



Registered with  
**FUNDRAISING  
REGULATOR**



# World Smile Day



Friday 5th October 2018



Cleft Lip & Palate Association



Registered Office: CLAPA, Green Man Tower, 332B Goswell Road, LONDON EC1V 7LQ

☎ 020 7833 4883    ✉ info@clapa.com    🐦 @clapacommunity    📘 Cleft Lip and Palate Association    🌐 www.clapa.com

Charity registered in England & Wales (1108160) and Scotland (SC041034). Limited Company registered in England & Wales (5206298).



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Simple but important information you need for your fundraising.

# Welcome to CLAPA's World Smile Day



## fundraising ideas pack

World Smile Day celebrates the birthday of the original Smiley Face graphic and, because here at CLAPA we believe **every smile tells a story**, we want to make the most of the occasion to help celebrate and support our vital work in the UK Cleft Community.

This year, on *Friday 5th October 2018* we're asking for your help to raise funds for our services, so that we can keep supporting people and families affected by cleft for years to come.

In this pack are 4 simple suggestions about ways that you, your friends, your family or your colleagues, can fundraise for CLAPA this World Smile Day.

We hope this guide helps to inspire you and that you have a lot of fun fundraising for CLAPA.

**If you have questions you can contact our friendly Fundraising team at any time on 0207 833 4883 or at [fundraising@clapa.com](mailto:fundraising@clapa.com)**

# Home

You don't have to travel far to make the most of your fundraising.



## Coffee Mornings

Coffee Mornings in aid of CLAPA let you support the UK Cleft Community from the comfort of your own home and gives you a chance to catch up and chat with your favourite people over coffee, all whilst fundraising for CLAPA's life-changing services.

Why not order some CLAPA cake toppers for this too! See page 4 for more information.

Not sure where to get started? Follow these 4 easy steps:

### Plan

First, choose a date and time for your coffee morning. World Smile Day is Friday 5th October 2018, so as close to this as possible would be fantastic (though Coffee Mornings in aid of CLAPA are welcome all year round).

### Promote

Make sure to invite friends and family to join you on your coffee morning. Word of mouth, a written invitation, or even a simple Facebook group is a good place to start with getting the word out. World Smile Day is a brilliant excuse to bring people together for a good cause, so the more the merrier!

### Find helpers

It's always handy to ask for a few extra pairs of hands to help out, so remember to get friends and family involved. They could help with baking cakes, pouring tea and coffee, serving snacks, and taking donations.

### Fundraise

Don't forget to take donations on the day!

You could raise even more money by holding party games, a raffle or tombola, or a bake off style competition to accompany the coffee and chatter.

Remember that every penny you can raise will go towards helping CLAPA's vital work.

Looking for help to decorate for the occasion? CLAPA are happy to help you with balloons, flyers, and leaflets.

Find out more by emailing [fundraising@clapa.com](mailto:fundraising@clapa.com)



# Think Big!

## Fundraising at Work and Match Funding

Fundraising at work is a fantastic opportunity to generate donations through generous colleagues and connections.

Some businesses offer match funding or run a charity of the year scheme, so it is worth thinking about - it could double your fundraising!

Why not use *World Smile Day* as a way to start this conversation with your workplace?

Nadine Steel did just this when she successfully nominated CLAPA for her work's Charity of the Year. She hoped to raise £2,000 for CLAPA, which would be matched to £4,000 by work! Over the following year she held various events, bake sales, Easter egg competitions, pumpkin carving contests, and Christmas jumper days to name a few. At the end of the year, Nadine had managed to smash her target and raised a phenomenal £4,229.95 which was matched by her employer, making it an incredible £8,459.10!



Get helpful tips about how you can get started by emailing [fundraising@clapa.com](mailto:fundraising@clapa.com)



Thank you so much Nadine, for all your hard work!



Perhaps you could nominate CLAPA to be your works Charity of the Year, to celebrate this World Smile Day or see if they provide match funding for a fundraising event you're planning?

Just think; who do you know? It is always worth asking.

# School or Work

Fundraising can be a very sociable occasion - if you can spread the word enough you could get your whole school or workplace involved!

