



CLAPA
Cleft Lip & Palate Association

The Schools' Guide to Fundraising



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WELCOME!



Welcome to the Schools' Guide to 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 our friendly fundraising team at fundraising@clapa.com

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

Thank you, and ENJOY!





Planning Your Activity



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

Here are a few things to keep in mind while you're getting started...

1 Decide what you would like to do.

If you're not sure where to start, there are lots of ideas on page 3-4 of this pack! Be creative, and remember to have fun with whatever you plan. All ideas are welcome!

Request our free fundraising goodies.

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From balloons to banners, our materials can help your event to stand out! Use the materials request form at clapa.com/get-involved/, or see page 6 to find out what we have available.

2 Set up your donation platform.

Will this be a collection can (which CLAPA will provide), a sponsorship form, or an online Just Giving page? Remember, you want to make it easy for people to give.

Decide on the details.

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

3 Recruit some helping hands.

Ask for help and involve your local community, including parents, staff, and governors. Split up your plan into small tasks to give to helpers.

Keep CLAPA in the loop!

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

4 Set a timeline and try to stick to it.

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

Follow the rules.

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Be sure to keep teachers and school staff up to date and in the loop about your fundraising plans. Staff and teachers might be able help out, and it is super important to follow the school rules in order to keep your event both fun and safe.

5 Promote your fundraising idea!

This could be through a school newsletter or bulletin, word of mouth, through social media or all of the above. CLAPA can provide posters and banners to help promote your fundraiser too.

Sending your funds to CLAPA.

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At the end of your fundraising, collect any outstanding donations and pay them into CLAPA (info on page 12). Now it's time to say thank you to all those that have helped and donated. CLAPA can provide certificates upon request.



Fundraising 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. When you donate the change to CLAPA we 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-a-thon, 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! You could make this a competition across the year group or school. What can you do to challenge yourself for CLAPA?



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 Disney characters or superhero theme. You could name a winner for the most creative outfit. It's a fun way to get the whole school involved and an easy way to get your fundraising efforts noticed.



Maybe you could...

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 who is willing to get soaked for a good cause. 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!

Set up a stall

If your school has an annual summer or winter fair, why not see if you could have your own stall to raise money for CLAPA? You could set up a table or two selling CLAPA merchandise, sweets, cakes, or second hand books.

Why not ask if the whole fair can be in aid of CLAPA one year, or if you would be able to go round the fair with a collection can asking for donations?



Think Big!

Students Vs Teacher

Why not spark some friendly rivalry in aid of CLAPA? This could be a talent show, a race, a quiz, a football match or anything else you can think of.

You can ask for a donation for spectators to watch and let the friendly rivalry commence!



Keep an eye on the calendar...

Are there any events coming up in the School calendar that could be turned into a fundraiser? What about a green-themed own clothes day for St Patrick's Day, Valentine's Day card swaps, a cake sale for Mother's Day or stalls at school fairs and fetes?



Fundraising Materials

Getting some CLAPA branded merchandise and materials is the perfect way to make your event stand out and look fab in photos.



CLAPA Can Provide:

- 2 CLAPA T-Shirts
- Collection cans
- Collection buckets
- Leaflets & posters
- Balloons
- Stickers
- PVC Banners

Make Your Request

Visit clapa.com/get-involved/ and click 'Get Your Resources' to find our simple online form.

Email fundraising@clapa.com

Call [020 7833 4883](tel:02078334883)



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.



For more information or for support with your fundraising, please contact CLAPA's friendly fundraising team at fundraising@clapa.com or call 0207 833 4883.

What problems can a cleft cause at school?

Children with a **cleft lip** may have a **visible scar**, and may have an **irregular-shaped nose**. They may have **missing or crooked teeth**, and often have to wear braces before and for a longer time than their peers. This can lead some children to feeling especially self-conscious about their appearance, particularly if they receive stares and comments from others.

Children with a **cleft palate** often have **glue ear** which causes **hearing impairment**. A child who doesn't seem to be paying attention, or doesn't understand what you're saying, may have hearing problems. Glue ear is often recurring, so a child may not realise the problem has come back. A cleft palate often makes it difficult to **make certain sounds** and their **voice may be nasal**. This may make children self-conscious about speaking, or they may get frustrated at not being understood.

