



CHILDREN'S  
MEDICAL  
RESEARCH  
INSTITUTE

Jeans  
for Genes®

Jeans for Genes Day  
Thursday 6 August

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

**Welcome!**

**Your Jeans for Genes  
Fundraising Toolkit**



*James, 6  
Axenfeld Reiger  
Syndrome*

# 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 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.**

# WEAR YOUR JEANS FOR GOOD

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.

## How it works

1.



### Register your event

**Sign up** and set up your online fundraising page. Once signed up, you will receive lots of top tips.

SCAN TO SIGN UP



2.



### Plan your day

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

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

## Time to get social

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.

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



# 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](https://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 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!:** Set up a Facebook Fundraiser directly from your dashboard, making it easier than ever to collect donations from family and friends. You'll find more information on how to get started 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](mailto:info@jeansforgenes.org.au)  
1800 436 437

*Spencer, 7  
Duchenne Muscular  
Dystrophy*



# 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.

*Please note that setting up a Facebook Fundraiser is not available to those registering as a workplace or school.*

## 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 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.”

# OTHER WAYS TO GET INVOLVED

## 1. 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.

## 2. Skip



Join our 100 Skips a Day in August Challenge and be part of an amazing community raising vital funds for cures for the 6,000+ genetic diseases affecting Aussie kids. The first 2,000 participants receive a free skipping rope and calendar. [Click here](#) to sign up and make a difference!

## 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 fund 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](mailto:info@jeansforgenes.org.au)

1800 436 437

*Colton, 3  
Osteopetrosis*

