

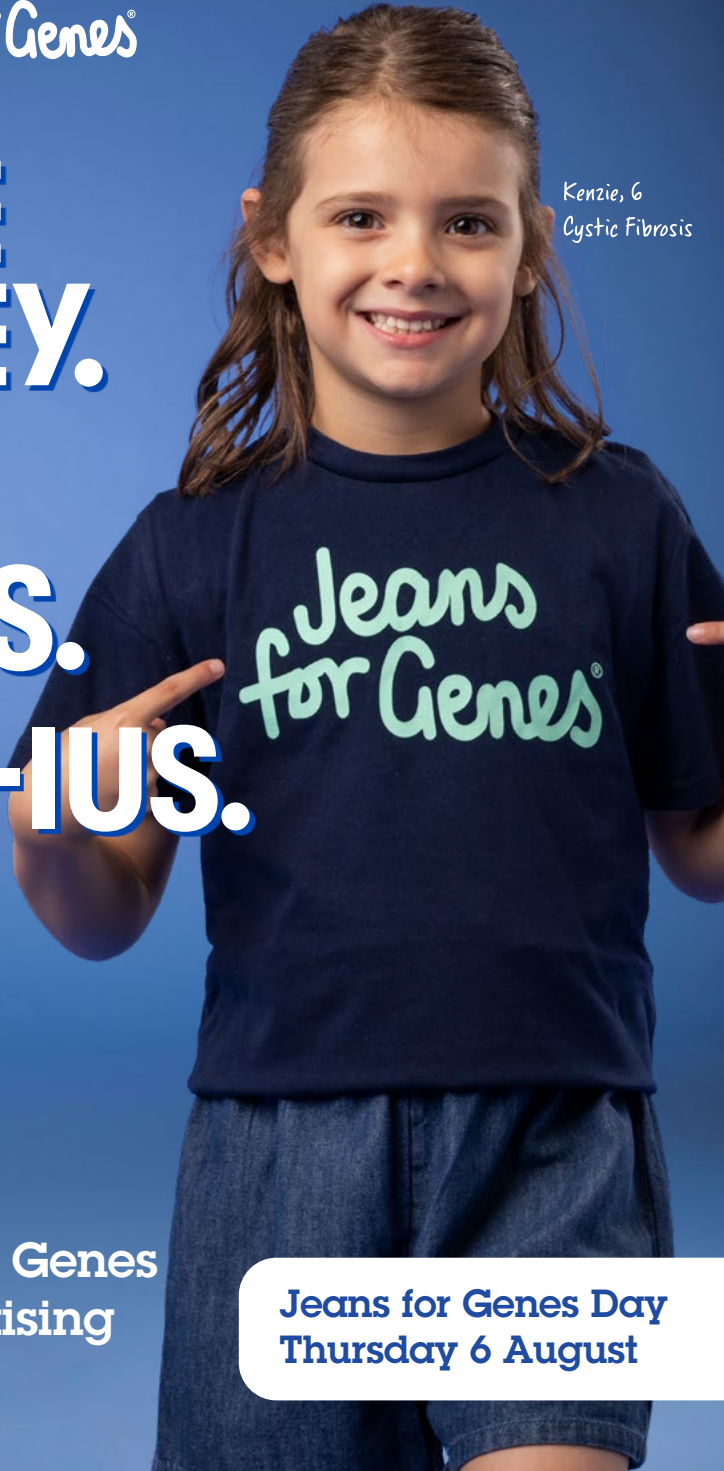


CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

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

Kenzie, 6
Cystic Fibrosis



Welcome!

**Your Jeans for Genes
School Fundraising
Toolkit**

**Jeans for Genes Day
Thursday 6 August**



*James, 6
Axenfeld Reiger
Syndrome*

THANK YOU FOR TAKING PART IN JEANS FOR GENES

By generously signing up your school to raise money through Jeans for Genes, you're directly helping Children's Medical Research Institute to find cures and treatments for children's genetic diseases like cancer and cystic fibrosis.

Genetic diseases affect more children than most people realise.

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

That's one in every classroom! 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.

Jeans for Genes Day is officially held on Thursday 6 August, but you can hold your Jeans for Genes Day anytime in Term 3.

YOU'RE HELPING KIDS LIKE RUBY



*Ruby, 11
Cancer*

When parents Laurie and Craig found out their daughter Ruby had cancer, one of the hardest parts was explaining to the six-year-old that this was vastly different from when her tooth fell out.

“She was sitting on my lap, and I remember her looking up at me saying, ‘Mummy, is this worse than when I knocked my teeth out?’ And honestly, I don’t know how I responded. It was just such a crazy moment in life where you think, ‘Darling, this is going to be quite a ride for you.’”

Ruby is now in remission from T-cell leukaemia, but her parents know that investment in research needs to continue, to ensure more children have the same outcome.



“Some are still battling with it, they haven’t been quite as lucky and unfortunately, we’ve met others who haven’t made it through. We’re just very grateful,” says Laurie.

Craig encourages everyone to support Children’s Medical Research Institute.

“Hopefully one day they can find a cure for diseases and cancers like leukaemia.”



HOW IT WORKS



1. Register your school

Register, set up an online fundraising page, and get access to amazing resources.



2. Plan your day

Decide what activities you want to do on the day and start planning - this is a great leadership opportunity for students!



3. Host your event and raise funds

Ask your school community to donate to help cure children's genetic diseases.



