



CLAPA

Cleft Lip & Palate Association

The 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)



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**FUNDRAISING
REGULATOR**

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Even experienced fundraisers should read this section carefully!

Thank you

On behalf of the UK's Cleft community, thank you for your interest in fundraising for the Cleft Lip and Palate Association (CLAPA).

Fundraising is a brilliant way to get involved, stay active and have fun while raising vital funds for our work. We're here to help, and this guide aims to give you plenty of inspiration to get you started.

Thank you so much for your amazing hard work, enthusiasm and commitment to supporting people affected by Cleft in the UK. Your generosity is what makes our life-changing work possible!

Claire Cunniffe , CEO



Welcome to CLAPA's Guide to Fundraising

The **Cleft Lip and Palate Association (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 journey, connect with others, and use their voices to impact the future of care.

Our vision is that no one affected by cleft lip and palate in the United Kingdom will go through their journey alone.

CLAPA is a small charity with no government or NHS funding. We count on fundraising and donations from people like you to continue our life-changing work.

"I don't know what we would have done without CLAPA's support. My family can never thank you enough for all you've done for us."



Thank you for your interest in fundraising for CLAPA.

We hope this guide inspires you and gives you the important information and helpful tips you need to make the most of your time and keep your fundraising safe, legal and, most importantly, **fun!**

There are so many fun and exciting ways to raise money for CLAPA. We're sure that you'll find one to suit you!

Whatever you choose to do, know that you're making a huge difference to families like yours affected by cleft all around the UK.

It's a great opportunity to share your story, raise awareness, and gain support on your cleft journey whilst fundraising for CLAPA.





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 guide is filled with ideas but if these don't excite you, feel free to do your own thing.

2 Let us know!

You **must** let CLAPA know what you have planned. We can provide resources and materials to make your event stand out.

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

3 Decide on the details

What will happen at your activity or event?
Where will it be, and when?
Who is it for and how many will take part?

4 Stick to your plan

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

5 How will you collect donations?

Collection boxes, sponsorship forms, an online platform like 'JustGiving'?

Promote your idea

6

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

Recruit helpers

7

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

Keep CLAPA in the loop!

8

We love seeing what our fundraisers are up to! You may even star in one of our #FundraisingFriday social media posts.

Look after your donations

9

At the end of your fundraising, be sure to send CLAPA your funds safely and securely. See page 20 for more information.

Have fun!

10

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

Spread the World!



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 of 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 hosting events, you are also helping us create a world that is more positive and accepting of people born with a cleft.

Top Tips

- Share your fundraiser on social media with fun and engaging photographs and your reasons for fundraising.
- Encourage your family, friends, and colleagues to comment and share your posts.
- Tag @clapacommunity in your posts; we can share them in our stories or pages!
- Contact your local press or radio station about your amazing efforts to help raise awareness about CLAPA.
- Please send us your story, photographs, and videos so we can share them on our blog and social media channels.

#EverySmile
#CleftAware
@clapacommunity

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 that 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 superheroes or even a pyjamas 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...

Make A Pledge

How about a sponsored silence, giving up fizzy drinks for a month, shaving your head or adding to your daily exercise routine?

All of these become great fundraising challenges when you take up 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).



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 fêtes. Charge £2 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 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, Weddings 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. Or set up a page online at justgiving.com/clapacelebration



Dinners, BBQs & 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! Or why not charge for a car wash while your guests dine!

Fundraising at Work

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's Story

Nadine did just that when she successfully nominated CLAPA for her work's Charity of the Year. She hoped to raise £2,000 for CLAPA, which would be matched by her employers. 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 her employer to make an incredible £8,459.10!



"CLAPA provided collection boxes, 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

Perhaps you could nominate CLAPA to be your work's Charity of the Year, or plan some fundraising with your colleagues?

Although matched funding is wonderful, if your workplace doesn't offer this don't worry - they may be able to support in other ways, such as giving you time off to fundraise or advertising your efforts in company communications.

Teamwork

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

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 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, where Sarah and Shaun's son, Harry was born.



Get your Club or Team Involved



Surrey Schoolboys Trials Club have been long time supporters of CLAPA. Most recently they arranged a weekend trails competition in support of CLAPA, raising over £2500.

Chelmsford Golf Club selected CLAPA as the club's charity of the year. Ladies Captain Judith nominated CLAPA as her grandson Joseph was born with a cleft. Joseph even got involved and gave a talk at his school, to around 400 pupils!! The golf club raised over £17,000.



Are you ready to join #TeamCLAPA?

Contact our fundraising team at fundraising@clapa.com to find out more

Bake Sales

Yummy treats and fundraising
...sounds perfect!

