



Registered with
**FUNDRAISING
REGULATOR**

CLAPA



Cleft Lip & Palate Association

The Little Guide to Fundraising

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

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

CLAPA 
Cleft Lip & Palate Association

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Welcome to CLAPA's

Little Guide to Fundraising



So, do you know what it is you'd like to do yet?

Maybe you're thinking of a sponsored challenge, a cake sale, or maybe a competition?

Or perhaps you're not sure what you'd like to do yet, but you're on the look out for exciting possibilities?

Wherever you're up to with your fundraising, CLAPA are very grateful to you for getting involved.

We hope this guide helps to inspire you and give you the important information and helpful tips you need to make the most of your time and keep your fundraising fun.

If you have any questions or any ideas you'd like to chat through, or are looking for a little more support with your fundraising, feel free to contact CLAPA's friendly team on 0207 8334883 or email fundraising@clapa.com.



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.

This booklet is filled with ideas but if these don't excite you, feel free to contact the CLAPA fundraising team about doing your own thing.

6 Promote your idea.

Whether it's hanging posters, using social media, or word of mouth, getting the word out will be the key to success.

2 Decide on the details.

What will happen at your activity or event?
Where will it be, and when?
Who's it for and how will you get people involved?

7 Ask for our help.

We can provide resources and materials to make your event stand out.

For more, visit www.clapa.com/get-involved/

3 How will you collect donations?

Collection boxes, sponsorship forms, an online platform like 'JustGiving'?
[Contact fundraising@clapa.com](mailto:fundraising@clapa.com) to find out more.

8 Keep CLAPA in the loop!

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

4 Recruit helpers.

Include friends, family, and the local community in your activity. Could you get local shops and schools involved?

9 Look after your donations.

At the end of your fundraising, be sure to send CLAPA your funds safely and securely. Go to this booklet's '[Paying In](#)' page for more information.

5 When you have your plan, stick to it.

Create tasks, set deadlines, and delegate!
Setting the date well in advance means you'll have plenty of time to organise everything.

10 Have fun!

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

We hope you have fun with your fundraising for CLAPA!

LIKE, SHARE & SPREAD THE WORD!



Could your fundraising help to inspire others?

As well as offering regular updates to your supporters - this keeps them in the loop and shows how committed you are, which means more donations - social media can be a great tool for fundraising.

Hearing all about your efforts helps 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 are to try something themselves.

By telling the world about your efforts through social media or in person, putting up posters and throwing events, you're also helping us create a world which is more positive and accepting of people born with a cleft.



#EverySmile
#CleftAware
@clapacommunity

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

A few ideas...

Quiz night!

Quizzes are a fun and popular way to fundraise. Test your general knowledge with friends, family or colleagues whilst raising money for CLAPA by asking for donations to take part.

You can ask a local pub or hall if you could use their space (often these are free or only require a minimum spend). Why not try asking local businesses to donate a first prize too?

If you'd like a letter from CLAPA to show businesses and venue owners, to confirm you're fundraising for us, please email fundraising@clapa.com.



Fancy dress day!



Shake up the usual school non-uniform day or casual Friday at the office by holding a fancy dress day. Choose a fun theme - maybe Disney, superheroes or even a pyjama day - and ask for small donations to take part.

Why not try timing your dress up day with other events in the calendar? Think Christmas jumper days, green for St Patrick's day theme or pink and red for Valentine's Day...

Take a pledge!

How about a sponsored silence, giving up fizzy drinks for a month, or adding to your daily exercise? All of these become great fundraising challenges when you take a sponsored pledge for CLAPA.

Make sure you pick something that will really challenge you (to show people how important raising money for CLAPA really is to you). We can help you set up an online fundraising page with Facebook or JustGiving so you can keep your supporters up to date with how you're getting on.



Top Tip: Share updates regularly. If people see how hard you are trying, they are more likely to give!

Guessing games!



Guess the name of a teddy, the number of sweets in a jar, the weight of the cake or anything else you can think of.

These are great fundraisers for schools or workplaces over a set time, or even at one-off events like parties and fetes. Charge £1 to enter and watch the queues grow!

Check out CLAPA's section on raffles in legal info at the back of this pack or contact our friendly Fundraising team for more information about games like this.

Celebrations!

Asking friends and family to make donations to CLAPA in lieu of gifts can be a wonderful way to celebrate a special occasion, be it Christmas, Birthdays, Christenings or any other special event.

You could even think about holding a birthday celebration or a Christmas party in aid of CLAPA. We can provide you with materials and a collection tin to ask for donations. Just email fundraising@clapa.com.



