



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®



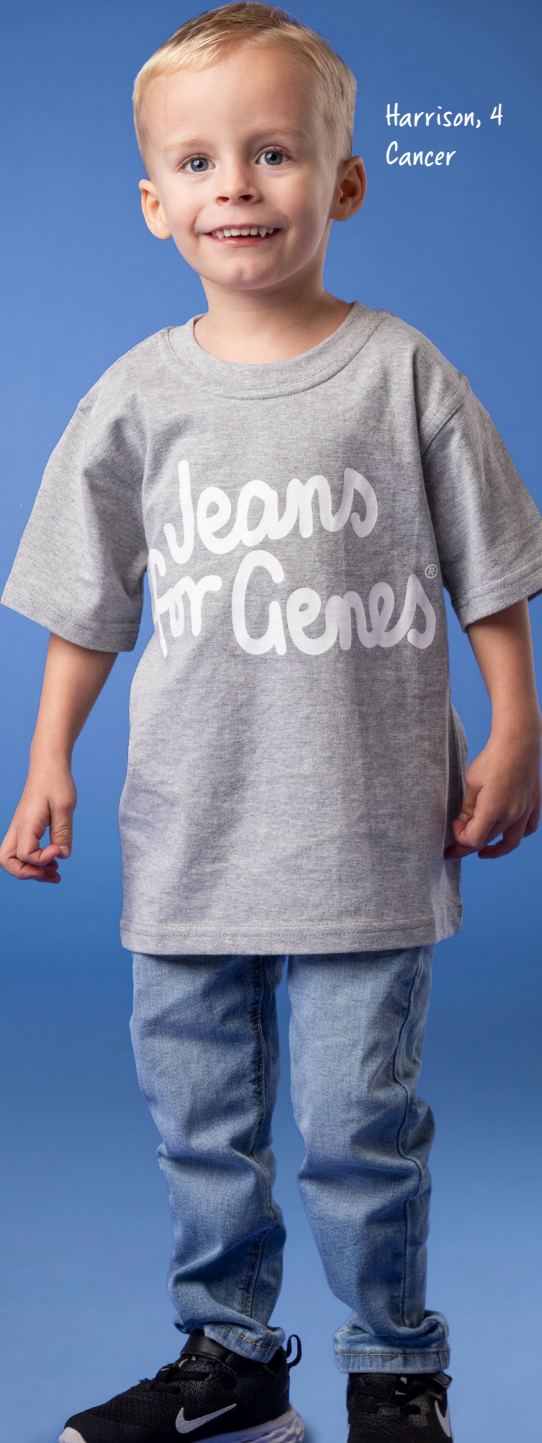
Joseph, 6
Cystic Fibrosis

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

Welcome!

**Your Jeans for Genes
School Fundraising
Toolkit**

**Jeans for Genes Day
Friday 2nd August**



Harrison, 4
Cancer

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, 2nd August, but you can hold your Jeans for Genes Day anytime in Term 3.

YOU'RE HELPING KIDS LIKE GEM



*Gem, 8
Genetic Blindness*

Your support is helping kids like Gem. Gem leads a happy and fulfilling life and loves to run and swim. She's a beautiful pianist and her passion is horse-riding. She's healthy, but her life looks different to other kids.

Gem was born with a genetic condition known as Peter's Anomaly which causes a thinning and clouding of the cornea. She uses a cane for mobility and is learning to read braille – but she's always confident to try new things.

Since Gem was diagnosed as a baby, we've watched her clinical team work so closely with the Eye Genetics team at Children's Medical Research Institute and seen such extraordinary advances in research like gene therapy.

A lot of people want a cure, but for us, we just hope Gem's condition never progresses and gets worse – that's the hope.

That's why we are so grateful to everyone who supports Jeans for Genes. Your fundraiser could be life-changing for families like ours and so many we know who live with genetic conditions.

We've been in the labs, we know the scientists well, and the work they are doing is so inspiring.

Thank you for helping them to achieve their goals – so that Gem can achieve hers.



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, taking on our 100 Skips a Day at School skipping challenge (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**







WAYS TO GET INVOLVED

New in 2024!

This year, the 100 Skips a Day at School challenge is back and better! Sign up and fundraise as a school, or invite other teachers to register years or individual classes as team members to get some friendly competition going! You will get a fundraising page, access to fundraising and STEM resources, and a downloadable skipping tracker on which each student can mark their progress. Parents can share the school's fundraising page to their networks and donate to encourage the kids to skip every day in August and help find cures!



OR TAKE PART IN ONE OF OUR OTHER ACTIVITIES

- **1. Wear Jeans**
Organise a mufti day and ask parents to donate to your school's online fundraising page
- **2. Bake it Blue**
Host a blue themed bake sale
- **3. DIY**
Ask your school community to donate to help cure children's genetic diseases.
- **4. Skipping**
Sign your school up for the 100 Skips a Day Challenge

ELEVATE YOUR FUNDRAISING

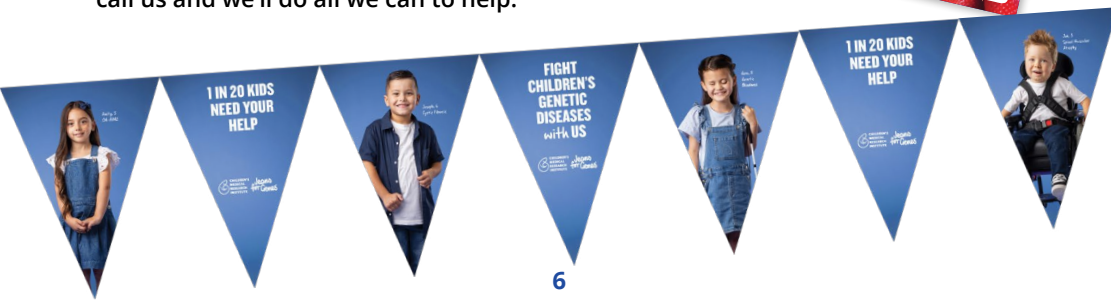
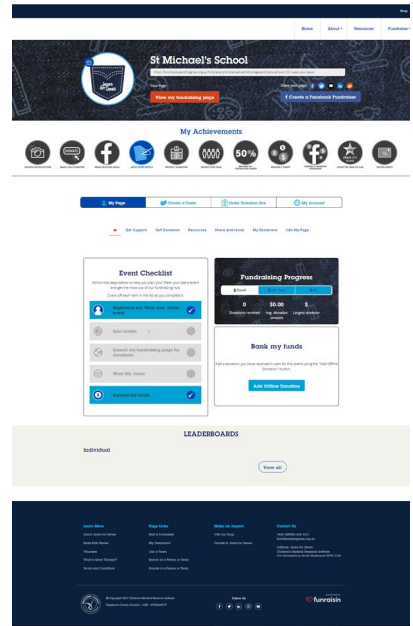
If you haven't already done so, jump online and register as an official Jeans for Genes fundraiser at <https://fundraise.jeansforgenes.org.au/fundraise-for-us>.

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.

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

Jon, 5
Spinal Muscular
Atrophy

