



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

Jeans for Genes Day
Friday, 4th August

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



JEANS
FOR
GENES



Welcome!

**Your Jeans for Genes
Bake it Blue
Fundraising Toolkit**





Amelia, 7
Retinal
Dystrophy

THANK YOU FOR TAKING PART IN BAKE IT BLUE

By generously signing up to raise money through Jeans for Genes and taking part in Bake it Blue, you're directly helping Children's Medical Research Institute to find cures and treatments for children's genetic diseases, like metabolic disorders, autism, blindness—and even cancers.

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 Friday, 4th August, but you can hold your Bake it Blue event anytime.

BAKE IT BLUE FOR JEANS FOR GENES

This year host a Jeans for Genes 'Bake it Blue' event to raise funds and help the 1 in 20 kids facing a birth defect or genetic disease.

How it works

SCAN TO SIGN UP

1.



Register to host

[Sign up](#) and set up your online fundraising page. Once signed up, you will receive lots of top tips.



2.



Plan your bake

Once you have signed up online, use your event checklist found on your dashboard, to make sure all is in place for your big day.

3.



Raise funds

Share your online fundraising page on social media to raise funds for children's genetic diseases. To boost your fundraising even more, click 'Create a Facebook Fundraiser' on your dashboard (more info on page 5!)

You can also bank any offline funds received from your bake sale on your online fundraising page.



[Download](#) our **FREE** online Bake it Blue Recipe Book, and be inspired by 20+ amazing recipes.

Time to get social

[Join our Team Jeans for Genes Facebook Group](#) for inspiration and motivation.

Be sure to post on social media and tell everyone that you're taking part in something truly special this Jeans for Genes.

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

WHY REGISTER ONLINE?

This year, we have made it even easier to register online, so if you haven't already done so, jump online and register as an official Jeans for Genes fundraiser at fundraise.jeansforgenes.org.au

You'll get access to an exclusive one-stop, easy to navigate online fundraising hub with all you need to:

- **Boost your fundraising:** Use your Online Fundraising Page to tell your family and friends why you are fundraising using our easy to find share buttons.
- **Plan your event:** Your dashboard will be home to a new Bake it Blue event checklist. Simply tick off each item on your online checklist to ensure all is in place for the big day!
- **Boost your fundraising even more!:** This is the one we're most excited about! This year, you'll be able to set up Facebook Fundraiser directly from your dashboard, making it easier than ever to collect donations from family and friends. There's more info on how to set this up on the next page.



We're only an email or call away, so get in touch if you need any extra help!

info@jeansforgenes.org.au
1800 436 437

*Emilia, 3
Developmental
Disorder*



SETTING UP A FACEBOOK FUNDRAISER

The benefits of setting up a Facebook Fundraiser from your online dashboard:

1. Family and friends who come across your Facebook Fundraiser can donate with just a few clicks without leaving Facebook.
2. Setting up your Facebook Fundraiser via [your online dashboard](#) means that any donations received on Facebook will be reflected on your online fundraising page.
3. Setting up a Facebook Fundraiser will significantly boost your fundraising, which means more funds for vital research!

Here's how to do it

1. **Simply visit your dashboard** (If you haven't signed up already, [click here](#))

2. Click **'Create a Facebook Fundraiser'**



3. And voila, your Facebook Fundraiser has been created. You can see your Facebook Fundraiser by clicking 'See my Facebook Fundraiser' on your dashboard.

RESOURCES TO DOWNLOAD AND PRINT

You'll find lots of [useful resources on our website](#) or if you have signed up, on your [online Fundraising Dashboard](#). You'll find posters, bunting, DIY donation jar labels, fundraising guides, easy to share social media and newsletter images and more!

If you need anything else, just email or call us and we'll do all we can to help.



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."

OTHER WAYS TO GET INVOLVED

1. Wear



Ask everyone to come to work or school in denim and make a donation. It's how we started and still a classic... so ditch your work wear and uniforms and wear denim to work/school on Friday 5th August (or any day).

2. Do



This year for Sofa to 6K, we're excited to announce that we have teamed up with our friends at **Exercise and Sports Science Australia** who have designed a [staged training program tailored](#) to your individual needs that get you fit, while raising vital funds for the 6,000+ genetic diseases affecting Aussie kids. [Click here for more info.](#)

3. Your Own Idea



Do your own event - skydive, trivia, raffle, dance... be creative!

Whatever you do this Jeans for Genes, do it for the 1 in 20 kids facing a birth defect or genetic disease. Create your [own fundraising event](#) today.

4. Buy



[Shop](#) 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!

BOOST YOUR FUNDRAISING

Dollar Matching—ask your employer to match any donations you collect. Many companies have an employee dollar matching program and it's an easy way to double your results!

Download our [customisable dollar matching letter](#)

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

*Teddy, 2
Neurodevelopmental
Disorder*

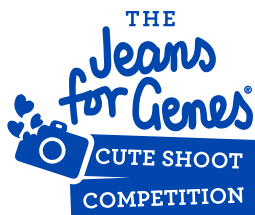


**IMAGINE, YOUR
BABY OR FURBABY
COULD BE HERE!**



CHILDREN'S
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*Jeans
for Genes*



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>