



At work. At school. At home. Wherever you do it, wear blue and raise money to help support people affected by Cleft.

**Cleft Lip
& Palate**
Awareness Week

4th-12th May
2024

Wear it blue asks people across the UK to hold a blue 'dress down' or 'dress up' day at work, at school or in your community. Everyone wears something blue and makes a donation to CLAPA. We ask this is done during awareness week so the events raise awareness about Cleft, as well as vital funds!

Why wear it blue?

The 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.

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How to wear it blue at school or nursery



Step 1: Register

First things first, you need to register to wear it blue. Only one person from the school needs to register. Register at CLAPA.com/CleftAware and click 'Make a Pledge'

Step 2: Make sure you have the headteacher's permission

Have a chat with your headteacher or head of department to make sure it's okay to hold a fundraiser at your school. Wear it Blue is primarily a dress-down day, so you will need the full support of your school leaders.

If they need more information or want to know more about us as a charity, they can email us at fundraising@clapa.com.

Step 3: Set the date

Most people will be hosting their event in **Cleft Awareness Week** (4th - 12th May 2024), but if that doesn't work for you and your school, that's totally ok. Choose a day that works for everyone, and just let us know so we can support you in the best way possible.

Step 4: Decide on what to wear

Most schools choose to do a dress-down day, where all students are encouraged to wear all blue and give a small donation to do so – we would recommend £1 or £2. Make sure you work this around your school's dress code and clothing standards and decide if students are permitted to wear fancy dress or simply blue clothing.

Step 5: Spread the word

The easiest way to do this is by sharing about Wear It Blue Day in the school newsletter, class dojo, daily notices, posters around the school, or how you communicate with parents and guardians.

Try to be really clear on what Wear It Blue Day is – what day is it? What do students have to do? What do parents have to do? Make sure to include any dress regulations so nobody gets confused.



Step 6: Organise activities

You may want to organise some extra activities with your students.

You can play a sweepstake, bingo, a blue colour run, a colouring in competition, best-dressed awards, and even a bake sale for the older kids.

For assembly presentations and lesson ideas on cleft, please visit clapa.com/schools.



Step 7: Send a reminder

Send a reminder about Wear It Blue Day home to the parents a week before and remind the children both a week before and the day before the event. Remind them to wear blue and bring along a small donation, or you could share the JustGiving link with the parents.

It's a good idea to print a QR code for your JustGiving page and have this on posters placed at pick-up and drop-off points.

Step 8: Wear it Blue!

Once you've decorated your classroom – it's time to wear it blue. Wear It Blue Day to have fun whilst doing something amazing – raising money for our life-changing support.

We absolutely love seeing what you get up to on your Wear It Blue Day so you can send your photos to us at fundraising@clapa.com - but please only send us photos of children whose parents have given us permission to use the photos on our website and social media.



The details on how to pay in your funds is at the end of this pack, please do let us have your total so we can send you a certificate of thanks. Email fundraising@clapa.com.

How to wear it blue at work



Step 1: Register

First things first, you need to register to wear it blue. It doesn't take long, and once it's done, you'll be able to order our fabulous fundraising materials in the post.



Step 2: Set the date

Most people will be hosting their event in **Cleft Awareness Week** (4th - 12th May 2024), but if you want to pick a different day, then that's totally okay. Whether this is an office day, a day most staff are in, or a day you know customers will be keen to get involved – you'll be raising money and having fun.



Step 3: Let people know what you're doing

The first person to tell is your boss or manager to ensure they're happy for your wear-it-blue event to be at work. Having their support will make the whole process much smoother.

However, you communicate with colleagues and customers, whether it be posters, emails, WhatsApp, or your company intranet, and let everyone know when your event is happening. You can also use this invite to share your JustGiving page (see page 8) and start fundraising straight away.

Make sure you tell everyone why you'll be wearing blue; this way, people can support you and help you make it an incredible day. If you have a personal connection, please share this with your colleagues!



Step 4: Choose your games and activities

Decide what exciting fundraising activities you want to do at your event, There are so many things to do: bake sales (big money makers!), cake awards, sweepstakes, bingo, raffles, tombola, best outfit competition and anything else you can think of.



Step 5: Enlist some helpers

A bake sale can be a hugely successful way to raise money. Ask everyone who's happy to help to bake something for the event. Do you know a great quizmaster or bingo caller? Does anyone fancy picking the best outfit? Assign these fun jobs to people in advance.



Step 6: What will you wear?

Plan ahead. If you're in an office that has a dress code or have to wear a uniform, you can find other ways to wear it blue. Just get everyone to wear blue socks, or if you're at home, why not do a best-dressed prize over video call? If you're in a café, why not specifically bake some blue cakes for the day?



