DIGITAL FUNDRAISING PACK: PRIMARY

Whatever you do, do it in denim!

JEANSFORGENES.ORG

ALTON PRIMARY

CHARLTON HOUSE

HENDON PREP

ST JERMONES

ELLIS

MON 18 - SUN 24
SEPT 2023
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 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.
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.

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.

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.

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!
July 2023

**Dear Teachers, TA’s, Support Staff and Administrators**

Thanks so much for supporting Jeans for Genes week. Your support means the world to us, the charities and the families we are able to support – so thank you!

We know how busy you are, so we’ve taken the opportunity to draft a quick note for you to send to parents and guardians about taking part in the event. It’s entirely down to you whether you provide this as a handout, by email or pop it in your newsletter – whatever works best for you!

This letter can be found at: [jeansforgenes.org/schools/promote-your-event](jeansforgenes.org/schools/promote-your-event)

A picture says a thousand words so if you’d like to do something more visual, why not amend our event poster to include your details and send via your online parent communication messaging system, such as Parent Hub or email?

This can be found at: [jeansforgenes.org/schools](jeansforgenes.org/schools)

If you’d like to add some facts about us and why it’s important to take part, here’s a couple of you to use:

**What is Jeans for Genes week?**
- Jeans for Genes week is the UK’s only fund and awareness raising week for genetic conditions in the UK
- Over 3.5 million people in the UK are living with a genetic condition, affecting 1 in 10 families
- 75% of rare diseases affect children

**Why we’re taking part**
- Pupils learn valuable life skills and gain understanding and empathy for others – 1 in 25 children have a genetic condition so this could be someone in each classroom
- By wearing jeans or denim clothing on a non-school uniform day, our school can really make a difference to the lives of affected individuals and families
- It’s great to do it together! Knowing we are part of something that has such a positive impact across the UK makes us feel proud to be part of it!

**Where the money goes**
- Jeans for Genes funds fund small, community groups across the UK who don’t tend to get access to traditional funding channels
- Jeans for Genes funds fund specialised equipment, nursing services, respite for carers, counselling sessions, conferences, helplines, sibling assistance – whatever is needed!
- £3 could provide arts and crafts equipment, £30 could help fund a helpline for an hour or £300 could fund a specialised nurse for a day

And massive thanks again. We never tire of saying it because you never cease to surprise us with your support. There is more information and loads of resources available on our website: jeansforgenes.org.

However you take part, your efforts will make and incredible difference. And remember - whatever you decide to do, do it in denim!

*With Love*
Jeans for Genes team x
# Sponsorship Form

Please print your details clearly

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>POSTCODE</th>
<th>AMOUNT</th>
<th>GIFT AID</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<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>
</tr>
</tbody>
</table>

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

All rights reserved. Registered Company Number 13179606.

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

Jeans for Genes Campaign (charity number 1094407) is a national charity that aims to raise awareness and funds to support genetic condition organisations in the UK. CGID Society (charity number 1143049) is the parent company of Jeans for Genes and registered owner of the Jeans for Genes brand.
Please print your details clearly

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>POSTCODE</th>
<th>AMOUNT</th>
<th>GIFT AID</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

jeansforgenes.org

Please return your forms to:
Jeans for Genes, PO Box 12635, Colchester, CO7 5AN.
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.
**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.
Please colour in our denim dog and decorate his clothes!
Draw, colour and design a t-shirt for Jeans for Genes

MON 18 - SUN 24 SEPT 2023
Please colour in our denim dog and decorate his balloon!

MON 18 - SUN 24 SEPT 2023
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