



*For the cause, for fun or just the love of denim.  
Whatever your reason, make Jeans for Genes 2023 a truly memorable one.*

Thanks for joining **#teamdenim** and taking part in Jeans for Genes 2023.

Thanks to people like you taking part, we are able to help thousands of families across the UK living with a genetic condition.

Your fundraising changes lives, offers support and specialised care whenever & wherever it is needed. Go you!

*Your denim fundraising, your way. Whatever you do - do it in denim!*

This pack is full of denim-tastic delights and ways of maximising your efforts, making it nice and easy to get people involved with denim themed days of doing good!

On top of getting everyone to wear their jeans or denims for a donation, you can use the 'How do you wear yours?' sweepstake poster and ask colleagues, friends and family to choose and their perfect partner to their favourite jeans. Not only will you have fun adding accessories and fashion favourites/faux pas to your denim day's activities, but it can also add to your fundraising total too.

*Every £1 adds up and makes a difference.  
It's called 'change' because it does exactly that.*

**£3** could pay for art & craft supplies for a children's group, **£30** could pay for a genetic counselling line for an hour or **£300** could help pay for a specialist nurse for a day. Your small change really adds up and makes a BIG difference.

So slip into your jeans and let the planning commence! If you need any help, please call us on **0800 980 4800**, email us at **hello@jeansforgenes.org** or visit our website at **jeansforgenes.org**.



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T: 0800 980 4800  
E: hello@jeansforgenes.org

## Activate & share your fundraising page

Exciting news! All online registrations via our website for the 2023 Fundraising Pack come with your own Just Giving page. The digital link to this page makes it easier than ever to share with your friends, family and/or colleagues. It's never been easier to encourage, share and collect donations!



## Donate online

Head online to  
[jeansforgenes.org/donateonline](https://jeansforgenes.org/donateonline)

Want to give a little more often? Why not set up a regular giving payment with us, to really spread the love across the year.

## Text to donate

No cash? No worries – donate straight from your phone. Simply:

Text **JEANS2** to 70660 to donate **£2**

Text **JEANS5** to 70660 to donate **£5**

Text **JEANS10** to 70660 to donate **£10**

Text **JEANS20** to 70660 to donate **£20**

## Ask supporters to Gift Aid

Encourage everyone to either tick Gift Aid on your fundraising page, sponsor form or fill in a Gift Aid form.

This adds 25% to EVERY donation, at no extra cost to them. Good huh?!

## Scan to donate

Want to point people directly to your registered Just Giving fundraising page? Contact us at [hello@jeansforgenes.org](mailto:hello@jeansforgenes.org), ask us for your QR code stickers and put these everywhere! You just then ask people to scan to make a quick donation - easy!

## InJeanious Quiz

Like a brain workout with your charitable donation?

Head for **bigcharityquiz.org** and test your general knowledge skills while donating!

## Downloads

Need extra resources and social media banners and images? No problem - we've got them! Head for [jeansforgenes.org/downloads](https://jeansforgenes.org/downloads)

## Need more fundraising items?

Call us on **0800 980 4800** for more stickers, giro slips and all your fundraising enquiries.



Registered with  
**FUNDRAISING  
REGULATOR**

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