Jeans for Genes works to support the genetic conditions community by providing essential grants, signposting and practical help to grass roots organisations.

Through our fundraising event, we work with schools, organisations and individuals to deploy a loud collective voice - joyfully raising funds to help UK based groups.

1 in 10 families are affected by genetic conditions. Some are well known, others are incredibly rare but all present their own challenges.

Together, we drive society-wide awareness of the needs and issues faced - starting by simply popping on a pair of jeans and donating.
To date, we’ve raised over £46 million which has helped thousands of UK genetic condition charities, projects and services.

According to the UK Rare Disease Framework, 1 in 17 people will be affected by a rare disease at some point of their life. Every year, new genetic conditions are discovered.

Our mission hasn’t faltered over the years.

Put simply, we want to make sure that support, services, advice and assurance is on hand for every person facing a life affected by a genetic condition.

Many of the groups we support are started through lived experience. Through our funding, we want to ensure that these small, vital groups are heard, supported and funded - offering relevant, rewarding and reassuring services for each individual affected.
Over the years, we're proud to have been supported by:

23,148 primary schools
11,327 secondary schools
15,827 nursery schools
53,481 organisations
1,400 hospitals and hospices

We have a reach of:

37,000 social media followers
120,000 website visits
500,000 email marketing audience
1. HOW DO YOU WEAR YOURS SWEEPSTAKE

To max out your non-uniform/work wear day where you encourage everyone to come into work in jeans/denim, this is your chance to really up the fun ante!

For an extra £2 donation, simply choose your perfect partner for your jeans - it could be fashion favourite or fashion faux pas - add your name to the chosen accessory. You could do this as individuals or maybe as teams/departments - the more the merrier!

OR

2. CHARITY CHALLENGE - TEAM EVENT

These fundraising challenges don’t build character - they reveal it. Could you and your team tackle the 100km Sahara Challenge, trekking through Morocco’s forbidding terrain? Or would you prefer the Zambezi River Challenge - a rough ride of heat, humidity, blistered hands and harsh conditions - not to mention crocodiles and hippos?
A truly great FIT

We have a long history of powerful and creative public campaigns, uniting schools, workplaces and individuals through awareness and fund raising for the genetic condition community.

The funding we give as a direct result of this extraordinary unity and incredible networks goes to small, vital community groups - all providing essential services and support across the UK.

We make a conscious decision to support small groups in the heart of communities because of their ability to connect to the core of the real issues, creating impact where it is needed most.

We are looking for organisations that share the same values and who we can work in partnership with.
Ways we can COLLABORATE

THROUGH FUNDRAISING
- Staff involvement
- Department/Team/Store involvement
- Head Office involvement
- Customer involvement
- Individual or team events through Charity Challenge

THROUGH AWARENESS RAISING
- Posters/info in key places
- Articles on company intranet/publications
- Links signposting websites

THROUGH CSR
- Team building for a good cause
- Promotes your company’s stance on EDI – bringing inclusion, understanding & support into the workplace
- Reflection of our company vision: inspire, excite, connect and welcome
THROUGH FUNDRAISING

- Encourage all staff to pay £1/£2 to wear their jeans on your chosen date during Jeans for Genes week (Mon 18 - Sun 24 Sept)

- Encourage stores/teams/departments to play "How do you wear yours?" sweepstake by choosing and wearing their chosen item

- Play our online timed InJeanious Quiz (donation £3 to play) - we could set up a leaderboard for your organisation where departments & teams could play each other for top bragging rights!

- Text to Donate: encourage customers to show their support by using "Text to Donate" mobile giving - mobile donation starts at £2

- Just Giving: we can set up a bespoke Just Giving Page for your organisation to show collective group contribution during the fundraising week
THROUGH FUNDRAISING

- Individual or team events with our preferred organiser - Charity Challenge. We have two approaches for events - one is to tailor a bespoke event to the specific needs of the organisation in question OR offer the full range of current challenges, with Jeans for Genes as a beneficiary. We are also happy to set up meetings between ourselves and Charity Challenge to kickstart your fundraising.

- Payroll Giving or GAYE. Make a regular contribution through your pay to ensure year round support.
fundraising
OPPORTUNITIES

‘How do you wear yours?’ - donation to wear jeans into the office during event, plus on site fundraising

Get everyone involved in the sweepstake - maybe even pull them out a bag so you may get the CEO in bunny ears! Multiple teams? Just play per team making sure all squares are filled!

Our online quiz - we could offer a bespoke Leaderboard via email link to let your teams - or the organisations you work with - compete against each other. This friendly competition has a £5 donation to enter and the online quiz is timed so in the case of a tie, the quickest wins.
THROUGH AWARENESS RAISING

- 1 in 10 families are affected by genetic conditions - including your staff members; showing inclusion, support and understanding for the challenges faced by the genetic condition community

- We can provide articles for internal publications/intranet on what their support does and case studies of the charities we support, for the feel good factor

- Our colour Press Ads will be rolled out from June to September, highlighting the campaign and we can ensure you have assets to share (we have 3 x varieties in 20 specifications for different sizes and publications)

- Full suite of campaign assets - images, videos, updates, logos - both printed and digital available to help you promote the event

- Put links on company emails during the month of September to the Just Giving site and encourage your networks to get involved with your fundraising activity
THROUGH AWARENESS RAISING

- #JeansForGenes and #TeamDenim are our campaign hashtags - we can link with your activities & events to promote and share posts
- Our digital team will share posts, name and fame teams/departments/stores and their activities linked to Jeans for Genes amongst our supporters
- Posters and info used by your teams/departments/stores and staff themselves increases the level of awareness and knowledge of genetic conditions in the UK
- Just by wearing jeans and donating during event week highlights our UK event and starts the denim revolution!
Calling all members of our #TeamDen! 

Join us in September to raise funds and awareness for Jeans for Genes Day. 

This September, organize a Jeans for Genes event with your work colleagues to help raise vital funds to support families with life-altering genetic conditions. 

1 in 10 families in the UK live with a genetic condition. Some are well-known, some are not, but all have their challenges. 

Let’s come together this September to wear our jeans, donate and make a whole world of difference across the UK. 

Sign up for your free fundraising pack and information about the difference your support makes at jeansforgenes.org today!

Press Ads 2023
THROUGH CSR

- Great CSR initiatives have a positive impact on employee wellbeing and engagement. They can contribute to the ease of hiring quality staff, employee retention, commitment and motivation - leading to increased innovation and productivity.

- Research shows that better EDI has benefits for all - not just for the experience of those from minority groups but for the good of all employees and improved outcomes for organisations and their clients (eg customers).

- Opportunity for staff to 'pass it on' and offer their professional skills to the community. Link with groups/charities who have current volunteering opportunities for teams & individuals.
SOFT UK supports families with child affected by the rare and life limiting conditions Edwards’ and Patau’s syndrome (Trisomy 18 and Trisomy 13).

Many of these children do not live beyond early childhood, although a growing number of families are today caring for an older child. SOFT UK supports families throughout their journey from early pregnancy, whilst caring for their child and through loss and bereavement.

“Small charities like SOFT UK, do a lot with a little. The grant from Jeans for Genes towards our core costs will increase our capacity as an organisation to deliver support to our families when they need us most.” Chair of Trustees, SOFT UK
Any questions?
Thank you!

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