DIGITAL FUNDRAISING PACK: COMMUNITY

Whatever you do, do it in denim!

JEANSFORGENES.ORG
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 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, 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.

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

With the help of brilliant people like you, we're able to reach groups and charities far and wide across the UK, all helping families with genetic conditions get the support and services they need.

With your support, helplines are answered, counselling services are offered and information is on-hand. People share stories and journeys and - sometimes for the very first time - breathe a sigh of relief, knowing support is on-hand and they are seen, heard and understood.

Because of you, we're able to support some pretty exceptional projects, providing vital assistance. Groups like...

FOP Friends is the only UK charity to provide support for those living with Fibrodysplasia ossificans progressiva (FOP), an ultra-rare genetic condition affecting around one in a million people worldwide.

The condition results in muscles, ligaments, and soft tissue turning into hard bone. As the new bone grows in ribbons across the body, it causes severe and debilitating mobility issues. By the time the patient is thirty, they can expect to have lost most of their mobility and be wholly dependent on carers.

Currently, there is no treatment or cure.

With your help

We are funding the pilot of a bespoke mental healthcare service for families with FOP.

Our funding means the world to these families - offering specialist support, help with coping tools and the knowledge that they are not alone on their journey.

MACS (Microphthalmia, Anophthalmia and Coloboma Support) is a national charity supporting individuals born with one of, or sometimes a combination of, three rare eye conditions. MACS conditions are rare and incurable and account for 25% of all childhood blindness. 80-90 children are born with a MACS condition in the UK every year.

The charity provides much-needed practical and emotional support to affected families across the UK at every stage of their journey - from diagnosis to school years and beyond.

With your support

We're helping fund MACS annual confidence building sailing trip, for young members into adulthood. This August, twelve 16-25 year olds embark upon a seven-day sailing adventure in Devon, working together as a team to sail the boat and overcome real and simulated experiences.

By the end of this voyage, sailors will benefit in many ways, including reduced anxiety, greater confidence and self-esteem, new life-skills and increased vitality - all thanks to you.

Tuberous Sclerosis Complex (TSC) is a genetic condition that can lead to growths in various organs of the body, but those most commonly affected are the brain, eyes, heart, kidneys, skin and lungs.

The Big Day is the charity’s biggest event which brings together people affected by TSC from all over UK, attended by over 200 members of TSC community, their families and children. Because of its rarity, few people understand it, so an event centred around information, support with daily challenges and research is hugely valuable.

Together

We are helping fund a specialist creche facility at the event for children with TSC, many of whom require round the clock care due to the severity of their physical or learning difficulties. This will enable their parents to make full use of event activities and information sessions, enjoy respite on the day and make connections with other parents in the process.

Thank you for giving these families the chance to do exactly just that.

We can't do it without you and can't thank you enough for your support. Your donations really do change lives. On behalf of all those supported groups and families, massive thanks - you're incredible #TeamDenim.
Jeans for Genes is all about raising awareness of the daily challenges faced by those living with genetic conditions and raising money to fund projects that make a tangible difference to the lives of those affected.

It’s about you showing support and fun’d raising to help 1 in 10 families across the UK. It’s a chance to spread kindness, understanding and compassion and joyfully make a difference together. Join other Jeans for Genes legends in these nationwide, denim drenched ideas!

**Ready to dance in denim?**

*It couldn’t be easier to take part – just follow these easy steps!*  

- **Choose a date** - during Jeans for Genes Week (Mon 18 – Sun 24 Sept 2023).
- **Choose a venue** - this could be your school, playground, office or at home. Just make sure there’s space to handle ALL of your shape throwing!
- **Invite your friends, classmates** - the bigger the group, the bigger the groove!
- **Find your dance style** - whether it’s disco, hand jive, conga or freestyle.
- **Find your tune** - we’re thinking upbeat, we’re thinking fun, we’re thinking energy. Get sponsored and donate to change lives. Use one of our sponsor forms or better still, use your JustGiving link and collect online INCLUDING Gift Aid.
- **Record your dance skills** and upload the video to hello@jeansforgenes.org with your name/name of your group, number of dancers taking part and your contact details.

