

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!

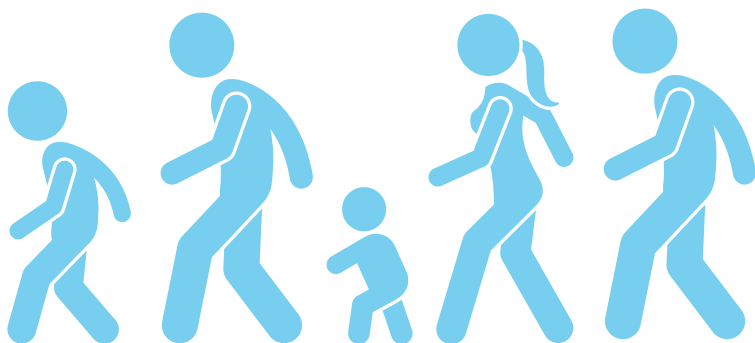
Not only will you have the satisfaction of winning against your work colleagues, but you'll also be helping CLAPA to raise awareness and vital funds to support those affected by cleft around the UK.

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

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

FUNDRAISING
REGULATOR

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.

Find out who wants to take part and how - we say, the more the merrier! If it's just you and some little ones, you can create a 'Family Page' to tally up all your miles together. If others will want to track their own miles, you can create a team while signing up and invite them at the same time.

Registration

Visit the Step Up portal at clapa.com/StepUp and follow the link to 'Enthuse' to get started. Create a 'Family Page' if you'd like to tally up totals from your little ones as well as your own, and while signing up you can 'Create a Team' and invite any others who want to take part with their own page. 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. You can also download a manual step tracker and add these totals manually - check the hub at clapa.com/StepUp.

What you will receive from CLAPA

Each family will receive a fundraising pack, an exclusive Step Up for Cleft lip and Palate badge for each participant. 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

Ideas to get your steps in

- Go on a regular walk every day of the week - maybe a lap around the park or garden?
- Organise a longer walk around a local route - get the whole family to join in!
- Try a different activity like dancing or even cycling and add up your steps or miles

Keep up to date

Keep checking the main event page 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 to thank your family for their efforts during the week.



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