



CHILDREN'S  
MEDICAL  
RESEARCH  
INSTITUTE

Jeans  
for Genes®

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

Sora, 4  
Genetic  
Blindness



**Welcome!**

**Your Jeans for Genes  
Fundraising Toolkit**

**Jeans for Genes Day  
Friday, 6th August**



Jude, 6  
Cystic Fibrosis  
& Autism

# THANK YOU FOR BEING A SUPPORTER OF JEANS FOR GENES

By generously signing up 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 metabolic disorders, autism, blindness—and even cancers.

Genetic diseases affect more children than most people realise.

**1 in 20 kids is born  
with 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, 6th August, but you  
can hold your Jeans for Genes Day  
anytime.**



*Leo, 4  
MCAD Deficiency*

## YOU'RE HELPING KIDS LIKE LEO

Every time Leo gets a common childhood illness like a simple cold or fever – his family prepare for a trip to hospital because his organs can be impacted very quickly.

This gorgeous four-year-old has a metabolic condition known as medium chain acyl-CoA dehydrogenase (MCAD) deficiency. If his blood sugar levels drop, in the most extreme case it can lead to coma or death.

Dad Timo said they were shocked by the diagnosis – even though 1 in 20 children have a genetic disease or birth defect. “We started to look internally, we’re thinking - genetic disorder, what have we done to him?”

Mum Jessica said research is the only hope for kids with metabolic disorders and the gene therapy work being done at Children’s Medical Research Institute is vital for future generations.

**“Knowing that one day there could be a cure, and that we could forget all about MCAD deficiency is really exciting.”**



# HI THERE, I'M GREG!

I'm one of the team here at Jeans for Genes ready to help you smash your fundraising goals! Here are my quick tips to get started now.



1.

## Sign up and set the bar

[Register your event](#), then kick in your own donation to show your passion and set the bar for your family and friends.



2.

## Set a date

Select a date, invite friends or your work mates and start planning your event.



3.

## Spread the word

Once you've sponsored yourself, link your friends, colleagues and family to your fundraising page.



4.

## Join our exclusive ["Team Jeans for Genes" Facebook group](#)

Share your story and meet more of the community. Everyone is keen to help you and support your fundraising!

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

**[info@jeansforgenes.org.au](mailto:info@jeansforgenes.org.au)**

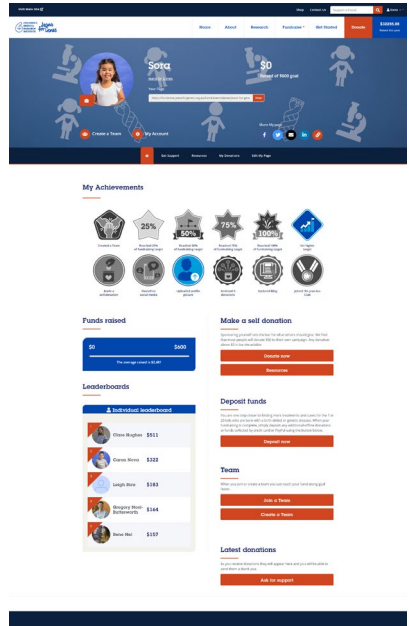
**1800 436 437**



# JOIN US ONLINE

If you haven't already done so, jump online and register as an official Jeans for Genes fundraiser at [fundraise.jeansforgenes.org.au](https://fundraise.jeansforgenes.org.au). You'll get access to an exclusive one-stop online fundraising hub with all you need to make your fundraiser a success!