Our independent denim clad judges will be choosing the winning videos from the following categories:

- The highest number of people in one group dancing in their denim.
- The most expressive and enthusiastic example of dynamic denim dancing.

Winners will be announced via our website and on our social media w/c 23 Oct 2023.

**The small print**  
Videos submitted will be shared online and through our social media channels, so please make sure that everyone is aware and happy to be included – including ensuring children have parent/guardian permission. If you have ANY questions, please contact us at hello@jeansforgenes.org.

**Dance in denim!**

**Bake a difference!**

Whip up a batch of tasty treats (or pass off shop brought - we won’t tell if you don’t) and sell them to family, friends or colleagues.

Denim coloured doughnuts, jeans gingerbread people or blue monster cupcakes anyone?

**Sponsored skip, swim, silence – it’s up to you!**

If you’d like to make this extra special, why not organise a sponsored event?

Whether its a sponsored dance, draw, swim, walk, spelling, silence, knit, drum roll - it’s a great way to get people involved with fund and awareness raising.

**Turn it into a real event!**

While everyone is dressed in their jeans - why not make a whole day of it?

Hold a fete, a concert or a denim catwalk fashion show with a little donation to attend.

Go for it!
**HOW DO YOU WEAR YOURS?**

**PICK** a fantastic organiser to plan event and ask people £2 donation to play

**FIND** a prize for the winner – could be a gift basket, voucher, cup of tea or extra day holiday

**WRITE** your name on your perfect partner to your jeans

**WEAR** your jeans and your item to your event, held during Jeans for Genes week

**GET** everyone together and take a team pic!

**VISIT** jeansforgenes.org on Mon 3 October 2023 for the winning item reveal

**AWARD** the triumphant winner a prize and PAY IN the money, via your Just Giving page or online at jeansforgenes.org/donate

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<tr>
<th>FAVOURITE TRAINERS</th>
<th>FAVE BAND T-SHIRT</th>
<th>CROWN OR TIARA</th>
<th>60's COOL</th>
<th>VINTAGE T-SHIRT</th>
<th>BUNNY EARS</th>
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<tr>
<td>LUMBER - JACK SHIRT</td>
<td>BAD TIE</td>
<td>ANIMAL PRINT</td>
<td>HAWAIIAN SHIRT</td>
<td>KILLER HEELS</td>
<td>DENIM JACKET</td>
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<td>DOUBLE DENIM</td>
<td>80s POWER DRESS</td>
<td>SPORT TEAM SHIRT</td>
<td>RAINBOW WITH JEANS</td>
<td>CUDDLY JUMPER</td>
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<td>FAVOURITE HOODIE</td>
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<td>CARTOON TOP</td>
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<td>GRANDAD CARDIGAN</td>
<td>CAT EARS HEADBAND</td>
<td>SNORKEL &amp; FLIPPERS</td>
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**Jeans for Genes Campaign (charity number 1194407) is a national charity that aims to raise awareness and funds to support genetic condition organisations in the UK.**

**CGD Society (charity number 1143049) is the parent company of Jeans for Genes and registered owner of the Jeans for Genes brand.**

**Jeans for Genes © 2023. Jeans for Genes Campaign. All rights reserved. Registered Company Number 13179606.**
Listen up: it’s important.

1. This sweepstake is an exempt lottery underling the Gambling Act 2005 and is promoted by: 

2. This sweepstake is only for use within the UK only.

3. The promoter and the entrants must be 18 or over.

4. Your sweepstake must be conducted as either a workplace lottery, residents lottery or private society lottery and operated in accordance with the relevant rules listed. A workplace or residents lottery means that people are only eligible to enter if they either work in the same premises as the promote or live in the same premises as the promoter. A private society lottery means that people are only eligible to enter if they are either pat of the same society or group (provided it has not been established for gambling purposes) or if they enter into the sweepstakes on the premises of that society or group.

