

Cleft Lip and Palate Association Strategy 2022 - 2025

Vision

No one affected by cleft lip and palate in the United Kingdom will go through their journey alone.

Purpose

CLAPA is the national charity for people affected by cleft lip and palate in the United Kingdom. We support people to take control of their journeys, connect with others, and use their voices to impact the future of care.



Over the next three years, we will develop and deliver our core support services by:



AIMING FOR EQUITY

by understanding and tackling the barriers preventing people from accessing the support they need



CREATING & GROWING PARTNERSHIPS

with NHS Cleft teams, researchers and other organisations



CREATING ENDURING RESOURCES

reflecting our expertise which make the best use of our limited resources

To support this strategy, we will:

Be a great place to work and volunteer

Embed a culture of fundraising across the charity

Live our organisational values by being inclusive, trusted, adaptable and collaborative

Build skills in our staff team that will help us be digital-first

Maximise all suitable opportunities for income generation

Aiming for Equity



Historically, our reach has been impactful but narrow. We want to ensure everyone affected by cleft in the UK has the chance to get involved and have a say in their charity's future.

We will improve our data collection to inform how we develop existing services. We will also talk to people who aren't currently involved with us to understand how we need to change.

Creating & Growing Partnerships



As a small charity, we can't fill every gap by ourselves. We will foster a collaborative spirit by creating beneficial partnerships with others working to improve the lives of people born with a cleft in the UK.

We will increase our relevance and influence in the cleft world by building on our position as the voice of people affected by cleft in the UK. We will ensure everyone who wants to has a chance to impact cleft care and research in a way that's right for them.

We will also strengthen our ties with NHS Cleft Teams to support them as they work to recover from the pandemic.

Creating Enduring Resources








We will become a one-stop shop to answer every question people affected by cleft might have, from the practical to the emotional.

We will support NHS Cleft Teams by working with volunteers to grow the confidence and skills of parents, carers and patients.

We will raise awareness of cleft amongst generic health professionals by creating community-focused video resources to be used in training courses around the UK.

 www.clapa.com/strategy

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CLAPA 
Cleft Lip & Palate Association

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