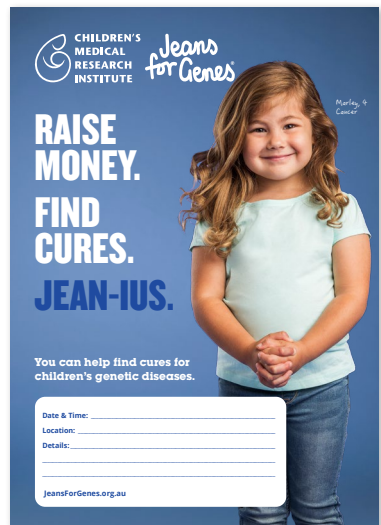
- Online [Fundraising Page](#) to tell your family and friends why you are fundraising
- Easy to find [share buttons](#) to make it easy to ask for support from family and friends on social media
- Easy to pay in money you've raised offline through the [My Donations](#) tab on your dashboard



# RESOURCES TO DOWNLOAD AND PRINT

You'll find lots of useful resources at [cmrij JeansforGenes.org.au/resources](https://cmrij JeansforGenes.org.au/resources) 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.



# EASY 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 6th August (or any day).

Reach out to us and we can send you a donation box!

## 2. Host



Host a Jeans for Genes Bake it Blue morning tea to raise funds.

Make sure you visit [our online Resources page](#) for posters, bunting and other decorations that you can download and print to liven it up.

## 3. Do



Why not get off the Sofa and walk or run 6kms to raise funds and find cures for the 6,000 genetic diseases that affect Aussie kids.

Or do your own event - skydive, dance.. be creative!

## 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: [cmrijeanstoforgenes.org.au/resources](http://cmrijeanstoforgenes.org.au/resources)

# BAKE IT BLUE FOR JEANS FOR GENES



Jude, 6  
Cystic Fibrosis & Autism



Jude was diagnosed with Cystic Fibrosis at birth and has been defying the odds ever since. With more research, Jude could defy the odds for years to come.

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. That's kids like Jude.

## How it works

1.



### Register to host

Register your Bake it Blue event and receive a free digital host kit packed with top tips.

2.



### Plan your bake

Select a date, invite friends or your work mates and start planning your event.

3.



### Gather and raise funds

Ask guests to donate to help cure children's genetic diseases.

## Time to get social

Whether you're doing a practice run, collecting your ingredients or getting your friends to join in, we'd love to see you sharing the excitement with your friends, family and the wider Jeans for Genes community. Each week that leads up to your bake, be sure to post on social media **#BakeItBlue**, and tell everyone that you're taking part in something truly special this Jeans for Genes.



# TAKE THE FIRST STEP TO NEW RESEARCH WITH SOFA TO 6K



Marley, 4  
Cancer



Looking at Marley's photo, it's hard to believe that she had cancer. Inside this picture-perfect little girl also beats the heart of a warrior.

This Jeans for Genes why not get off the Sofa and walk or run 6kms to raise funds and find cures for the 6,000 genetic diseases that affect Aussie kids, like Marley.

## How it works

- 1. Register Your 6K Challenge**  
Sign up and commit to walking or running 6kms this Jeans for Genes.
- 2. Plan your Challenge**  
Select a day to undertake your challenge.
- 3. Raise funds**  
Ask others to support your efforts to raise funds for children's genetic diseases.

## Time to get social

Whether you're doing a practice run, walking and scouting potential running routes, or just getting off the sofa with friends, we'd love to see you sharing the excitement with your friends, family and the wider Jeans for Genes community. The whole community is part of this epic journey together and following along, so to ensure we see your amazing progress, be sure to post on social media. Use the **#SofaTo6K** hash tag to show everyone that you're taking part in something truly special this Jeans for Genes.

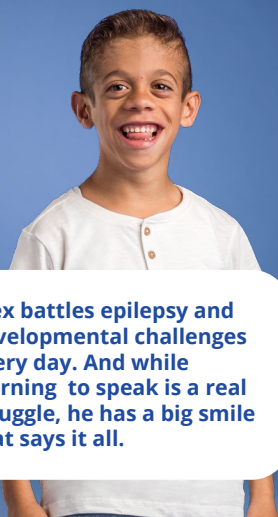
Got someone else joining you? Be sure to get them to tag you on social media as well, the more people supporting research for the 1 in 20 kids facing genetic diseases the better!





