



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

Jeans for Genes Day
Friday, 4th August

**RAISE
MONEY.
FIND
CURES.
JEAN-IUS.**

People say superheroes
wear capes, we say
they wear runners.

Welcome!

**Your Jeans for
Genes Sofa to 6k
Challenge Kit**





Archer, 8
Cystic Fibrosis

THANK YOU FOR TAKING PART IN SOFA TO 6K

By generously signing up to raise money through Jeans for Genes and taking part in Sofa to 6K, you're directly helping Children's Medical Research Institute to find cures and treatments for children's genetic diseases, like cancer, metabolic disorders, cystic fibrosis and genetic blindness.

Genetic diseases affect more children than most people realise.

**1 in 20 kids is born
with a birth defect or
genetic disease.**

That's 12 babies born every minute! You likely know and care about someone living with a genetic disease.

Genetic diseases are one of the leading causes of death in kids under four and the main cause of ongoing hospitalisation. We are determined to improve these statistics for future generations. We cannot find the cures without medical research, and we cannot fund the research without your support.

**In this guide you'll find loads of
information about the challenge and
other hints and tips to help you and
your team along the way.**

**Thank you for being a
superhero in runners!**

RESOURCES TO DOWNLOAD AND PRINT

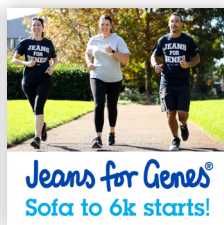
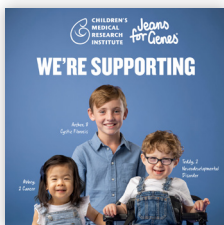
You'll find lots of useful resources on your Dashboard. Check out the awesome posters, bunting, zoom and teams background, training guide and easy to share social media images!

Download your fundraising posters now and put them up around your workplace to help boost your fundraising! The QR code is bespoke for your organisation.

If you need any other materials, simply email or call us and we'll do all we can to support your Sofa to 6k challenge!

If you share your challenge on social media, please tag our page **@jeansforgenesau** and use the hashtag **#jeansforgenesau**. Thank you!

Social Tiles



Zoom and Team Background



YOU'RE HELPING KIDS LIKE TEDDY



*Teddy, 2
Neurodevelopmental Disorder*

Young mum Lucy worked in the health care sector but never contemplated how vital the investment in research is until her first-born Teddy was diagnosed with a genetic disease.

He now lives with a neurodevelopmental disorder known as CTNNB1 syndrome which means they are unsure whether he will ever walk or talk.

"You just love your kids, no matter what," Lucy said. "We had all the genetic testing you can get while you're pregnant, and I didn't plan to have a child with a disability, but it happened, and you just move on."

Children's Medical Research Institute is working on a gene therapy for this condition which gives families like Teddy's real hope for the future.

"It can affect you out of nowhere. You might even know someone who has a condition that is being researched by the team at Children's Medical Research Institute." Lucy said.

"They're so close to some incredible discoveries. We just need to tip it over the edge. And money is the way that more research happens."

SHOP ONLINE AND GEAR UP



[Shop](https://shop.cmri.org.au) for yourself, family or friends, knowing each purchase from the Jeans for Genes online store helps find treatments and cures for children's genetic diseases. You can also buy merchandise to sell and boost your fundraising efforts!

shop.cmri.org.au



**Premium Grey
Sweatshirt
(Unisex)**



**Premium Grey
Sweatshirt
(Unisex)**



**Regular Grey
Hoodie (Unisex)**



**Zip Navy
Hoodie (Unisex)**



Golf Umbrella



Hooded Blanket



Grey Beanie



Navy Beanie

BOOST YOUR FUNDRAISING



Did you know that during the campaign there will be surprise dollar matching days. Some of our very generous sponsors have pledged to dollar match your fundraising on specific days during the campaign! Keep an eye out for the announcement and encourage your team to reach out for sponsorship from their friends and family at these times to boost your fundraising total!



WHAT IMPACT WILL I MAKE?

Every minute, **12 kids globally** are born with a birth defect or incurable genetic disease.

The funds you raise **make a difference.**

\$30

PREVENT BLINDNESS

By sequencing one child's DNA to diagnose an inherited eye disease, we can provide hope and the possibility of a cure.

\$50

UNRAVEL UNKNOWN DISEASES

Fund stem cell and organoid research needed to understand and develop treatments for rare genetic diseases in children where currently little is known about their condition.

\$80

REVOLUTIONISE CANCER TREATMENT

Purchase one "big data" scan that allows us to see more than 7,000 proteins in a cancer cell and improve cancer diagnosis and treatment planning.

\$120

CURE GENETIC DISEASES

Help fund Gene Therapy research, 'the medicine of the future', which can cure previously incurable genetic diseases with a single injection.



JOIN OUR JEAN-IUS CLUB TODAY

Pledge to raise \$10,000 today!

By setting your team's goal to \$10,000, you are pledging to become a member of our Jean-ius Club!

All pledging teams will automatically have their logo featured on the Jean-ius Club page. This will be visible to all participants in 2023! In 2022 the website had almost half a million views.

Once you hit your fundraising goal, your team will receive the following thank you's.

**Jeans
for Genes®**
Jean-ius club



A special 'Jean-ius' Fundraising page



Bespoke thank you presentation for your team



Thank you mugs for your top fundraisers



Your team profile on the Jean-ius Club Honour Wall



Recognition Plaque for your team



Virtual Tour of the Institute

ESSA:

EXERCISE & SPORTS SCIENCE AUSTRALIA

We've partnered with our friends at Exercise and Sports Science Australia (ESSA) to create a staged training program tailored to your individual needs. This program will guide you towards your running goal over time, ensuring you build up safely and confidently.

So, let's get ready to lace up our shoes, follow the program, and make a real impact together!

Training guides can be downloaded from your dashboard.



IMAGINE, YOUR
BABY OR FURBABY
COULD BE HERE!



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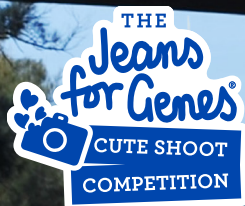


ENTER TO WIN

Your denim baby or
fur-baby on a BIG city billboard!

The photo with the most votes WINS!

Enter: <https://bit.ly/cuteshoot>



We cannot find
the cures without
medical research
and we cannot fund
the research without
your support!

Teddy may not walk
or talk but his parents
know that one day
cutting edge gene therapy
research could give
him a voice.

Teddy, 3
Neurodevelopmental
Disorder

