

WEAR IT BLUE

for Cleft Lip and Palate Awareness Week
3rd-11th May 2025



At work, school, home, or out and about - wherever you do it, wear blue and raise money to help support people affected by cleft!

Hold a blue-themed 'dress down' or 'dress up' day with classmates, colleagues, friends or family. Ask for a donation to CLAPA from those taking part and raise awareness of cleft at the same time. You could even 'Wear it Blue' by yourself and ask for sponsorship!

Why Wear it Blue?

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.

Cleft Lip and Palate Awareness Week is 3rd-11th May 2025; it's a chance for the UK cleft community to come together to bust myths, share stories, and raise funds to help CLAPA continue our life-changing work.

By taking part in Wear it Blue this Awareness Week, you'll be helping to start important conversations about cleft while supporting a small charity with no NHS or government funding.



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At a school or nursery

Step 1: Get Permission

Talk to the staff at your school or nursery to get permission to hold a Wear it Blue fundraiser. 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 visit CLAPA.com/about-us or email us at fundraising@clapa.com.



Step 2: Pick a Day

Choose a day that works for everyone, doing your best to avoid religious festivals and other holidays which might clash. Cleft Lip and Palate Awareness Week 2025 runs from 3rd-11th May. This includes two weekends, a bank holiday, and four working/school days, so there's plenty of options!

Step 3: Register with CLAPA

Email fundraising@clapa.com to tell us the named contact, school name, the date of your event, and what you have planned. Only one person from the school needs to register.

You'll need to read and agree to our [Fundraising Terms & Conditions](#) before you get started.

Step 4: Decide on what to wear

Most schools choose to do a dress-down day where all students are encouraged to wear something 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 however you normally 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: Think about extra activities

You may want to organise some extra activities with your students. You could play a sweepstake, bingo, a blue colour run, a colouring-in competition, best-dressed awards, and even a bake sale for the older kids.

Step 7: Raise awareness

How will you raise awareness of cleft lip and palate as part of your Wear it Blue event? Check out clapa.com/AW25 for tips!

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



Step 8: 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, if you'd prefer, create a JustGiving Page and share this link with parents and carers. 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 9: Wear it Blue!

It's time to Wear it Blue! Celebrate your efforts by having a fun day and knowing that you're raising money for a worthy cause.

We love seeing what you get up to on your Wear It Blue Day, so please send any photos to fundraising@clapa.com. Remember to only send photos of children whose parents have given explicit consent for these photos to be used on CLAPA's website and social media platforms.



Details on how to pay in your funds are at the end of this pack. Please email fundraising@clapa.com to tell us how much you raised so we can send you a certificate of thanks.



At work



Step 1: Get Permission

Ask your boss or manager about organising a Wear it Blue day. Explain what you're hoping to accomplish and why. Your workplace might have set policies and procedures around fundraising which you'll need to follow.



Step 2: Set the Date

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: Register with CLAPA

Email fundraising@clapa.com to let us know what you're up to. We'll support you with fabulous fundraising materials to dress up your office. You'll also need to read and agree to our [Fundraising Terms & Conditions](#) before you get started.



Step 4: Let people know what you're doing

Tell your colleagues and customers why you're having a Wear it Blue day. You could use emails, posters, the company intranet, or whatever works for you. If you're comfortable doing so, sharing your personal connection with CLAPA will help people to understand why this matters to you. If you've created a JustGiving page (page 8), this is a great chance to share it and start fundraising straight away.



Step 4: Pick some extra activities and enlist helpers

Wear it Blue days work best when you make it a real celebration! There's so much you could do; bake sales (big money-makers!), cake competitions, sweepstakes, bingo, raffles, tombolas, fancy dress competitions, and anything else you can think of to make it an extra-special day. Involve your colleagues by asking for help. Do you know a great quizmaster or bingo caller? Does anyone fancy picking the best outfit?



Step 5: Plan your awareness-raising

From a short post on your company intranet to a full presentation, there are so many ways you can use this opportunity to raise awareness of cleft lip and palate. If you're comfortable doing so, sharing the story of your cleft journey is a surefire way to leave a lasting impression! You'll find ideas and resources at CLAPA.com/AW25.



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. Ask everyone to wear blue socks, or if you're at home, why not do a best-dressed prize over video call?