5. You may only display this poster or advertise the sweepstake on the premises relevant to the lottery you are operating (the bit before this bit).

6. A promoter of a private society lottery must have written permission from their relevant group or society (i.e. the boss agrees)

7. The rights of any entrant are not transferrable to any other person (and any attempt to transfer them will be treated as ineffective).

8. Each entrant agrees that, if they win, the promoter will donate the money collected to Jeans for Genes on behalf of the winner.

9. The promoter is responsible for ensuring that this sweepstake is run properly - Jeans for Genes are not promoters and do not accept any responsibility for your sweepstake.

That’s it. That’s the legal bit done.
Let the fundraising begin!
ARE YOU READY TO CHALLENGE YOURSELF FOR CHARITY?

These epic events don’t build character - they reveal it...

Whether you go in as an individual or a team, we have the challenge to suit!

Our challenges take place throughout the UK and across the world. You can tackle rivers, roads, jungles, deserts, rainforests, or volcanos - all to help families in the UK affected by genetic conditions.

From one day to three weeks, from ‘challenging’ to extreme, there is something to test, challenge and inspire everyone.

Not only will small, vital projects and groups in the UK benefit from the result of your efforts, you could personally gain so much. These are truly life changing experiences, creating unique memories and friends for life.

For more information, please contact us at hello@jeansforgenes.org.
Please print your details clearly

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<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>POSTCODE</th>
<th>AMOUNT</th>
<th>GIFT AID</th>
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<tr>
<td>Ms A Donation</td>
<td>22 Denim Avenue, Derby</td>
<td>DE1 N1M</td>
<td>£5</td>
<td>✔️</td>
<td>23 Sept 2023</td>
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Tick the box to confirm that you are a UK taxpayer and we can reclaim 25p of every £1 donation at no cost to you. Thanks!

jeansforgenes.org
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jeansforgenes.org

Please return your forms to:
Jeans for Genes, PO Box 12635, Colchester, CO7 5AN.
A really simple way of adding an extra 25% to the amount your workplace raises, without any extra cost to you, is to ask your colleagues to fill in a Gift Aid form.

**JustGiving**
The simplest way to collect donations and Gift Aid is by setting up a JustGiving page for your organisation and sending the link to your colleagues.

**This form**
If you prefer to use this form, please make sure that every UK taxpaying adult fills in their individual HOME address details on this form. Unfortunately, we can’t claim Gift Aid if just one person signs for the whole amount. You can return this form to PO Box 12635 Colchester, CO7 5AN or email a copy to hello@jeansforgenes.org.

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<tr>
<td>Miss D. Enim</td>
<td>2 Blue Avenue, Denimtown</td>
<td>JE4 NS</td>
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Download additional forms at [jeansforgenes.org/giftaid](http://jeansforgenes.org/giftaid)
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I am a UK taxpayer and understand that if I pay less income tax and/or capital gains tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference.

**Gift Aid declaration:** If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your self-assessment tax return or ask HM Revenue and Customs to adjust your tax code.

**Data Protection Act:** This type of information is used solely for the purpose for which it was provided. We do not share personally identifiable information with third parties, unless required by law, or unless explicitly requested by you. We take all reasonable measures to protect your information while it is in our care.

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**To be filled in by Jeans for Genes**

Date money received: [DD/MM/YYYY]  
Total gift aid donation: £  
\( \times 20/80 = £ \)  
Tax reclaimable: £
Instructions

Decorate your venue or your video call background with our easy to colour and make bunting.

1. Print this sheet as many times as you need.
2. If you want to strengthen the bunting, stick or print the templates onto strong paper or card.
3. Carefully cut around the triangles.
4. Fold the white tabs over some string or ribbon and staple or stick with glue.
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Activate & share your JustGiving page

Exciting news! All online registrations via our website for the 2023 Fundraising Pack come with your own JustGiving 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

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.

Downloads

Need extra resources and social media banners and images? No problem - we’ve got them! Head for jeansforgenes.org/downloads

Need more fundraising items?

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

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