



# Fundraising Guide for schools



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**FUNDRAISING  
REGULATOR**

Registered Charity England and Wales (1108160)  
and Scotland (SC041034)

**clapa**

For the UK  
cleft community

# In this pack

3. Welcome
4. Planning your activity
5. Ideas and inspiration
6. Wear it Blue!
7. What your money can do
8. Paying in your money



## Thank you

On behalf of the UK's Cleft community, thank you for your interest in fundraising for Cleft Lip and Palate Action (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, CLAPA Chief Executive**



# Welcome to CLAPA's Guide to School Fundraising

Cleft Lip and Palate Action (CLAPA) is the only national support charity for people affected by cleft in the UK. Our vision is that no one affected by cleft lip and palate in the UK 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.



## Cleft lip and palate

One in 700 babies are born with a cleft lip and/or palate in the UK.

In early pregnancy, different parts of a baby's face develop and then join together just above the top lip. If they don't join properly, the baby is born with a gap or 'cleft'. This gap can be on one or both sides of their lip (cleft lip), in the roof of their mouth (cleft palate), or both.



There's no single cause of cleft and it can happen in any pregnancy.

Babies have one or more surgeries to close these gaps before their first birthday. Children can have ongoing problems with hearing, speech, misplaced teeth, and confidence and self-esteem.

"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.

This pack is full of tips, advice, and ideas about how best to fundraise at your school. We hope it inspires you to try something new, spread the word, and have fun!



# Planning Your Activity



Whatever your activity, CLAPA's fundraising team is here to support you all the way

## 1. Decide what you would like to do

Check out this guide for ideas if you're not sure where to start.

## 2. Let us know your planned activity

So we can help, and make sure you have everything you need. Please agree to our fundraising terms and conditions by completing this [online form](#). We can also provide a letter of authority, to show your activity is authorised, and advice on getting any press coverage if you wish.

## 3. Set up your donation platform

To make it easy for people to give. This could be a collection box from CLAPA, sponsorship form, or JustGiving page.

The easiest way to collect donations is to set up a fundraising page e.g. through JustGiving.

Head to [justgiving.com/clapa](http://justgiving.com/clapa). Select 'Fundraise' and follow the quick steps to set up your page.

## 4. Recruit some helping hands

And involve your community. Try splitting your plans into small tasks to encourage people to help.

## 5. Decide on the details

Who will come? What will happen?  
When will it happen? Where will it take place?

## 6. Set a timeline

Share out jobs and create clear deadlines. Give yourself plenty of time.

## 7. Promote your fundraising idea

In your school newsletter or bulletin, through word of mouth, and/ or social media.

## 8. Request our free fundraising goodies

Balloons, banners, stickers etc can all help your event stand out. Visit [clapa.com/materials](http://clapa.com/materials) for more information and how to order.

## 9. Keep CLAPA in the loop

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

## 10. Follow the rules

Be sure to keep teachers and school staff up to date. And follow the school rules in order to keep your event both fun and safe.

## 11. Send your funds to CLAPA

See page 8 for details on how to pay in donations. For any help and advice, email [fundraising@clapa.com](mailto:fundraising@clapa.com).

# Ideas



## 10p Challenge

Challenge classes to collect as many 10p (or 1p, 2p or 20p) coins as possible over a month. Then line up coins from each class to see who has the longest line, before donating them all to CLAPA. You could award a prize to the winners, and CLAPA can provide a certificate for the victorious class.

## Personal or Class Challenge

Set individual or whole class challenges – sponsored silence; giving up chocolate or fizzy drinks; readathon; no-pens day; or an exercise challenge. Keep people updated – when they see you trying hard and succeeding, they're more likely to donate.

## Headteacher Challenge

Come up with a challenging task – running a marathon in fancy dress, jumping in the school pond – and, once a fundraising target is reached, your headteacher must complete the challenge.



## Fancy Dress Day

Encourage everyone to turn up in fancy dress – maybe with a pyjama's day or superhero theme. Or see "Wear it Blue" on page 5.

## Guessing Games

Guess the name of a teddy, number of sweets in a jar, weight of a cake...ask your school if you can hold a competition and charge people £1 to enter. Maybe a local business could provide the teddy, sweets, or cake for free? CLAPA can provide an introduction letter to help you approach local businesses for prizes.



## Organise a sponge throw

Charge students to throw soapy sponges at a daring teacher! Make sure you pick a warm day!