Choosing a Time and Place

You can hold a bake sale alone, with a friend, or as part of a group. Free locations such as schools, workplaces, and community halls make great spots for the bake sale but make sure to ask for permission first.

Bake sales for CLAPA can be a fun way to fundraise throughout the year, and you can get creative by timing them with holidays or themed days like Christmas or Valentine's Day.



TOP TIP: Make it clear why your fundraising for CLAPA, maybe think about handing out our leaflets to educate those cake-fanatics about cleft as you fundraise!

Promoting your Bakes



To promote a bake sale, use social media, ask local businesses to display posters, or advertise in the workplace. CLAPA can provide promotional materials, including posters.

Get Competitive!

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



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.

Coffee Mornings

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

A coffee morning could be held at your house, your place of work, or even a local hall!

If you want 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...

Word of mouth, a written invitation, or even a simple Facebook group may be a good place to start spreading the word. 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.

Step up for Cleft Lip and Palate

Stepping Up For Cleft Lip & Palate

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.

In the past we have done [Step up for Cleft Lip & Palate](#) in May during Awareness week, but why limit ourselves! You can now plan your own Sponsored Walk any time of the year! This guide will help you think of things you may need to consider when planning your walk*.

Planning

Decide on the day, date and time you would like to hold your walk. Consider the following when choosing:

WHEN

- It's hard to plan for the British weather, but the time of year you choose can push the odds in your favour.
- Ideally, a Saturday or Sunday as more people will join you.
- Aim for a mid morning or early afternoon start time.

WHERE

- You know your local area best – think of local parks, landmarks, and green spaces that might have the space you need.
- Many local parks, forests and woods offer great walking routes, find out more by contacting your local council's parks office or the Forestry Commission at www.forestry.gov.uk.
- 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.



Choose a route that is appropriate for your participants. We would suggest:

ROUTE

- A circular route, starting and finishing at the same point so people can pick up cars easily.
- If you want people to join you, a maximum of 5 miles is best if young or elderly people plan to take part. If you are walking on fairly flat terrain, anything up to 10 miles will prove fun yet challenging for most adults.
- Consider choosing a long and a short route for participants of all ages and abilities. Is the route accessible for pushchairs/wheelchairs?
- Avoid walking on or crossing too many roads.

* Disclaimer: This is intended as a guide only and CLAPA cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of organising or taking part in your sponsored walk.



Step up for Cleft Lip and Palate

DON'T FORGET

- Refreshments - Plan your refreshment or advise anyone joining you to bring own supplies. Perhaps a picnic stop could be part of the the challenge!
- It is a good idea to start and finish your route close to public toilets.
- Parking - Ensure there is enough nearby to accommodate arriving by car.

SAFE & LEGAL

Please ensure you consider health & safety and legal requirements when organising your walk. Think about:

- If needed, obtaining permission from your local council, landowner or the Forestry Commission. You may need to pay for a permit.
- Walking the route in advance. Check for any unexpected surprises or problems.
- An adult must accompany children at all times.
- Ensuring you have a first aid kit and/or a qualified first aider with you on the day.

RAISING FUNDS

To raise funds you can ask people to sponsor you per mile or perhaps just ask them for a donation. You could even run a sweepstake on your finishing time!

You can set up an online Fundraising page on [JustGiving](#) or contact us and we can send you some sponsorship forms. You can also ask family and friends to join you and fundraise as well!

Completing your Step up Walk

1. Make sure you are wearing your Step up badge or CLAPA T-shirt while walking, so you can raise awareness as well as funds. Perhaps take some CLAPA leaflets with you!
2. Take lots of pictures to share with us and tag CLAPA on social media.
3. After you have completed the walk, collect your sponsorship money, and thank your donors. Then let us know the total raised and pay the funds into the official CLAPA bank account.
4. Relax, knowing you've helped raise vital funds to support everyone in the UK affected by cleft.





Tell us your plans!

If you plan to raise funds for CLAPA, you must register your activity with us.

Email: Fundraising@clapa.com

Web: clapa.com/fundraise

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

- ✓ A CLAPA branded T-shirt
- ✓ Leaflets
- ✓ Balloons
- ✓ Stickers
- ✓ Cardboard collection box
- ✓ Sponsorship forms
- ✓ PVC banners



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!



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Sponsorship

Sponsorship is a great way to raise funds and get family, friends and colleagues involved in what you're doing. You can do this online or offline, or a combination of both.

Just make sure you let everyone know what you're doing and why. Sharing your personal story can really encourage people to get behind you. You'll be amazed at how supportive and generous people can be!

Fundraising with JustGiving

[JustGiving](#) is one of the most popular fundraising platforms and it is very simple to set up a fundraising page. [JustGiving](#) now passes their optional fees onto donors so that even more of the money you raise goes to CLAPA.

