

# CLAPA's 2025-2030 Strategy: Empowering the Cleft Community

**clapa**  
For the UK  
cleft community

CLAPA is the UK's only charity for people affected by cleft lip and palate.

We aim to ensure that no one goes through their cleft journey alone. We do this by providing information, support, and a strong community, from diagnosis, through treatment and beyond.

Our 2025-2030 strategy reflects the voices of those with lived experience, whilst prioritising long-term sustainability and innovation in services.



## Strategic Themes



### Invest

We will continue to invest in our services, infrastructure, and people.

We'll have the right resources and staff to meet growing demand and deliver quality services.

We will invest in supportive functions like communications, marketing and income generation.



### Empower

We are committed to being the voice of people affected by cleft.

Through campaigning, advocacy, and co-production, we will influence policies and empower the cleft community to have a say in their care.



### Inform

We will keep the cleft community informed about care pathways, treatment options, and support services.

We will provide clear, accessible, and evidence-based resources, empowering people to make informed decisions.



### Connect

We will grow opportunities for the cleft community to connect, share experiences, and access support through digital and in-person events tailored to their needs.

We will strive to improve equity, diversity and inclusion by engaging with those affected by cleft from underserved communities.



### Reassure

From the moment of diagnosis, we will do all we can to reassure families and individuals with information and support.

Our services will continue to evolve to meet the emotional, psychological, and practical needs of the cleft community.

## In the next five years, we will:

Refresh our brand to reflect who we are now

Launch a new website driven by the needs of the cleft community

Further develop our advocacy work to influence policy changes within the NHS and the Government

Focus on financial sustainability by expanding our supporter base

Strengthen our partnerships with corporates and Trusts