 pupils! The golf club raised more than £17,000 for CLAPA.

Are you ready to join #TeamCLAPA?

Contact our fundraising team at fundraising@clapa.com to find out more.

Coffee mornings and bake sales

Catch up and chat over coffee, or hold a bake sale, while supporting CLAPA's life-changing services – or combine the two.

Fundraising coffee mornings and bake sales can be held at home, school, workplace, community halls...and can link in with holidays and themed days such as Christmas and Valentine's Day...

If you want to use public spaces, don't forget to ask permission first. Check our legal advice for more information.

TOP TIP: Make it clear why you're fundraising for CLAPA. Maybe hand out our leaflets to educate cake-fanatics about cleft while you fundraise.

Spread the word

Promote your event through word of mouth, written invitations, social media groups, and emails. Ask local businesses to display posters, or advertise in your workplace. CLAPA can provide free promotional materials.

Get competitive!

Why not make it a bake-off style competition? The person with the most votes wins a prize!

Recruiting helpers!

Remember to get friends and family involved. They could help out with baking cakes, pouring tea and coffee, serving snacks, and taking donations.

You can contact info@clapa.com for help with promoting your event, or contact fundraising on fundraising@clapa.com if you need help with planning, posters, and any other additional materials.



Step up for Cleft Lip & Palate

Plan a Step up for Cleft Lip & Palate walk – at your local park, forest, wood, or beach – and raise vital funds for CLAPA, while spreading the word about cleft in the UK with friends, family, fellow walkers, and everyone you meet along the way.

For more details on how to organise and enjoy a Step up for Cleft Lip & Palate, from route finding to keeping it safe see our Step up for Cleft Lip & Palate information here. (link to Step up for Cleft Lip & Palate leaflet)

Tell us your plans!

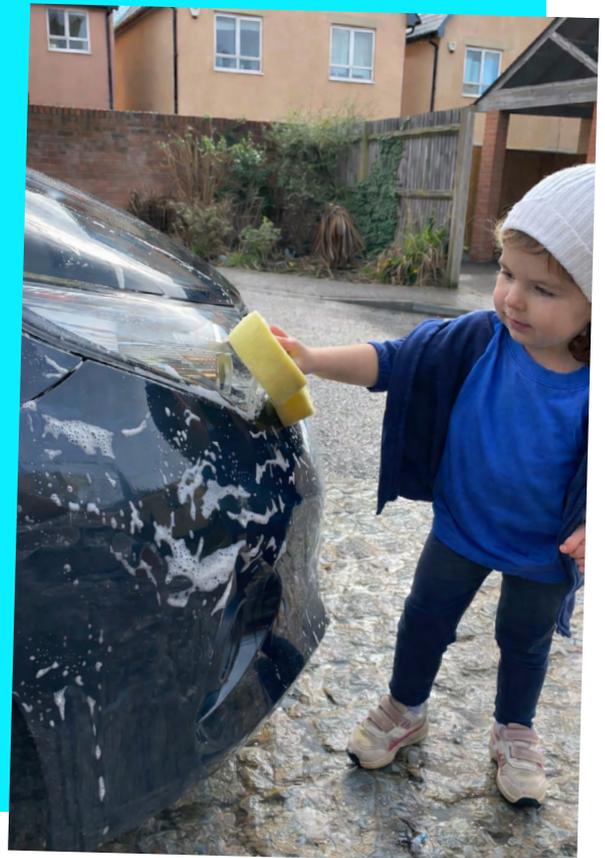
If you plan to raise any funds for CLAPA, you must register your chosen activity with us.

- Email: 🖱️ fundraising@clapa.com
- Web: 🖱️ clapa.com/fundraise

We are more than happy to provide you with free fundraising materials including:

- A CLAPA branded T-shirt
- Leaflets
- Balloons
- Stickers
- Cardboard collection boxes
- Sponsorship forms

Whatever you're doing, make sure to share your stories and photos with CLAPA's fundraising team at 🖱️ fundraising@clapa.com, so they can help to support you and celebrate your success!



Sponsorship

Sponsorship is a great way to raise funds and get family, friends, and colleagues involved in your fundraising activity – online, offline, or a combination of both.

Sharing your personal story of why you're raising money for CLAPA can really encourage people to get behind you. You'll be amazed at how supportive and generous people can be!

Fundraising with JustGiving

JustGiving is one of the most popular fundraising platforms, and it's very simple to set up a fundraising page. It now passes its optional fees onto donors, so even more of the money you raise goes to CLAPA.

Visit  [JustGiving.com/CLAPA](https://www.justgiving.com/CLAPA) to set up your page.

You can add a QR code to your fundraising page to make it even easier for people to donate.



Facebook fundraising

Setting up a Facebook Giving page is a very popular option – because it's quick and easy, free, and, best of all, 100 per cent of the funds raised go to charity. We recommend this route if you're setting up a birthday fundraiser.

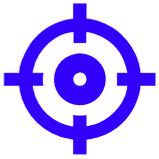
Sponsorship forms

For any friends and family who aren't online, or if you're going to an event where you can ask people for sponsorships, you can also raise money offline. Download the sponsorship form on our website, or call/email us – and we'll post the forms to you.