These issues can affect self-esteem, which can impact on how children participate in class and how they interact with their peers.

How Can Schools Help?

Teachers and anyone involved in a child's care should try to have a basic understanding of the issues that go along with a cleft lip and palate and look out for when they might cause problems. Affected children and their parents are the best people to speak to about this, but CLAPA also has a guide for teachers available on our website at clapa.com/schools.



Raising awareness of cleft lip and palate in class or even in a whole-school assembly is a great way to spread a positive message of diversity and acceptance. This gives affected children a chance to tell their story and feel proud of how far they've come. Some children may find this easier if it's done as part of a fundraising event, as this way their classmates will link it to something fun. See page 10 for more information.

FAQs



Is cleft a disability?

Children may need extra help with speech and/or hearing issues, but with the right support there's no reason why they can't participate fully in education and society.

Is cleft linked to learning difficulties?

Cleft is a physical issue which does not affect the brain or cognitive development. Children with a cleft may look or sound a little different to their classmates, but most are not affected by any other condition.

What kind of treatment do children need?

By the time they start school, children will have had at least one surgery to close the gap left by the cleft. Many children will also have had other surgeries and treatments for speech and hearing issues. At school, it's likely children will need to be taken out of class to attend appointments for speech and language therapy, hearing tests and treatment, check-ups, and even surgery. It often isn't possible to schedule these outside of school time.

How do children cope with looking or sounding different?

Each cleft is unique, just like every child, and how they cope will vary. It usually doesn't depend on how 'obvious' their difference is – sometimes children with minor differences will be more anxious because other people's reactions can be unpredictable.

Talking about Cleft



If there is a child with a cleft at your school, then talking about cleft can be a great way to help children have a better understanding about their peers.

You could do this through an awareness or fundraising activity, a presentation (which CLAPA can provide) or in any other way that works for your school.

It is important to note that not all children with a cleft will want to or be able to confidently explain their differences to curious classmates, so starting a positive conversation about cleft lip and palate can make a real difference. Make sure that any affected children and their families understand and are comfortable with what will be happening at the school and what role they will play.



If you are interested in doing a lesson about cleft, and have a child in your class who is comfortable talking about cleft and their journey, then it is a good idea to invite them up to talk to their class about their cleft and what this means for them. For this, CLAPA suggest using the following discussion points to help to cover how we are all different in our own way. Having a safe and open discussion about cleft can help to address misconceptions and confusion about cleft in the UK. Raising awareness is a key step to helping everyone to understand the impact a cleft can have – and the difference the right support can make.

Discussion Points

Creating an open and safe conversation about accepting each other's differences can have a very positive impact, especially if someone in your classroom feels they are different because of their cleft.

Below are some discussion points you can use to encourage the whole class to recognise the value of diversity and acceptance:

Explain to the class that everyone is made differently and ask the class to name one thing that is different about them.

Ask the class to think about why it is a good thing that we are all different? What problems would there be if we were all the same?

Ask the class to think about someone else in the class, what differences and similarities do they have with one another? Just because someone is different to them, does this mean they cannot get along?

Ask the class to think about why people have surgery (for example; for injuries, health reasons, appearance etc). Ask the class to think about why people might have surgery to change the way they look (for example; they don't like how they look, they have a medical condition that means they need to, or they have had an injury that has changed their appearance).

Ask the class to think about how they would feel if they needed to have surgery, think about things such as what they would bring with them to the hospital, and who they would like to visit them.

Explain to the class what is meant by diversity and why this is a good thing.

Ask the class to describe the person next to them in three words that have nothing to do with their appearance.

Ask the class to think about what is more important in a friend, how they look or how well you get along with each other.

Donating to CLAPA

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

By Cheque

Please send a cheque payable to CLAPA.

