

CLAPA Challenge Events Guide

With top tips, information and stories to help you make the most out of your fundraiser for CLAPA!



Introduction

Thank you for choosing to support CLAPA and welcome to the team!

We rely on our fantastic supporters, including you, to make sure we can keep providing our vital services for the UK cleft community. From sending out specialist feeding equipment and running our online support groups, to hosting free online events and providing up-to-date information on our website, everything we do is possible thanks to you.

This pack will give you all the information you need to get started with your challenge event. This could be your first or your 100th challenge for CLAPA but we're here to help you every step of the way and find ways of raising sponsorship that work for you!



fundraising@clapa.com



About Cleft

Here are some important facts about cleft lip and palate to help you spread the word about cleft and CLAPA as you fundraise.



1 in 700 babies are born with a cleft worldwide, which means 1,200 babies are born with a cleft each year in the UK.

Half of all children with a cleft palate will need Speech and Language Therapy at some point in their lives. The treatment pathway for cleft lip and/or palate can be more than twenty years long.

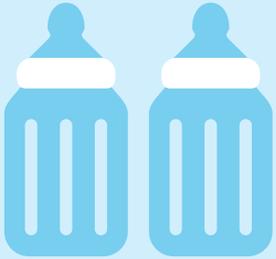


According to CLAPA's 'Whole of Life' Survey in 2018, **41%** of adults didn't know they could receive cleft treatment under the NHS. This shows how important it is to make sure everyone born with a cleft knows the care they are entitled to.



For more information about cleft, head to our website at clapa.com.

How you can help



€10

Could pay for two MAM Soft specialist feeding bottles



€40

Could fund a Welcome Pack for new parents/carers, providing the feeding equipment and information they need to bring their baby home from hospital



€100

Could help us plan and run our monthly Coffee Club on topics ranging from diagnosis to surgery



€200

Could train a Parent or Peer Supporter so they can provide comfort and reassurance to other families and adults in the cleft community



€1000

Could fund four online workshops for young people, helping them to meet others with similar experiences and build their confidence

Fundraising Tips

Start fundraising as soon as possible

The sooner you start, the more funds you can raise!



Set up an online fundraising page

Set up a free fundraising page on [JustGiving](#) and treat it like a blog, sharing updates and photos as regularly as you can to keep your supporters engaged.

Plan and be prepared

Plan your fundraising as you do your Challenge Event training to save yourself any hassle and stress later on.



Share why you're fundraising

If you have a personal connection to cleft, don't be afraid to share it! There is nothing more powerful than a personal story so share your motivations and you will be amazed at how supportive people can be.

Approach your employer

As unlikely as it might seem, your employer might get behind your challenge, by giving you time off for fundraising or even by 'matching' the money you raise.



Think creatively

Sponsorship isn't the only way to raise funds. Coffee mornings, office bake sales, quiz nights, collection cans in the office, charity curry nights at your favourite local restaurant, are other brilliant ways to raise money. Use social media to spread the word and tag us (@clapacommunity) so we can celebrate your fundraising efforts with you.

Gift Aid Pledges

Ask relevant sponsors to tick the Gift Aid declaration box when they donate to your page, which will increase your total.



Join our Challenge Events community

Join the CLAPA Challenge Events Facebook group to connect with other challenge participants and keep yourself going!



Megan's Story

Megan took on a virtual 5km run, and raised an amazing £1573.90 for CLAPA!

“

I never really ran in my life, so felt a bit nervous when signing up for the 5k run for CLAPA. But, I was determined to push myself and achieve my goal. The photo is from my first 20-minute run! I was so proud of myself.

There have been so many kind people in my life, as well as strangers, who have donated and supported me. I have also found a new love for running which has developed my confidence a lot. I love knowing I'm running for a good cause.

Being born with a cleft lip and palate myself, my mum received a massive amount of support from CLAPA when I was a baby, over 22 years ago! Then when I found out my son would be born with the same type of cleft as me, I received the exact same support. Without CLAPA I don't know how I would have fed my son. The bottles were quite literally a lifeline for us, so CLAPA is a charity I would pick to support time and time again. The staff are so grateful for every donation, and the parents of cleft children are even more grateful. I know this from personal experience.



Team HSBC's Story

This wonderful group from HSBC trekked in Snowdonia and raised a huge £3,997.50 for CLAPA.

“

20 of us completed/survived our 2 mountain Snowdonia trek. Starting at Pen-y-pass, in the rain and fog, we took the Miners' Track round to Llyn Llydaw before the steep, rocky ascent up to the twin peaks of Y Lliwedd at 898m. After some scrambling along the ridge, we joined the Watkin Path to Snowden's summit, at 1,085m, which we reached after 5 hours of poor visibility! We then descended Clogwyn Du'r Arddu on the Snowdon Ranger Path, which was much easier, especially as the rain and fog had cleared.

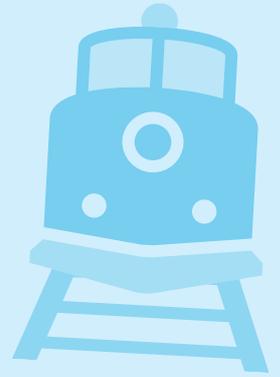


5 Top Tips

It can be a bit stressful getting everything prepared for the big race, so we've put together 5 Top Tips to help you get organised!

1 Book your travel and accommodation

Do this in advance so you can get your first choice of hotel to stay at the night before the race. You may also be able to save some money if you book train fares in advance.



Buy suitable challenge event gear so you will feel comfortable during the race

Think about the shoes you are going to wear and, if it's a cold day, which jacket you will wear after the race. Don't forget to order your CLAPA running vests, cycling jersey or t-shirt [here!](#)

3 Check that you give all the correct information to the organisers to ensure you are fully registered to take part.

Event organisers will normally email you the information and give reminders about what you need to do before the race. For example, providing emergency contact details and giving your predicated finish time so they can allocate you a start time.



4 Wait to receive your challenge events pack

Sometimes you may have to collect your challenge events pack from a specific location, or it will get sent to you in the post. The pack will include your participant number, and sometimes a free t-shirt as well as other fun goodies!

Tell your friends and family your participant number so they can download the race tracker and follow your progress!

5

Spectators will have a better chance of trying to spot you amongst the other participants if they can track you. This means they can get ready to cheer you on! Racers can also download the tracker to record their time or let their friends and family know when they are nearby.



Paying in money

Once your fundraiser has been completed, paying in money couldn't be simpler. Use one of the methods below, and send us an email at fundraising@clapa.com if you have any questions.

JustGiving

If you have raised money with an online fundraising page such as JustGiving, the money will come directly to us.



Cheque

Please send a cheque payable to 'Cleft Lip and Palate Association' to:

**The Cleft Lip and Palate Association
The Green House
244-254 Cambridge Heath Road
London
E2 9DA**



Bank Transfer

Please send money to our bank account putting your first name initial and your surname (e.g. J Bloggs) as a reference:

**Bank Name: Barclays
Sort Code: 20 – 37 – 83
Account Number: 60588806**



If you are collecting or paying in money with a sponsorship form, please contact us at fundraising@clapa.com and our team will be happy to help.



Thank you!

We'd like to say the biggest thank you for taking on a challenge to support CLAPA's work!

As a small charity, we rely on our incredible community to help keep our vital services going each year. That includes you!

Thank you for helping us to ensure that people in the cleft community can always access the support they need, when they need it. We are so grateful to you for being a CLAPA Hero!