4. Share with school community

Share the link to your school's online fundraising page with the entire school community encouraging them to donate online!

Time to get social

Whether you're dressing in denim, selling blue baked treats, or getting creative with your own fun idea, we'd love to see you share the excitement with your whole school community—and encourage them to spread the word to family and friends! Be sure to post on social media and tell everyone that your school is taking part!



Please tag our page **@jeansforgenesau** on Instagram or Jeans for Genes Australia on Facebook, and use the hashtag **#jeansforgenesau**



WAYS TO GET INVOLVED

1.



Wear Jeans

Organise a mufti day and ask parents to donate to your school's online fundraising page

2.



Bake it Blue

A blue-themed bake sale is a great way to get kids, parents and teachers involved. Plus get access to our FREE recipe book.

3.



DIY

Come up with your own fun idea, like a trivia night, denim disco, or physical challenge! Rally your school community to take part and donate to help find cures for children's genetic diseases.



ELEVATE YOUR FUNDRAISING

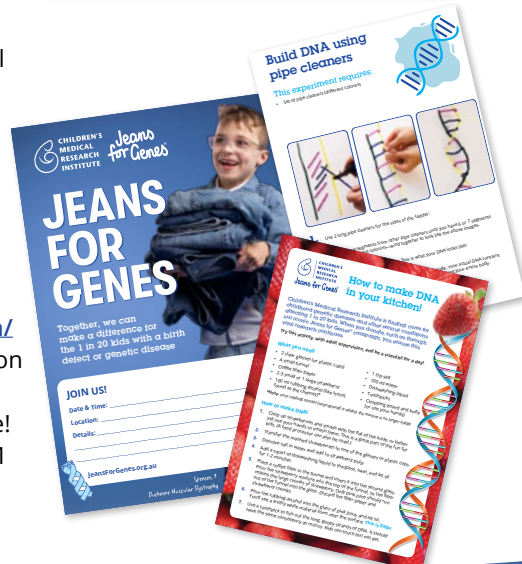
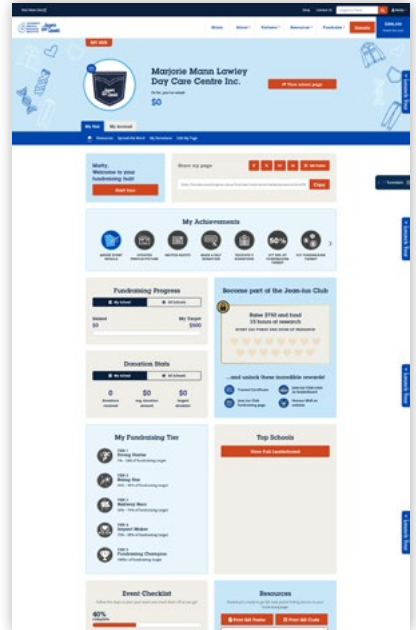
If you haven't already done so, jump online and register as an official Jeans for Genes fundraiser at <https://fundraise.jeansforgenes.org.au/fundraise-for-us>.

You'll automatically get an online fundraising page which makes fundraising easier for everyone - and the easier it is to donate, the more likely people are to do it!

- Just copy, paste, and post the link to social media and collect donations online. Easy!
- No cash? No problem. Refer people to your fundraising page to donate by card.
- You can pay in any offline donations you collect through the link.
- Online fundraising allows you to include people who can't attend your event but still want to contribute.
- Change your fundraising goal and post updates right on your page... and share!

Resources to Download and Print

If you register, you'll also find lots of useful resources in your online fundraising hub - <https://fundraise.jeansforgenes.org.au/login/event>. You'll find posters, bunting, DIY donation jar labels, fundraising guides, easy to share social media and newsletter images and more! It's also where you will find our fantastic STEM resources for the classroom and at home. **If you need anything else, just email or call us and we'll do all we can to help.**



SIMPLE TIPS FOR SUCCESS

1. Register Your School



Make sure you visit the Resources link in your [fundraising dashboard](#) for our easy one page guide to staging a fabulous event. You'll also find posters, bunting and other decorations that you can download and print to liven it up! Display your poster in a prominent place around the school such as an electronic noticeboard.

2. Sell merchandise



Start selling Jeans for Genes merchandise as early as you can and encourage everyone you know to purchase something! You can buy merchandise from the [Jeans for Genes Shop](#) and sell it at reception, the teachers staff room, or tuckshop.

3. Share the news



Share your online [fundraising page](#) with staff, parents and your community by email or on socials - don't forget the social media and newsletter images on our Resources page!

4. Go further!

Why not take on a fundraising challenge! Step up yourself, or nominate the Principal or a Head Teacher to go further. Challenge the school community to sponsor them to go extreme - wearing denim swimming, diving or on a run. Or take on a fashionista runway moment and ask the community to chip in \$5 to vote on their best double denim looks.

Check out all our ideas in the Resources section in your [fundraising dashboard](#).

5. Bank your fundraising

We've made it even simpler to pay in the money you've raised. Just head to your [online fundraising dashboard](#) and from there, you can quickly and easily deposit your funds.

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.



THANK YOU FOR ALL OF YOUR AMAZING FUNDRAISING EFFORTS.

If you have any questions, or need anything to help your fundraising go the extra mile, don't hesitate to get in touch via email or phone.

info@jeansforgenes.org.au

1800 436 437

*Colton, 3
Osteopetrosis*