Step 7: Send reminders

Send a message around a week before your event and another the day before to remind your colleagues to wear something blue, sharing the JustGiving link for them to donate.



Step 8: Gift Aid forms

The last thing you need to do in the lead up to your wear-it-blue event is to make sure you've printed enough Gift Aid forms. Gift Aid allows us to claim back an extra 25% of each donation given to CLAPA by a UK taxpayer at no extra cost to them. This is an easy and free way to increase your donation!



Step 9: Social media

So, you've organised and planned, and the day is finally here! The last thing you need to do is to take pictures and share them with us! You can share on X @Clapacommunity tag CLAPACommunity on Facebook or on Instagram. Just make sure you have everyone's permission before posting!

You can also send us any photos at fundraising@clapa.com we absolutely love seeing what you got up to on the day, and we're sure your friends and family will want to see what you've been doing, too.

The details on how to pay in your funds is at the end of this pack, please do let us have your total so we can send you a certificate of thanks.

Email fundraising@clapa.com.

Go Blue with your Logo

Not into dressing blue?

You can change the colour of your logo during Cleft Awareness week, it raises vital awareness and it says you support our services.



How to wear it blue in your community



Step 1: Register

First things first, you need to register for wear it blue.

It doesn't take long, and once it's done, you'll be able to order our fabulous fundraising materials in the post. [link](#)

Step 2: Choose a location

A lot of people choose to host their event in their homes as this is easy and free, and you can take your time with any preparations.

If this won't work for you, wear it blue, then there are lots of other places you can host an event. Do you have a local place of worship, community or sports centre, park or public outdoor area?

Wherever you decide to host your event, the first thing you need to do is to get the proper permissions. If it's a hall or event space, you'll probably need to book it in advance. If the location is outdoors, you'll probably need to speak to your local council for permission.

Step 3: Choose a theme

The great thing about having an event in your community is that you can be a little more creative with your theme. You can turn your Wear It Blue event into a pamper night, movie night, coffee morning, brunch or supper – get creative and think about the people you're inviting and what they'd like.

Step 4: Invite your family, friends and community

If it's a private event with just friends and family, send out an invite to ensure everyone has it in their diaries. Generally, you want to give people as much notice as possible!

Set up a JustGiving page (see page 8) and share it in your invites to get people excited and inspired. Your JustGiving page is a brilliant space to share a little more about why you're holding a Wear It Blue event.

If it's a public event, put up your posters on any local notice boards you see, and ask local businesses if they'll promote it for you in their shop windows and at their tills. You can also share in local Facebook groups.

Step 5: Ask for help

This is possibly one of the most important steps for organising a successful fundraising event. First, ask local shops and businesses if they want to donate a prize or food for your fundraiser. Tell them that you'll be taking part in wear it blue for CLAPA and that you'd like some prizes to give out on the day. Don't be disheartened if they say no, sometimes it's not in their control and it's always worth trying.



Second, ask your family or friends to help by baking cakes and treats, bringing along some snacks or organising the music. People love to get involved, and bake sales are always such a big money-maker.

Step 6: Plan your activities and order any extra materials

Decide what exciting fundraising activities you want to do on the day. There are so many things you could do: bake sales (big money makers!), cake awards, sweepstakes, bingo, raffles, tombola, best outfit competition and anything else you can think of.

Step 7: Prepare a short speech

Don't panic – this is optional. However, it's nice for your guests to hear a little bit of your story and why you've invited them to a fundraiser supporting CLAPA, as well as raising awareness about Cleft. Get your storytelling resources at CLAPA.com/CleftAware.

If a speech isn't your cup of tea, how about sharing a little on social media about why you're holding your event?

Step 8: Send a reminder

Remind everyone around a week before your event, and another the day before, to ask your friends and family to wear something blue, sharing your JustGiving link for them to donate.

This is such an important step, as it will also help you to gauge how many people are coming to your event so that you don't under or over-cater (although if you over-cater, you'll have yummy leftovers).

Top tip:

Those who can't make the event can still support with a donation on JustGiving.



Some helpful information however you 'Wear it blue!'

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

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 email us and we'll post the forms to you.

Paying in your Wear It Blue donations

Ways to pay in your fundraising money

Just Giving and Fundraising Pages

Use your online fundraising page to collect donations and to pay in any cash donations you receive. All donations made will come straight to us making it super easy for you!

Online:

The easiest way to pay is to bank all the money and then pay the lump sum via our website at CLAPA.com/donate. You can say how raised the money through our donation form.

By post:

If you receive cheques made out to you or cash, please bank them and make a new cheque out to us with your own cheque book. We will also need your name and the name of your event so we can allocate the cheque to your total. Send to 'Freepost CLAPA'. Please do not send cash via the post.

Thank you for your support of CLAPA

**If you have any questions about wear it blue
please contact fundraising@clapa.com**