Dinners, BBQs and brunches!



Hosting friends and family round for a dinner party, brunch or BBQ is a fantastic way to raise money for CLAPA. It is a great excuse to hold a get together and raise awareness about CLAPA whilst raising vital funds.

You could include some games on the night to raise extra money as well! Make sure you ask people for a donation that will cover your expenses as well as raise money or you could ask people to bring something like a pot luck lunch!

Big Ideas!

Fundraising at Work and Match Funding

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...it could double your fundraising!



Nadine Steel did just that when she successfully nominated CLAPA for her work's (SE Controls) 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 just 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 SE Controls, making it an incredible £8,459.10!

"CLAPA provided collection tins, T-shirts, balloons & 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

Don't forget to ask your workplace about match funding.

Find out more by emailing fundraising@clapa.com



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



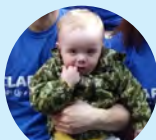
Perhaps you could nominate CLAPA to be your work's Charity of the Year, or see if they provide match funding for a fundraising event you're planning outside of the office? It is always worth asking.

All about the teamwork!

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

On April 28th 2018 this group climbed Ben Nevis, Britain's highest mountain, to raise funds for CLAPA! With a combination of determination and great weather conditions the team reached the summit. During their 2 months of training, the hikers managed to raise an amazing **£2,329.75** (including gift aid) from their friends and family, who kindly donated through their JustGiving page.

The group were inspired to fundraise after they received lots of support from CLAPA and the NHS team at the Royal Hospital for Children in Glasgow when Sarah and Shaun's son, Harry when he was born.



Hi, Harry!



Smile!



Thanks to the Hairy Hikers for fundraising an amazing amount of money CLAPA are able to continue providing our vital services to the CLAPA community!



Well Done, Team!

Can you see yourself
as a #CLAPAHero?

Contact our friendly
fundraising team at
fundraising@clapa.com to find
out more about challenging
yourself for CLAPA.



Bake Sales

*Yummy treats and fundraising...
...sounds perfect!*

Choosing a Time and Place

You can hold a bake sale by yourself, with a friend, maybe even as part of a local sports group or club. You could set up a stall at school, at work, or even in a local community hall. Places like these are usually free to use and work as a fantastic location for your bake sale. Make sure you ask permission first!



Another great thing about bake sales in aid of CLAPA is that they are a fun way to fundraise all year round. If you feel like getting creative though, why not time your bake sale with a holiday - like Christmas or Valentine's Day?

TOP TIP: Make it clear why your fundraising for CLAPA, maybe think about handing out flyers to help so you can educate those cake-fanatics about cleft as you fundraise! After all, the only thing better than yummy cake is yummy cake for a good cause!

Promoting your Bakes

When the date is set for your bake sale, it's time to promote it. Use social media to spread the word, ask local shops and businesses to display a poster, or see if you can advertise in the staff room at work. CLAPA can provide posters and any other promotional material you might need! Just contact fundraising@clapa.com for more.



Decorating Time!

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

Contact fundraising@clapa.com for details.

*Get
Competitive!*

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



Coffee Mornings

Catch up and chat with your favourite people over coffee, all whilst supporting CLAPA's life-changing services.

Depending on how many people you'd like to invite, your coffee morning could be held at your house, your place of work, or even a local hall!

If you're looking to use public spaces, don't forget to ask permission first. See our legal pages at the back of this booklet for more.

Don't forget to spread the word...

If you are holding your coffee morning for friends and family then word of mouth, a written invitation, or even a simple Facebook group may be a good place to start. For a coffee morning at work, an email might work best, and posters in your staff room could gain some interest from your co-workers.

For bigger coffee mornings, aimed at the whole local community, you can try asking local shops, churches, and clubs to put up posters or share information. You could use social media for this too!



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

ENJOY!

When everything is planned and your event day is here, it's time to enjoy yourself!

Make sure you tell people why you're helping CLAPA.

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.

Sponsored Walks

You can introduce new people to the CLAPA community, and raise vital funds, by holding your very own Sponsored Walk!

Sponsored Walks are a fantastic way to get involved with CLAPA and as well as raising vital funds they also spread the word about cleft in the UK amongst friends, family, fellow walkers, and with everyone you meet along the way.

It might even be simpler than you think too!

Here are some key steps to get you started:

STEP 1: Pick your date, location and route

DATE

It's hard to plan for the British weather, but the time of year you choose can push the odds in your favour.