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. Don't forget to share your JustGiving link so they can make their donation!



Step 8: Gift Aid forms

Gift Aid allows CLAPA to claim back an extra 25 % on top of each donation by a UK taxpayer, at no extra cost to them. This is an easy and free way to boost your fundraising! Make sure you've printed enough forms before the big day for people to use!



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 @CLAPACommunity! 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.



In your Community

Step 1: Register

First things first, you need to register for Wear it Blue. Please email fundraising@clapa.com to let us know what you have planned, and when and where it will take place.

Make sure you're read and agreed to our [Fundraising Terms & Conditions](#) before getting started to keep everything safe and legal.



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, 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 need to speak to your local council for permission.

Step 3: Choose a theme

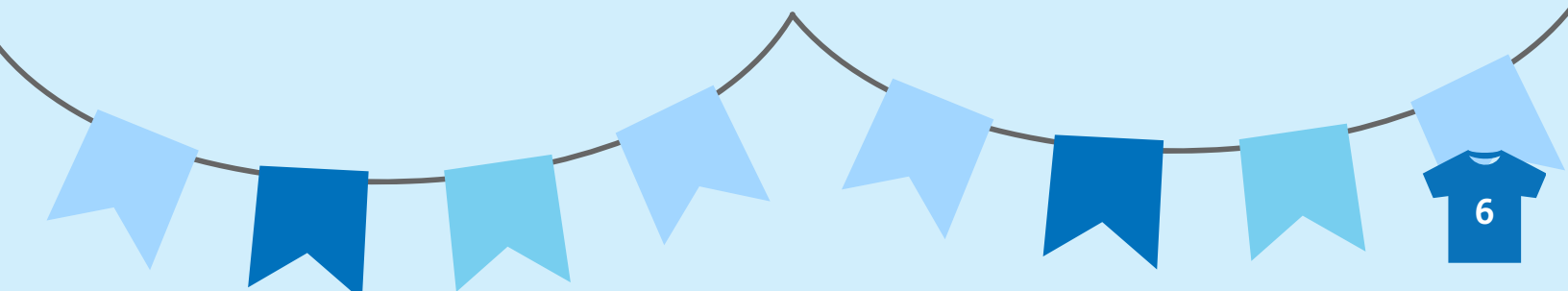
The great thing about having an event in your community is that you can be a little more creative with your theme. You can turn your Wear It Blue event into a pamper night, movie night, coffee morning or brunch – get creative and think about the people you're inviting and what they'd like.

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 also 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 posters on any local notice boards, and ask local businesses if they'll let you display a poster in their window. You can also share in local Facebook or WhatsApp groups.



Step 5: Ask for help

Ask local shops and businesses if they want to donate a prize or food for your fundraiser. Tell them about your fundraiser for CLAPA. Don't be disheartened if they say no; sometimes it's not in their control and it's always worth trying. CLAPA can help with this by sending you a letter of authorisation to prove you're a real fundraiser. Secondly, 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, a 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're supporting CLAPA, as well as raising awareness about cleft. Get your storytelling resources at CLAPA.com/AW25

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 anticipate how many people are coming to your event.



Helpful Tips for Your Event

Collecting your 'Wear it Blue' donations

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](#) for your fundraising page so you can promote it in posters, leaflets, or when out and about. [Click here to set up a JustGiving page](#)



Collect Cash

Request one of our [cardboard collection boxes](#) to collect cash donations. Make sure you have somewhere safe to store any cash, and that you bank it as soon as possible.

Sponsorship forms

If you're running an event and aren't sure if people will be able to access JustGiving, sponsorship forms are the perfect way to collect all the information you need to help CLAPA claim Gift Aid.

[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

JustGiving and Online 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!

Pay in Cash

The easiest way to send cash donations to CLAPA is to bank all the money and then pay the lump sum via our website at CLAPA.com/donate. Email us at fundraising@clapa.com so we know to expect it.

Please do NOT send cash in the post.

Send a Cheque

You can send any cheques payable to 'CLAPA' directly to 'Freepost CLAPA' with a note stating your name and your fundraising event. If you receive cheques payable to your name or cash donations, please bank them and write a new cheque payable to 'CLAPA'.