You can also add a [QR code](#) to your fundraising page to make it even easier for people to donate.



[Set up a JustGiving page](#)

Facebook fundraising

If you're on Facebook, chances are you've seen your friends and family setting up [Facebook Giving](#) pages for their favourite causes. There are three fantastic reasons why this is becoming so popular: it's quick and easy, it's free, and (best of all) 100% of the funds raised go to charity. We recommend this if you're setting up a birthday fundraiser!

[Set up a Facebook Fundraiser](#)



Sponsorship forms

If you've got friends and family who aren't online, or you're going to an event where you know you can ask people to sponsor you, you can also raise money offline.

Download a sponsorship form from our website or, call or email us and we'll post the forms to you.

If you have any questions about setting up your fundraising page,
contact fundraising@clapa.com to get in touch!

Online fundraiser tips



Set a target:

Pages with a fundraising target raise 17 % more than those without! Use the next page to show the difference this money could make.



Tell a story:

Explain why you're fundraising for CLAPA and make it as personal as you're comfortable with. Visit clapa.com/your-stories for helpful tips to get you started.



Add a picture:

This can increase donations by 23 % as people know it's your page.



Secure that first donation:

If a loved one has said they will support you, ask them to make the first donation to your page, or even make a donation yourself. This can help 'break the ice' on your page and make others more likely to donate.



Share it far and wide

Post it, tweet it, WhatsApp it, pop it up on your workplace intranet. JustGiving also has [some great tips](#) to help you promote your fundraising.



Say 'Thank You!'

Celebrate every penny donated to your fundraiser, especially when you hit milestones like 50 % of your target raised. Post some pictures of your event (with permission) to thank your guests for their support. You may also get some donations from those who couldn't attend!

There are many online fundraising platforms, but CLAPA suggests you use JustGiving. Their administration fees are optional, so more of your money goes straight to CLAPA.

Visit JustGiving.com/CLAPA to set up your fundraising page.

How your money makes a difference

From the moment of diagnosis, through treatment and beyond, CLAPA aims to be there for people affected by cleft with tailored support services, accessible information, and a welcoming community of others in the same situation.



“ Support came quickly, post diagnosis as the moment most in need of support. CLAPA gave us lots of background and made us feel less alone, They provided better understanding of the day to day challenges and how our family could deal with them - our peer supporter was sweet caring and genuine. A real support in time of need.

- CLAPA Community Member

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Your impact



£3.50

Could pay for a 'Parents Guide to Cleft Lip and Palate' booklet for new families



£10

Could pay for two MAM Soft specialist feeding bottles



£30

Could fund a Welcome Pack of special bottles and teats for new parents and carers



£90

Could pay for a complex enquiry to be answered by our Advocacy Service



£315

Could fund a match made by our Parent and Peer Supporter Service



£600

Could fund an online support group meeting where people affected by cleft can share their experiences in a safe and supportive environment

Safe & Legal Fundraising

Don't let anything stop your fundraising from being a great success! Legalities aren't the most exciting part of fundraising, but they are the most important. Take time to think about the details and ensure your fundraising is safe and legal.

Is it legal?

Charity fundraising is regulated by law, and there are fundraising codes of practice you must follow if they are relevant to your event or activity. It's your responsibility to ensure your fundraising event runs safely and lawfully and that you get any licences, permits or consents needed in good time.

Your responsibilities

In law, you'll be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to CLAPA. You must clearly inform potential donors if any of the funds you raise will not be paid to the charity.

If you do anything that threatens the name or reputation of CLAPA, we will ask you to stop fundraising.

Licences

You may require a license for the following:

- Alcohol or entertainment, including recorded music
- Holding a raffle, lottery or auction
- Doing a public money collection
- Putting up banners or signs in public areas

Collections

You must have a licence or permit from your local authority if you want to hold a street collection or any other collection in a public place. Similarly, if you're fundraising on private property, make sure to ask the owner's permission first.

CLAPA asks that you do not carry out door-to-door collections of any kind on our behalf; or 'table to table' fundraising in e.g. pubs.

Under 18s

If you are under 18, your parent/guardian is responsible for you. Please show them this pack and make sure they're happy with what you've chosen to do.

Publicity material

When you're writing about your event you need to say it is being held 'in aid of CLAPA'.

Please also include our charity number as follows:

Registered charity number 1108160

(England and Wales) and registered in Scotland (SC041034).

An 'in aid of' logo may be offered at our discretion; please contact us to get a copy.

Photography and film

If you intend to take photos or shoot video to publicise your event, you'll need to notify attendees by displaying a clear notice on the day. This notice must explain how people can 'opt out' of being in any photos or videos.

