

## Your Step-by-Step Guide

Thank you for your interest in this year's Awareness Week by taking part in **Step Up for Cleft Lip and Palate**.

You can get your colleagues involved either by racking up the miles as a team effort or by getting competitive against one another to gain the top spot on our fundraising page's leaderboard, all in support of everyone affected by cleft in the UK!

**The ultimate aim is to help us connect the Cleft community by walking, cycling, or even dancing to help us reach 1,464 miles' worth of steps between the 17 NHS Cleft Centres in the UK!**

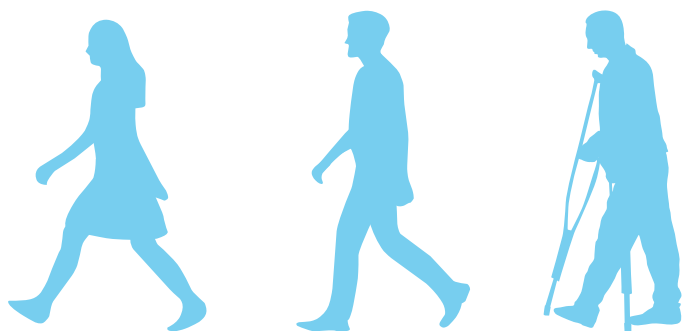
Not only will you have the satisfaction of winning against your work colleagues, but you'll also be helping CLAPA to raise awareness and vital funds to support those affected by cleft around the UK.

### Why take part in Step Up for Cleft Lip and Palate?

By taking part in Step Up for Cleft Lip and Palate, you are not only improving your health and well-being (even just 30 minutes of walking a day is beneficial!), but you are also supporting everyone affected by cleft in the UK

Around one in 700 babies are born with a cleft around the world. That's three every day, or 1,200 every year in the UK alone!

The Cleft Lip and Palate Association (CLAPA) is the only national support charity for people affected by cleft in the UK. CLAPA needs your help to continue to reach hundreds of families and adults in need each year. As a small charity, every pound counts, so whatever you raise will make a big difference to our life-changing services.



Registered with



   @clapacommunity  [www.clapa.com](http://www.clapa.com)

 The Green House, 244-254 Cambridge Heath Road, LONDON, E2 9DA

FUNDRAISING  
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The Cleft Lip and Palate Association (CLAPA) is a Charity Registered in England and Wales (No. 1108160) and Scotland (SC041034)

# Getting Started

## Get your team together.

As team captain, we recommend you ask your colleagues to see who is interested in joining in.

## Registration

Visit the Step Up portal at [clapa.com/StepUp](https://clapa.com/StepUp) and follow the link to 'Enthuse' to get started. The team captain must click 'Create or Join a Team'. Follow the instructions and your team page will automatically be created. As part of the process, you can invite everyone who has said they want to take part to join – all you need is their email address. Each participant will be sent a handy link inviting them to register.

## Tracking your miles

If you already have a Strava account, link it to your Enthuse page. Your miles will be automatically added to your page after each walk, contributing towards the overall distance on our main event page. If you don't have Strava, you can manually add your steps to your page - [visit the hub to find out more](#).

## What you will receive from CLAPA

Each team will receive a fundraising pack, including up to 15 exclusive Step Up for Cleft lip and Palate badges to wear while taking part. These can help start conversations along the journey this Awareness Week! You'll also get a Step Up postcard which you can use to write down your plans and then share a snap to social media, making sure to tag @clapacommunity so we can share it too. If you don't already have a CLAPA t-shirt and would like to wear one while Stepping Up, they are available to buy at [clapa.com/shop](https://clapa.com/shop)

## Ideas to get your steps in

- A regular lunchtime walk or 'walk to work' agreement
- Walking meetings throughout Awareness Week
- Take laps of the kitchen while the kettle's boiling

## Keep up to date

Make sure to keep checking our socials during Awareness Week (@clapacommunity) to see which Cleft Centre we have collectively reached on the map and how much money we have raised! You can also post your own updates on your page and praise your team for their efforts. We'll be delighted to praise them with you!

**Good Luck!**

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