



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

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

Arato, 10
Genetic
Blindness



Welcome!

**Your Jeans for Genes
School Fundraising
Toolkit**

**Jeans for Genes Day
Friday, 5th August**

Emilia, 2
Cystic fibrosis



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 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, 5th August, but you
can hold your Jeans for Genes Day
anytime in Term 3.**

YOU'RE HELPING KIDS LIKE SOPHIA



*Sophia, 2
Cancer*

During the months they spent in hospital, while their daughter Sophia received cancer treatment, her parents saw a trend.

"We've met so many different families and the only difference between whether their kid is cured or ultimately dies is because of research," Mum Liz said.

"When the biopsy came back for Sophia as a germ cell tumour, there was research, and therefore her chances of complete cure are very high. If it came

back something different, she may not be here. Research gives people a chance to survive."

While Sophia is now in remission, Dad Pat said they still live in fear.

"She has five years of check-ups," Pat said. "Every month she gets a blood test. And every quarter she gets an MRI. It is kind of a reminder that there's still a chance she could relapse."

Parents want cures, not just treatments.



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.



Gather 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 something else!) we'd love to see you sharing the excitement with your wider school community, encouraging them to share with 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**

ELEVATE YOUR FUNDRAISING

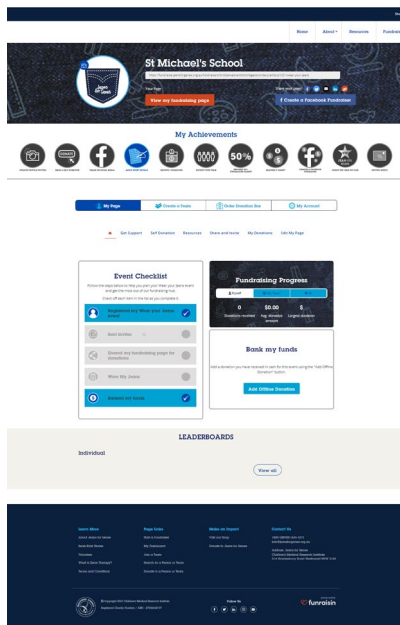
If you haven't already done so, jump online and register as an official Jeans for Genes fundraiser at <https://fundraise.jeansforgenes.org.au/fundraise-for-us>.

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 STEPS FOR SUCCESS

1. Hold an event



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.

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 social - 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 moment and ask them to chip in \$5 to vote on their best double denim looks.

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

5. Bank your fundraising

This year we've made it even easier to pay in the money you've raised - just go to your [online fundraising dashboard](#) and you can pay in the funds you've raised easily and quickly.

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

Kalarny, 5
Spinal Muscular
Atrophy