Whatever date you set out, make sure you're prepared - sun cream and annoracks all round!

Try to think of dates when most people won't be at work or school and give people plenty of notice and reminders.



LOCATION

You know your local area best – think of local parks, landmarks, and green spaces that might have the space you need.

Once you have a location in mind, you'll need to do some research, to check if this place allows sponsored walks, and if it is free.

Remember, you may need to fill out an event form or risk assessment for your location's records. CLAPA can help if you need any extra information to complete these.



ROUTE

You'll need to map out the route your walkers will take.

We recommend a walk no further than 5km, which is accessible for pushchairs and wheelchairs.

Walk the route a couple of times, to get an idea of the time it takes and make sure it is suitable. Keep an eye out for any potential risks along the way, too!

TOP TIP: A picnic after a walk is a great chance for families to socialise, so look out for a suitable area towards the end of your route if you'd like to do this.



Step 2: Recruit volunteers and helpers

All events can benefit from a few extra helping hands!

You may have family and friends who you can ask to help with small tasks during planning and promotion, or to keep things running smoothly on the day.

Volunteers can help make your event a success. It's not a problem if people are only available for a few hours, just break your to do list down into manageable chunks and delegate!

TOP TIP: CLAPA has its own bank of volunteers and helpers who may be able to lend a hand, too!

For more information about planning your walk, please contact fundraising@clapa.com or phone 020 7833 4883

Fancy something faster?

Visit

<https://www.clapa.com/get-involved>

to find out more about taking on a running, cycling or hiking challenge.

You might want to consider volunteers for the following tasks:

- ✓ Promoting your event
- ✓ Recruiting walkers
- ✓ Registration on the day
- ✓ Stewarding on the day
- ✓ Contacting local newspapers
- ✓ Setting up signs and banners
- ✓ Getting freebies like fruit & water





We want
to hear
from
you!



If you'd like to raise funds for CLAPA, however you're planning to do so, we'd love you to get in touch!

We would be more than happy to provide you with free materials including:

- ✓ 2 CLAPA T-shirts
- ✓ Leaflets
- ✓ Balloons
- ✓ Stickers
- ✓ PVC Banners

We also have a selection of merchandise that you could sell at your event:

- ✓ Trolley Coins
- ✓ Pin Badges
- ✓ Adult Wristbands
- ✓ Child Wristbands
- ✓ Tote Shopping Bags



However you're getting involved, make sure you share your efforts, stories, and photos with the CLAPA Fundraising Team at fundraising@clapa.com, so they can help to support you and celebrate your success!

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 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. We'll send a thank you as soon as we've received your donation or sponsorship.

Thank you so much for choosing to support CLAPA!

Gift Aid

Gift Aid is a UK tax incentive that increases the value of donations to charities, by allowing them to reclaim basic rate tax on your gift.

That means that CLAPA can claim an additional 25p for every £1 donated by a UK tax payer.

The gift aid scheme is for donations made by those who pay tax. It means that charities are able to accept your kind donation (which is your money that you've already paid tax on) and reclaim the basic rate tax from the government.



In order for CLAPA to claim gift aid on donations we need your consent, as we need to know that you are a UK tax payer. You can download a gift aid form from CLAPA's website, or email fundraising@clapa.com to find out more. We'll also need your full name and address.

If you are doing a sponsored event and are collecting sponsorship money from friends and family, we can also claim gift aid on these donations. In order to do so, we need you to send us your completed sponsor forms with the names and addresses of your generous (UK tax-paying) sponsors.

You can also add gift aid to online donations, for these gifts you do not need to send us a gift aid form, as the declaration is completed online.

How your money makes a difference...



£3 Can buy a pack of specialist feeding teats

For babies who have difficulty sucking.

£20 Can fund a Welcome Pack for new parents

That contains specialist feeding bottles and teats along with information about the path ahead.

£70 Can provide a place for 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 Can fund training for a Happy Faces Support Group Coordinator

So that they are able to organise a new group providing parents with much needed local support to meet and share experiences.

£1,000 Can fund the activities of a Happy Faces Group for a

year. Happy Faces groups are informal support groups for parents and carers of young children (aged 8 and under) which provide regular opportunities for local families to share experiences and coping mechanisms.

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 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 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 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.

Your dedication and creativity amazes us every day - we can't wait to see what you come up with!

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

📞 020 7833 4883 📧 info@clapa.com 🐦 [@clapacommunity](https://twitter.com/clapacommunity) 📘 Cleft Lip and Palate Association 🌐 www.clapa.com

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