# Wear it Blue



The “Wear it Blue” campaign asks schools, colleges and nurseries across the UK to hold a blue ‘dress down’ or ‘dress up’ day. Everyone wears something blue and donates to CLAPA.

Step 1: **Register** by emailing [fundraising@clapa.com](mailto:fundraising@clapa.com)

Step 2: **Make sure you have permission** from your headteacher or head of department to hold a school fundraiser, and full support of school leaders for a non-uniform day.



Step 3: **Set the date** – most people “Wear it Blue” during Cleft Awareness Week in May, but you can choose any day of the year that works for you and your school.

Step 4: **Decide on what to wear** – usually, schools opt for a ‘dress down’ day, where students are encouraged to wear all blue, and give a small donation (we recommend £1 or £2). Or you could run it as a fancy dress day.

Step 5: **Spread the word** – by sharing about your “Wear It Blue” day in the school newsletter, ClassDojo, daily notices, posters around the school etc. Be clear on what day it is, what students (and parents) have to do, and include dress code.

Step 6: **Organise activities** – to make the day more fun, you can organise extra activities such as a blue colour run, best-dressed awards, bake sales (blue cakes?) etc. For assembly presentations and lesson ideas on cleft see [clapa.com/schools](http://clapa.com/schools).



Step 7: **Send a reminder**. Remind parents and children a week, and a day, before the event, and share the JustGiving link with parents. You can print a QR code linking to your JustGiving page on posters placed at pick-up and drop-off points.

Step 8: **Wear it Blue!** This day is all about having fun while raising money to help CLAPA continue to provide life-changing support.

Be sure to send your “Wear it Blue” photos to [fundraising@clapa.com](mailto:fundraising@clapa.com), but please get parents’ permission for use on our website and social media first.

See page 8 for details on how to pay in your funds. Please tell us your total raised, so we can send you a certificate of thanks.

# What your money can do

Your fundraising helps CLAPA's vital work with people born with cleft, and their families.



**£3.50** Could buy a pack of specialist feeding teats



**£40** Could fund a Welcome Pack for new parents



**£200** Could fund training for a Peer or Parent Supporter

## Safe and legal fundraising

CLAPA really appreciates everything you do to raise money for people affected by cleft, and we want to ensure your fundraising activity is done safely and lawfully.

Charity fundraising is regulated by law. Please make sure you read our fundraising terms and conditions carefully. By proceeding with any fundraising activities for us, you confirm you have read, understood, and accepted **these terms**.

If you have any questions or concerns, please don't hesitate to contact the fundraising team at [fundraising@clapa.com](mailto:fundraising@clapa.com)

"I cannot express enough how much CLAPA has positively affected our life. The support from the Cleft Nurse when our daughter was a baby was amazing... but the community support we receive from CLAPA continues to be an important part in our lives."

"When Sebastian was first born, he was on a nasogastric tube as he was struggling with a bottle.

Thanks to the support of CLAPA, we were able to try different bottles out, until we found one that worked for him."



# How to pay in your funds

Thank you for raising money for CLAPA. There are a number of ways you can donate the money you've raised and the sooner you send in your funds, the sooner we can put them to work in supporting people affected by cleft!

You can donate to CLAPA in the following ways:



## Your fundraising page

Use your online fundraising page to collect donations and to pay in any cash donations you receive. Head to [justgiving.com/clapa](https://justgiving.com/clapa) to get started. All donations made will come straight to us making it super easy for you!



## Online

Deposit the funds into your bank account and pay with your credit or debit card through [clapa.com/donate](https://clapa.com/donate)



## Post

Cheque and CAF vouchers can be made payable to CLAPA and sent to 'Freepost CLAPA'. Please include a note with your cheque or CAF voucher letting us know your School and contact details and how the funds were raised.



## Bank transfer

You can transfer any funds to CLAPA's bank account using the following details:

**HSBC UK**  
**Sort Code: 40-16-15**  
**Account No.: 8439 1470**

Please remember to contact us at [fundraising@clapa.com](mailto:fundraising@clapa.com) to let us know the date and amount of the deposit so that we know to attribute the sum to you.

# Thank you

"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."



Thanks to 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.

Our fundraisers' dedication and creativity amazes us - we can't wait to see what you come up with!

## Thank you for your support of CLAPA

If you have any questions about fundraising please contact [fundraising@clapa.com](mailto:fundraising@clapa.com)

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