The more people you can reach with your fundraising, the more vital funds you can collect for CLAPA. So, how do you get your colleagues' or classmates' attention?

Whether it's the playground or the break room, we've come up with two easy ways to make the most of your setting...

## BAKE SALES

You can hold a bake sale by yourself or with help from friends. Just set up a table in a place where lots of people will notice you and start selling those yummy bakes.

Remember to make sure you get permission first!

Don't forget to promote your cake sale too. A staff email or a mention in assembly will let people know what you're up to.

CLAPA are happy to help you design posters as well. Just email [fundraising@clapa.com](mailto:fundraising@clapa.com) to find out more.



## DRESS DOWN (OR MAYBE DRESS UP) DAYS

World Smile Day is a great excuse to go casual at the office, or even to shake up the usual school Non-Uniform Day or Dress-Down Friday at the office by holding a fancy dress day. Just choose a fun theme (maybe Disney, superheroes or even a pyjama day).and spread the word.

Whether it's adding a cape or ditching a tie, ask your colleagues or classmates for small donations to take part and watch your total grow.



*If you're feeling ambitious, you could even combine both ideas, maybe you could even match your bakes to your theme...?*

Time to get creative!  
You could even go for some CLAPA cake toppers to make your bakes look really special.



## Short on time?

*Could your selfie raise a smile (and vital funds) for CLAPA?*

This World Smile Day, the quickest and easiest way to support CLAPA's work is by **sharing a selfie and a Facebook Fundraising page**.

A picture of you gives your fundraising a personal touch, and a few lines about why you're supporting CLAPA with a link to your Facebook Fundraising page makes it easy for your online connections to donate.



In Aid Of  
**CLAPA**   
Cleft Lip & Palate Association

### Setting up your Facebook Fundraiser is easy:

1. Click Fundraisers in the left-hand menu of your News Feed (under the 'Create' section).
2. Select Charity.
3. Search for 'Cleft Lip and Palate Association' and select this option.
4. Fill out the target amount you would like to raise and when you would like your Fundraiser to end.
5. Title your fundraiser with your name and World Smile Day (i.e. 'Joe Bloggs's World Smile Day Fundraiser') and share your story too, explaining why you want to raise money for CLAPA.

Sharing your personal story will encourage people to donate as they will see what CLAPA means to you!

6. Choose your cover photo, and click create. Now you can share the link to this page with your selfie!

7. Email [fundraising@clapa.com](mailto:fundraising@clapa.com) to let us know you have set up your World Smile Day fundraising page!



*This kind of fundraising is super-flexible. You could do this as well as another idea from this pack or make the most of it as a speedy stand alone.*

# Donating to CLAPA

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

## By Cheque

Please send a cheque payable to CLAPA with any sponsorship forms to our address. Please make sure that as many sponsors as possible have filled in their surname, house number, postcode and ticked the Gift Aid column (if applicable).



CLAPA  
332b Goswell Road  
LONDON  
EC1V 7LQ



## By Bank Transfer

Alternatively you can make an online BACS transfer or pay cash or cheques directly into any Barclays Bank and add your name as reference.

In order to pay cash directly into our bank account, you will need a pre-printed paying-in slip. If you do not have one of these, please email [fundraising@clapa.com](mailto:fundraising@clapa.com) to request one. Please provide a copy of the 'Counterfoil' paying in slip once the transaction is complete.

### Barclays Bank plc:

Sort Code: 20 – 37 – 83

Account No.: 60588806

Reference: INITIAL+SURNAME (i.e. J Bloggs)

Please remember to contact us and let us know the date and amount of the deposit so that we know to attribute the sum to you. Please call the fundraising team on **020 7833 4883** or email [fundraising@clapa.com](mailto:fundraising@clapa.com). We'll send a thank you as soon as we've received your donation or sponsorship.



# 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](http://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 to 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 licence

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](http://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](http://www.sja.org.uk)) or the Red Cross ([www.redcrossfirstaidtraining.co.uk](http://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](http://www.food.gov.uk).



# Every Smile Tells a Story

Thanks to wonderful 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.

Thank you so much for fundraising for CLAPA this  
World Smile Day!

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