



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

Jeans for Genes Day
Thursday, 7th August

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

Alessia, 6
Spinal Muscular
Atrophy



Welcome!

**Your Bake it Blue
Fundraising Toolkit**



Jeet, 5
Usher
Syndrome

THANK YOU FOR TAKING PART IN BAKE IT BLUE

By generously signing up to raise money through Jeans for Genes and taking part in Bake it Blue, 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, 7th August, but you can hold your Bake it Blue event anytime.

BAKE IT BLUE FOR JEANS FOR GENES

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.

How it works

SCAN TO SIGN UP

1.



Register to host

[Sign up](#) and set up your online fundraising page. Once signed up, you will receive lots of top tips.



2.



Plan your bake

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

Share your online fundraising page on social media to raise funds for children's genetic diseases. To boost your fundraising even more, click 'Create a Facebook Fundraiser' on your dashboard (more info on page 5!)

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



[Download](#) our **FREE** online Bake it Blue Recipe Book, and be inspired by 20+ amazing recipes.

Time to get social

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

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**.

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

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 Bake it Blue 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.

Amelia, 8
Kabuki
Syndrome



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

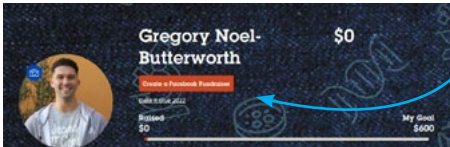
info@jeansforgenes.org.au
1800 436 437

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

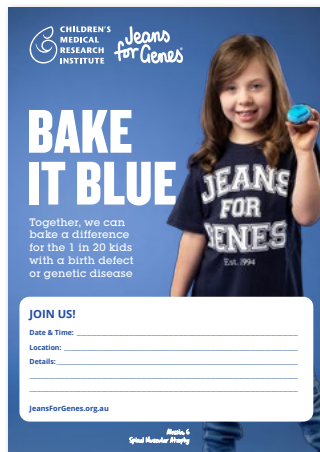
1. **Simply visit your dashboard** (If you haven't signed up already, [click here](#))
 2. Click **'Create a Facebook Fundraiser'**
- 
3. And voila, your Facebook Fundraiser has been created. You can see your Facebook Fundraiser by clicking 'See my Facebook Fundraiser' on your dashboard.

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 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

OTHER 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 Thursday 7th August (or any day).

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

1800 436 437



Sophia, 8
Cystic Fibrosis