

Step into your
Jeans
& help
children
like **Callum**



Jeans for Genes Day
Friday 7th October 2011

Kindly sponsored by



Everything you need to know about organising your own Jeans for Genes Day

Jeans for Genes Day on **Friday 7th October** isn't just great fun, it's easy. By taking part, you'll be helping children whose lives are seriously affected by genetic disorders – and the more you do, the more children you'll help.

Publicise your event

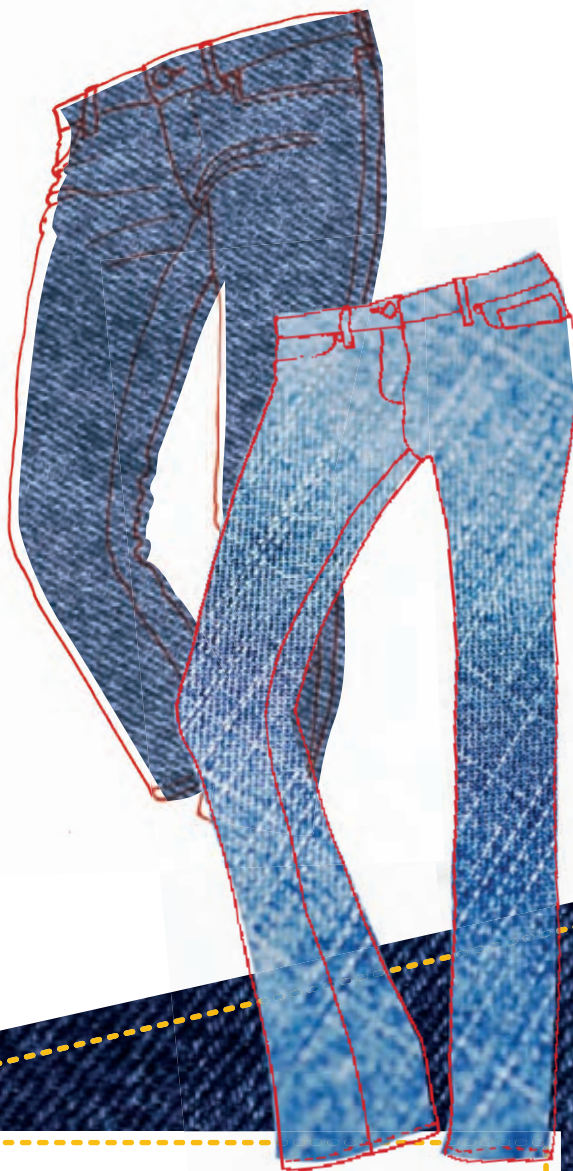
Tell EVERYONE in your school or workplace, and don't forget the local papers. You'll find everything you need at www.jeansforgenesday.com – films, posters, sample letters and press releases. As well as templates for stickers and bucket wraps from our good friends at Avery.

Raise money and have some fun

Then there's the big day, Friday 7th October. As well as paying money to wear jeans, why not add a raffle, a quiz, blue jeans cakes or something more adventurous? Go to www.jeansforgenesday.com for ideas and inspiration!

Make your donation

Once you've collected all your money, don't forget to make your donation by following the easy steps on the back of the letter in this pack. To make every donation worth 25% more at no cost to you, please ask every tax-paying adult to visit our website and make a Gift Aid declaration (www.jeansforgenesday.com/giftaid). If it's easier, they can sign the declaration on the back of your letter.



Some great fundraising ideas for...

Nurseries

Fifi and the Flowertots will be supporting us again this year, so dress up as your favourite characters. Parents can also buy sticker sheets and download FREE backgrounds for them from our website.



Find more ideas at www.jeansforgenesday.com/nurseries

Schools

Jeans for Genes Day really brings a school together, and our educational materials mean there's plenty to learn as well.

Find fundraising ideas and educational materials at www.jeansforgenesday.com/schools

Organisations

This is a chance to dress up and have some fun. Colleagues really bond, and there's always something to talk about afterwards. It's a great feeling when a company gives something back too.

If you can't wear jeans, or you wear them anyway, visit our website for lots of other things you can do on Jeans for Genes Day!

Find more ideas at www.jeansforgenesday.com/organisations



Jeans for Genes Day

Changing the world for children
with genetic disorders

1 in 25 children in the UK is born with a genetic disorder Help us raise the money they need



Callum, aged 5, has Nicolaides-Baraitser Syndrome

Nicolaides-Baraitser Syndrome is extremely rare, with only 33 cases identified worldwide. It can cause restricted growth, learning problems, absent or limited speech, and seizures. Your donations will help set up a support group in the UK to provide information and bring together families that have been affected by Nicolaides-Baraitser Syndrome.



Ellie, aged 6, has Ataxia

Ataxia is a life-limiting neurological genetic disorder, where those affected gradually lose control of their balance, speech and coordination, eventually leading to total dependence. Your donations will help fund a booklet and film, to show children like Ellie that a diagnosis of Ataxia does not mean that they have to give up on their dreams.



Luca, aged 8, has Congenital Melanocytic Naevi

Congenital Melanocytic Naevi is characterised by large pigmented moles which can cover up to 80% of the body. This skin is often dry, easily torn and prone to eczema, and needs constant attention to stop it becoming sore and infected. It's tough on children and their carers, disfigurements can cause immense psychological distress, but you can provide support by giving carers some respite and helping children like Luca meet others just like her.



Grace, aged 10, has Rett Syndrome

Rett Syndrome is a neurological disorder where children suddenly lose the ability to walk and speak – leading to profound disability and loss of independence. Your donations can help provide training for a team of staff to help children like Grace live their lives with as much freedom as they can.

Visit www.jeansforgenesday.com to meet more of the children you can help

Keep this checklist by your desk - it will help you plan your Jeans for Genes Day!



Before Jeans for Genes Day:

- Display the posters – you can always download and even personalise more posters and stickers via our website
- Send an email to your colleagues, letting them know that your school or workplace is holding a **Jeans for Genes Day on Friday 7th October**
- Issue a press release to the local media to let them know that your school or company is holding a Jeans for Genes Day
- Collect a supply of money bags from Barclays Bank
- Organise extra fundraising activities

On Jeans for Genes Day:

- Collect donations and give a sticker to everyone wearing jeans!
- Visit **www.jeansforgenesday.com** for more information on adding Gift Aid to all your donations
- Store your money bags in a safe place, ready to take to the bank

After Jeans for Genes Day:

- Collect late donations and funds raised from any extra activities
- Organise payment of the total amount to Jeans for Genes. For information on different ways to pay in your donation please visit **www.jeansforgenesday.com/donate**
- Display your thank you certificate proudly for all to see!

Thank you for the difference you are about to make. To find out more, go to www.jeansforgenesday.com/checklist