If you have any questions about setting up your fundraising page, contact  fundraising@clapa.com



Online fundraiser tips



Set a target:

Pages with a fundraising target raise 17 per cent more than those without. Use the page to show the difference this money could make.



Tell a story:

Explain why you're fundraising for CLAPA, making it as personal as you're comfortable with.

Visit clapa.com/your-stories for helpful tips and ideas to get you started.



Add a picture:

This can increase donations by 23 per cent, as people recognise it as your page.



Secure that first donation:

If a loved one has said they will support you, ask them to make the first donation to your page, or make a donation yourself. This can help 'break the ice' on your page, and make others more likely to donate.



Share it far and wide

Post it, tweet it, WhatsApp it, pop it up on your workplace intranet. JustGiving also has some great tips to help you promote your fundraising.



Say 'Thank you!'

Celebrate every penny donated to your fundraiser, especially when you hit milestones such as raising 50 per cent of your target.

Post some pictures of your event (with permission) to thank your guests for their support. You may also get some donations from those who couldn't attend!

There are many online fundraising platforms, but CLAPA suggests you use JustGiving. Their administration fees are optional, so more of your money goes straight to CLAPA.

Visit JustGiving.com/CLAPA to set up your fundraising page.

How your money makes a difference

From the moment of diagnosis, through treatment, and beyond, CLAPA aims to be there for people affected by cleft - with tailored support services, accessible information, and a welcoming community of others in the same situation.



"Support came quickly, post diagnosis, and at the moment we were most in need of it. CLAPA gave us lots of background information, and made us feel less alone. They provided better understanding of the day-to-day challenges, and how our family could deal with them. Our peer supporter was sweet, caring, and genuine. A real support in our time of need."

CLAPA community member

Your impact

£15

could pay for a 'Cleft Youth' magazine to be sent to three young people born with a cleft.

£315

could pay for delivery of a baby sign course for new parents to improve communication with their babies.

£50

could pay for a Welcome Pack of special bottles and teats for a new family.

£675

could pay for a young person affected by cleft to attend a confidence building Camp CLAPA event.

£90

could pay for an adult or parent in need to have counselling sessions.

Paying in your funds

Thank you for raising money for CLAPA. As soon as you send in your funds, we can put them to work to support people affected by cleft. You can make a donation to CLAPA in the following ways:

Online

Deposit the funds into your bank account and pay with your credit or debit card through clapa.com/donate

Bank transfer

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

HSBC UK
Sort Code: 40-16-15
Account No.: 8439 1470

Please add your name as a reference, and send an email to fundraising@clapa.com to let us know the details of the transfer, and how you raised the money, so we can say 'thank you'.

If you have cash from your event, the best thing to do is pay it into your own bank account, and then make a bank transfer to CLAPA.

If you can't make a bank transfer, you can pay in cash or cheques directly at any Barclays Bank branch. You need to request a paying-in slip from our fundraising team.

Please DO NOT post any cash to us.

By cheque

Please send a cheque made payable to 'CLAPA' to our address. Make sure you tell us your fundraising activity, and include your name and address so we can send you a 'thank you'

If you have any paper sponsorship forms, please send those to.

CLAPA
The Green House
244-254 Cambridge Heath Road
London, E2 9DA

Gift Aid

Encourage your sponsors to Gift Aid their donation if they're a UK taxpayer – it allows CLAPA to claim an extra 25p for every £1 donated.

Online sponsorship platforms such as JustGiving allow supporters to Gift Aid their donations online.

If you are collecting cash donations or sponsorship, download a sponsorship form from our website so your supporters can Gift Aid their donations. After your event, when you have collected the donations, you will need to send us the completed sponsorship forms.



Safe and legal fundraising

CLAPA really appreciates everything you do to raise money for people affected by cleft, and we want to ensure your fundraising activity is done safely and lawfully.

Charity fundraising is regulated by law. Please make sure you read our fundraising terms and conditions carefully. By proceeding with any fundraising activities for us, you confirm you have read, understood, and accepted 🖱️ **these terms**.

If you have any questions or concerns, please don't hesitate to contact the fundraising team at 🖱️ **fundraising@clapa.com**

Thank you!

Thanks to wonderful people like you, we're able to provide support to thousands of families, young people and adults across the UK when they need it most.

With your help, we've made 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!

"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."

CLAPA community member

"I can't thank CLAPA enough for its high degree of support over the years; it's become a huge part of my life in numerous ways. Helping them with the fight for inclusivity is going to be a lifelong goal of mine, that's for sure!"

CLAPA community member



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This publication was developed by CLAPA. We have made every effort to ensure the enclosed information is correct at the time of its design, development and print. However, policy and/or practice may change, and CLAPA does not accept liability for any errors or omissions in this publication.

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 www.clapa.com

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Cleft Lip and Palate Action (CLAPA) is the operating name of Cleft Lip and Palate Association, a registered Charity in England and Wales (No. 1108160) and Scotland (SC041034), which is a company limited by guarantee registered in England and Wales Company (5206298). Registered office: The Green House, 244-254 Cambridge Heath Road, London, E2 9DA