CLAPA
332b Goswell Road
LONDON
EC1V 7LQ



Please let our Fundraising Team know the date and amount of the deposit so we can match everything up and make sure you're thanked for your efforts.

fundraising@clapa.com
020 7833 4883

By Bank Transfer

Barclays Bank plc

Sort Code: 20 – 37 – 83
Account No.: 60588806
Reference: SCHOOL NAME (i.e MAYFIELD PRIMARY)



In Person

You can pay cash or cheques directly into any Barclays Bank branch. In order to pay cash directly into our bank account, **you will need a pre-printed paying-in slip**. In order to get one of these, please email fundraising@clapa.com to request one.

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.

£3 Could buy a pack of specialist feeding teats

These let babies with a cleft lip and palate feed without a tube.

£20 Could fund a Welcome Pack for new parents

These contain specialist feeding equipment and information from CLAPA.

£70 Could allow a child with cleft to attend a special activity day

These days are crucial opportunities for children to make new friends who understand what they're going through and for parents to form local support networks.

£100 Could fund training for a Happy Faces Support Group Coordinator

These local groups bring together new and expectant parents to help them share experiences in a safe and supportive environment.

£300 Could fund training for a Parent Supporter Volunteer

Our Parent Supporters provide emotional support and a listening ear for parents and carers of children with a cleft via phone, email, and social media.



Legal Info

We know that thinking about the legalities isn't the most exciting part of fundraising, but it IS the most important. Don't let anything stop your efforts from being a great success! Spend some time on the smaller details to keep it safe and legal, and make sure everyone is happy.

Health and safety

Any event needs to be assessed to make sure any potential risks to both organisers and attendees are considered, and minimised as much as possible.

This means completing a Risk Assessment Form. You can find a risk assessment template and guidance on how to complete it on the Health and Safety Executive website:
www.hse.gov.uk/risk/index.htm.

Collections

If you are planning a collection you will need to obtain permission from the right person:

- For street collections, contact your Local Authority and they will tell you what you need to do register and obtain a license.
 - For a supermarket or train station, go to the site's manager directly to ask for permission.
- Public collections are governed by strict legal requirements, so it's important you follow the rules. These rules cover everything from who can collect to how close they're allowed to stand to each other! **Get in touch with our fundraising team once you've arranged a date so we can help you work out the details.**

Please note: Under 16s (18s in London) are not permitted to collect money through public collections. They can be present at a collection, but cannot hold a collection bucket or can.

Alcohol and public entertainment license

If your event involves the sale of alcohol and/or live or recorded music, dancing, showing of a film or performance of a play, an indoor sporting event, or any entertainment of a similar nature, you may need a licence.

Speak with your Local Authority, the police and any other relevant party as necessary or **get in touch with CLAPA so we can help make sure you're covered.**

Raffles

Raffles are a fantastic way to boost the income from your event! The Gambling Commission has strict rules for how they should be organised, so it's important you make sure you have the relevant permissions.

For small raffles, where raffle ticket sales start and finish on the same day, at the same event and venue, you do not need a license. You do however need to make sure to charge the same price for each ticket and draw the name of the winner before the event is over. Small raffles are not allowed to have cash prizes.

If you plan to run your lottery over a longer period of time or sell tickets at more than one venue, you will need to purchase a local lottery license from your Local Authority.

If you want to know more about organising a raffle or lottery, you can visit the Gambling Commission's website www.gamblingcommission.gov.uk.

Insurance

When organising your event in support of CLAPA, you are responsible for taking adequate steps to make sure that the event poses no risk to others. CLAPA cannot accept liability for any loss, damage, or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of CLAPA.

Check with the supplier that any buildings or equipment that you hire are covered. Insurance is often included in the hire fee but not always, so it's always good to double check. You may need to have public liability cover in place if you are organising a public event.

First Aid

First Aid can save lives. You can get advice from St John's Ambulance (www.sja.org.uk) or the Red Cross (www.redcrossfirstaidtraining.co.uk) about the type of First Aid to have at your event.

Photography

If you take any photographs at your event, it's essential you make sure you have permission from each person before publishing them either in printed format or online (including social media). This is especially important when the photos include children.

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. You can find lots of advice from the Food Standards Agency on their website: www.food.gov.uk.

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!.

Every Smile Tells a Story



CLAPA

Cleft Lip & Palate Association

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