



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

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

Alessia, 6
Spinal Muscular
Atrophy



Welcome!

**Your Jeans for Genes
School Fundraising
Toolkit**

**Jeans for Genes Day
Thursday 7th August**



Sophia, 8
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 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, 7th August, but you can hold your Jeans for Genes Day anytime in Term 3.

YOU'RE HELPING KIDS LIKE OLLIE

*Ollie, 9
Cancer*



Every day we are thankful to have our son, Ollie, in our lives – but we are acutely aware that not all families are as lucky as ours.

That's why Jeans for Genes Day, which supports the work being done at Children's Medical Research Institute, is so important.

Ollie was just a regular, happy big brother to his two sisters when he became ill. He started complaining of hearing problems, dizziness, headaches and double vision.

When we took him to hospital, the last thing we expected to hear was that he had a cancerous tumour in his skull. Everything stood still.

For the next two years, Ollie had chemo and radiotherapy and he has, now, finally been declared cancer-free. But not every family has a happy ending.

When you support Jeans for Genes through events like Bake it Blue, you are changing the story for those who are told “there is nothing more we can do”. Your morning tea held with friends, family, or work mates could be life-changing for the next child diagnosed with cancer.

Thank you for helping the scientists to help families like ours.

- Nathen, Ollie's dad



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



Wear Jeans

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



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.



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

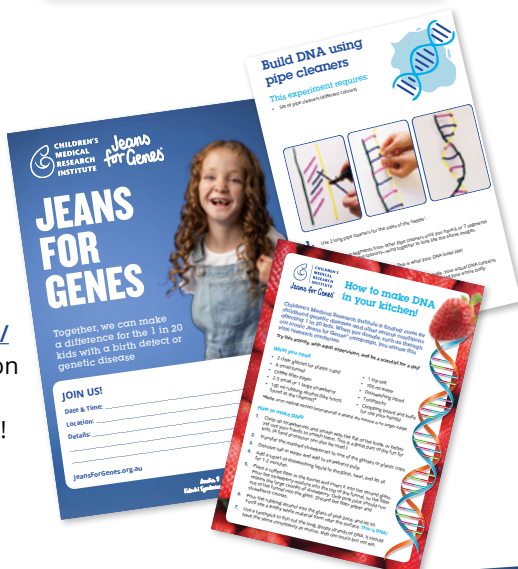
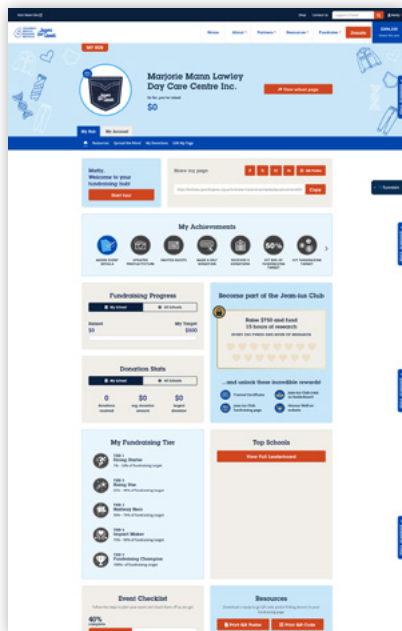
If you haven't already done so, jump online and register as an official Jeans for Genes fundraiser at <https://fundraise.jeansforgenes.org.au/fundraise-for-us>.

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