Raffles and lotteries

The legislation surrounding lotteries and raffles can be complex and confusing. Make sure you check the latest information and advice at gamblingcommission.gov.uk.

If your raffle lasts longer than 24 hours, you will need a lottery licence and printed tickets, which must have certain details on them.

Cancellation of fundraising activity

If you need to cancel your fundraising activity after receiving donations, you must contact any donors and ask if they are still happy for the money to go to CLAPA. If not, the donations must be refunded.

Is it safe?

CLAPA really appreciates everything you do to raise money for people affected by cleft, but we want you to do this safely. Always plan an event carefully and well in advance.

Risk assessment

Identify any potential accidents or hazards before you decide to hold any event by completing a risk assessment. The Health and Safety Executive provide some excellent free resources on health and safety at [hse.gov.uk/risk](https://www.hse.gov.uk/risk).

Public Liability insurance

CLAPA cannot accept any liability or responsibility for anything that might happen to people or property because of your fundraising activity. If you're planning an event that involves the general public, you'll need to get public liability insurance. The TSA suggests you contact your own insurance broker to check that your fundraising is covered.

If you're holding an event at a place with public liability insurance (like a school or workplace), you should check with them in case you need to secure extra cover.

Food

If you're providing food, you must follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](https://www.food.gov.uk) for more details. Labelling food for the benefit of allergy sufferers and people with specific dietary requirements is also good practice.

If you're using a caterer, get a copy of their food hygiene certificate and public liability insurance.

Handling Cash

Collect cash using a secure container (such as one that can be sealed) or a lockable cash box. Where possible, have two people present when money is being counted. Bank the money collected as soon as possible.

First Aid

You can get advice from a professional first aid provider such as [St John Ambulance](#) or [The Red Cross](#) about what first aid you should have at your event.

Are children involved?

For everyone's safety and protection, consider the following if children are going to take part:

- Do not hold an event which specifically encourages children to attend without their parents
- Ensure the environment is safe for them by thinking about extra risks like cars, equipment, doors, toilets and facilities for lost children
- If you plan to hold a crèche/supervised play area for children, you need to seek advice from your Local Authority
- If you've asked other adults or organisations to provide a service at your event for children (for example, face painting or a bouncy castle), check their insurance safety certificates and ask for references and their DBS check
- Do not take or share photographs of children without the permission of their parent or carer

Environmental impact

Please consider the environmental impact of your events or activities and take steps to make sure these are minimised as much as possible. For example, if using CLAPA balloons at your event, please ensure these are deflated and placed in the bin following the event.

CLAPA does not encourage releasing helium balloons or sky lanterns; please contact us to find environmentally friendly alternatives.

If you have any questions or concerns please don't hesitate to contact the fundraising team on: fundraising@clapa.com / 020 7833 4883

Donating To CLAPA

To transfer your funds raised/donations to CLAPA, please use one of the following methods:

By cheque

Please send a cheque made payable to 'CLAPA' to our address. Make sure you tell us what you've been doing to raise these funds and include your name and address so we can send you a thank you. If you have any paper sponsorship forms, please send them, too!

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

By bank transfer

Barclays Bank Plc
Sort Code: 20 – 37 – 83
Account No: 60588806

Please add your name as a reference and send an email to fundraising@clapa.com to let us know that the details of the transfer and how you raised the money so we can thank you.

Cash

If you have cash from your event, the easiest thing to do is pay it into your own bank account and make a bank transfer to CLAPA.

If you can't do this, you can pay cash or cheques directly at any Barclays Bank branch. To do this, you need to request a 'paying-in slip' from our fundraising team. Please **DO NOT** post cash to us!

Gift Aid

giftaid it

Encourage your sponsors to Gift Aid their donation if they're a UK taxpayer; it allows CLAPA to claim an extra 25p for every £1 donated!

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. Online sponsorship platforms like JustGiving allow supporters to Gift Aid their donations online.

If you are collecting cash donations or sponsorship, download a [sponsorship form](#) so your supporters can gift aid their donations. After your event, when you have collected the donations, you will need to send us your completed sponsorship forms.

Thank You!

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 - and we can't wait to see what you come up with next!



“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.”

CLAPA Community Member

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I can't thank CLAPA enough for its high degree of support over the years; it's become a huge part of my life in numerous ways. Helping them with the fight for inclusivity is going to be a lifelong goal of mine, that's for sure!

CLAPA Community Member

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If you have any questions or any ideas that you'd like to chat through, or are looking for a little more support with your fundraising, please feel free to contact the CLAPA team:



020 7833 4883



fundraising@clapa.com



This publication was developed by CLAPA . We have made every effort to ensure that the enclosed information is correct at the time of its design, development and print. However, policy and/or practice may change, and CLAPA does not accept liability for any errors or omissions in this publication.

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