# WEAR YOUR JEANS FOR GOOD

Alex, 8  
Nicolaiides-Baraitser Syndrome



Alex battles epilepsy and developmental challenges every day. And while learning to speak is a real struggle, he has a big smile that says it all.

Don your denim this year for Jeans for Genes to raise funds and help the 1 in 20 kids facing a birth defect or genetic disease - kids like Alex.

## How it works

1.



### Register Your 'Jean-ius' Event

Register your event and receive a free digital event kit.

2.



### Plan your day

Select a date, tell your workmates it's an all denim day.

3.



### Raise funds

Ask everyone wearing denim to donate to help cure children's genetic diseases.

## Time to get social

We want to see your denim! Whether you're practicing your double denim look, hunting for your old classic fitting jeans, or getting together with your friends, we'd love to see you sharing your jeans with your networks, family and the wider Jeans for Genes community. The whole community is part of this epic journey together and following along, we want to ensure we see the amazing progress so be sure to post on social media.

Use the **#SofaTo6K** hash tag to show everyone that you're taking part in something truly special this Jeans for Genes.

Got someone else joining you in their jeans? Be sure to get them to tag you on social media as well, the more people supporting research the better!



# 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

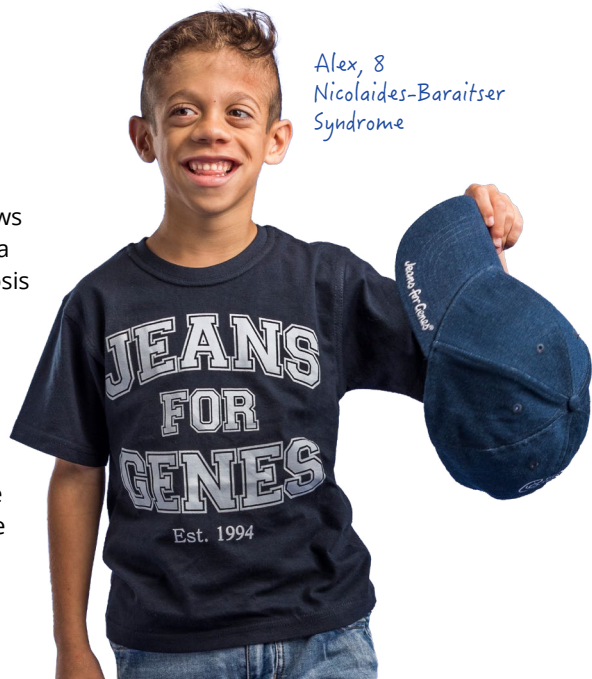
Help fund Gene Therapy research, 'the medicine of the future', which can cure previously incurable genetic diseases with a single injection.

**THANK YOU FOR ALL  
OF YOUR AMAZING  
FUNDRAISING EFFORTS.**

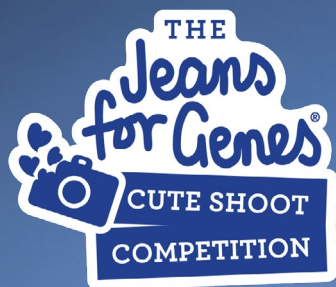
If you have any questions, or need anything to help your fundraising go the extra mile, don't hesitate to get in touch via email or phone.

[info@jeansforgenes.org.au](mailto:info@jeansforgenes.org.au)

**1800 436 437**



Alex, 8  
Nicolaidis-Baraitser  
Syndrome



# ENTER THE CUTE SHOOT TO HELP US RAISE AWARENESS



## ENTER TO WIN

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

PLUS

**You'll all go in the draw to win a weekly  
prize of Jeans for Genes gear!**

PLUS

**Receive a discount code for our online shop!**

**The photo with the most votes WINS!**

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