



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

Jeans
for Genes®

Jeans for Genes Day
Friday, 2nd August

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

Welcome!

**Your Jeans for Genes
Bake it Blue
Fundraising Toolkit**



*Gem, 8
Genetic
Blindness*



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 Friday, 2nd 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



Register to host

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



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.



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.

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**.



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

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)

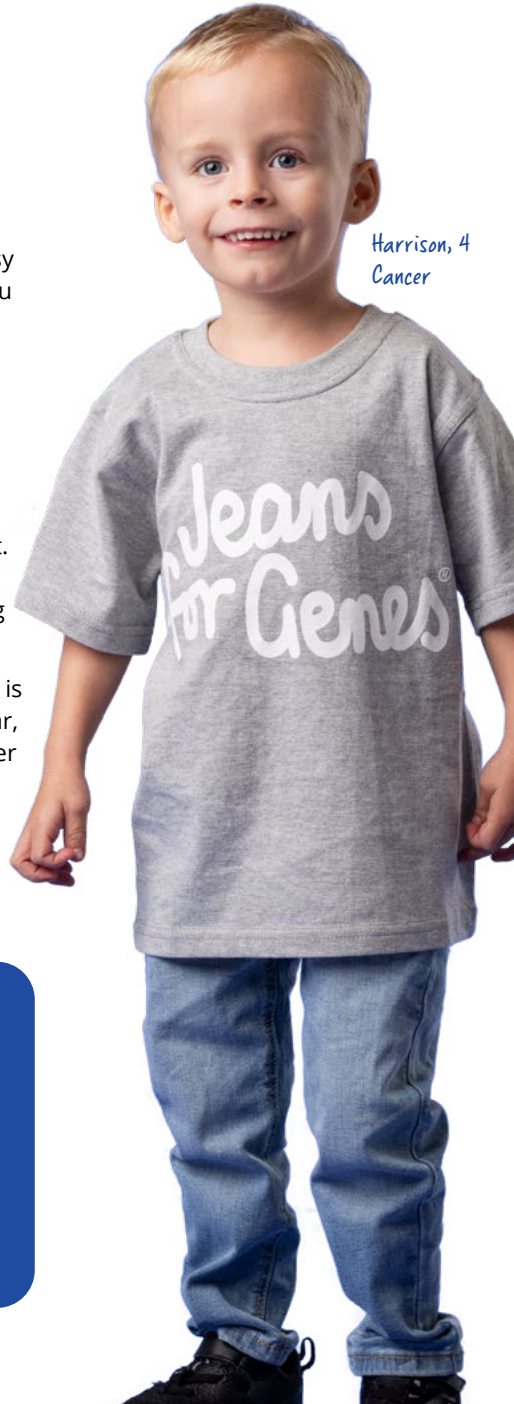
You'll get access to an exclusive one-stop, easy to navigate online fundraising hub with all you need to:

- **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 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!** This is the one we're most excited about! This year, you'll be able to set up Facebook Fundraiser directly from your dashboard, making it easier than ever to collect donations from family and friends. There's more info on how to set this up 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
1800 436 437



Harrison, 4
Cancer

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.

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 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.

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 Friday 5th August (or any day).

2. Skip



Join our 100 Skips a Day Facebook Challenge and be part of an amazing community raising vital funds for cures for the 6,000+ genetic diseases affecting Aussie kids. The first 3,000 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

Jon, 5
Spinal Muscular
Atrophy

