

OVERDO IT IN DENIM



FUNDRAISING GUIDE
FRIDAY 23 SEPT

#JEANSFORGENES
JEANSFORGENES.ORG

**WE MAKE
IT EASY
FOR YOU TO
OVERDO IT
IN DENIM!**



**IF YOU DO MORE,
WE CAN DO MORE.**

Thank you for becoming part of Jeans for Genes Day 2016. With your help, we're going to make it bigger and better than ever before.

Inside this pack you'll find everything you need to make the most of your day, from top tips and a checklist, to stickers and posters. Plus you can download all sorts of additional resources from: jeansforgenes.org



JOSH, 7, HAS NORRIE DISEASE

When Josh was two weeks old, his parents were devastated to learn that his retinas were completely detached and that he was blind. After more tests, Josh was diagnosed with Norrie disease, a genetic disorder that causes sight loss, hearing loss and developmental delay.

Josh deals so courageously with his condition. He has been learning braille at school and enjoys playing with his friends. He has been losing his hearing since the age of five.

Your donations will help provide funding to set up the first UK charity for families affected by Norrie disease. It will offer a support network for those affected and will work to improve the understanding and treatment of Norrie disease among medical professionals in the UK.

To read more stories about the children we help, go to jeansforgenes.org

“JOSH WAS DIAGNOSED WITH NORRIE DISEASE, A GENETIC DISORDER THAT CAUSES SIGHT LOSS, HEARING LOSS AND DEVELOPMENTAL DELAY.”

WEAR JEANS, CHANGE LIVES

By hosting a Jeans for Genes Day you will change lives. Here are a few examples of what your donation will make possible.

£25
Pays for one hour of specialist telephone advice for parents caring for a child with a genetic disorder.

£50
Pays for a parent to attend a support day, where they'll get the advice and guidance they need to care for their disabled child.

£100
Pays for an affected child to enjoy an adaptive sports session, where they can build confidence and friendships with others.

£350
Pays for a child to spend a weekend away with others like them, supported by trained medical staff.

£1,000
Pays for the creation of a book to support children with severely disabled siblings, many of whom sadly die very young.



In the past, money raised on Jeans for Genes Day has given a multi-sensory theatre experience to severely disabled children with genetic disorders.

TOP TIP

Ice blue cupcakes and sell to parents at home time!

SIMPLE STEPS TO A GREAT DAY

Getting everyone on board is the key ingredient for your Jeans for Genes Day, so we've created this checklist to make sure your event is a roaring success. Plus, our website is packed full of advice, from tips on how to promote your Day to quirky fundraising ideas that will put a smile on everyone's face.

TOP TIP

Share our videos on jeansforgenes.org to help people understand the children they are supporting.

BEFORE THE DAY:

- **Get a team together**
Decide what extra fundraising activities you're going to include and pull together a small team to help you. You can print extra posters and stickers from our website, and don't forget to collect a supply of money bags from the bank.
- **Shout about our cause**
Put up your posters, send out emails sharing information about the children we help, and create a press release to let local media know all about your school's Jeans for Genes Day.
- **Be social**
Your Twitter, Facebook, Instagram and LinkedIn accounts are brilliant tools to help spread the word. Remember to follow us too!

ON THE DAY:

- **Overdo it!**
Don your denim and enjoy all the activities you have organised. Your spirit and enthusiasm will be infectious!
- **Collect donations**
Use your collection box to encourage donations, and hand out stickers to everyone in denim to say a big thank you. **Ask all adults to fill in the Gift Aid form, and place funds raised in money bags and store in a safe place.**
- **Show us what you've been doing**
Don't forget to Tweet us and share your photos on Instagram!

AFTER THE DAY:

- **Round it up**
Make sure you collect any late payments and money raised by extra activities.
- **Make the payment**
Bag up all the funds, complete your giro slip and ask every donating adult to fill in the Gift Aid form. Then take these to any branch of Barclays or most other high street banks and building societies. Or write a cheque for the total amount raised and post it to us. Visit jeansforgenes.org for other payment options.
- **Be proud**
You've just made a real difference to the lives of thousands of children in the UK living with genetic disorders. Display your Thank You certificate for all to see.

IDEAS TO OVERDO IT IN DENIM

Asking teachers and pupils to wear jeans and donate really does change lives. But how about going the extra mile and introducing some denim-themed activities to really make your day special. Here are a few ideas to help you get started. For more inspiration, visit jeansforgenes.org.

DENIM BAKES

Bake up a batch of blue cupcakes or biscuits, stir up some blue lemonade and sell your blue treats.

DOUBLE, TRIPLE, QUADRUPLE DENIM

Add a denim shirt, jacket, tie, hat, bag, hairband and shoes. The more denim the better!

HOLD A DENIM FASHION SHOW

Encourage everyone to jazz up their jeans and strut their denim stuff, with prizes for the best effort.

TOP TIP

Download our ready-made assemblies at jeansforgenes.org/educationalresources

THREE LEGGED DENIM RACE

Pairs of participants wear one pair of jeans between them. One gets the left leg, one gets the right. The first couple of the finishing line wins!

DECORATE YOUR DENIM

Jeans for Genes Day buttons, glitter, pom poms. The more overdone the better!

MAKE A CLAY DOUBLE HELIX

Visit our arts and crafts web page to download your list of materials and instructions for making your very own clay double helix.



(Clockwise)
Bacons College, London wore their Jeans for Genes
Wetherby School in London had a Jeans for Genes fun day
Bake some blue cupcakes
Pupils at the Chelsea Academy in London had a DNA science lesson
Sutton School in Surrey decorated their jeans



HOW TO SEND IN YOUR MONEY

GIFT AID IT!

Every penny helps, so please remember to ask adult donors to fill in the Gift Aid form. It means the government will add an extra 25p for every pound raised.

BY POST

Please send us your completed Gift Aid form, giro slip and your cheque or postal order using the FREEPOST envelope provided. Make all cheques payable to 'Jeans for Genes' and write your name, address and supporter number on the back. If you've misplaced your envelope, our address is **Jeans for Genes, PO Box 5, Colchester CO2 8GE.**

AT A BANK

You can pay your donation in to any branch of Barclays, most other banks and some building societies. Don't forget to get a receipt.

BY CARD

Visit jeansforgenes.org/donate or call freephone **0800 980 4800** to make a donation.

AT JUST GIVING

Set up your own Just Giving page and link all donations to www.justgiving.com/jeansforgenes



EDDISON, 5, HAS XERODERMA PIGMENTOSUM

When he was just a few months old, Eddison's skin started to redden and blister. Initially, doctors thought he had sunburn but his parents noticed that his skin continued to worsen even when he had spent the day indoors.

Just after his first birthday, Eddison was diagnosed with xeroderma pigmentosum (XP), a genetic disorder that prevents skin from repairing itself after it is exposed to the ultraviolet radiation found in daylight and many sources of artificial light. Children with XP are 10,000 times more likely than others to develop skin cancer and so the only safe way affected children can venture outside is when they wear specialist clothing.

Your donations will help provide protective hats and gloves to ensure that children with XP can go outside.

“CHILDREN WITH XP ARE 10,000 TIMES MORE LIKELY THAN OTHERS TO DEVELOP SKIN CANCER.”

To read more stories about the children we help, go to jeansforgenes.org

TOP 5 THINGS TO REMEMBER

There's lots of information in this guide, from extra fundraising ideas to details on how to pay in the money you raise. Here are the top 5 things to remember to help you organise a successful Jeans for Genes Day.

1. SPREAD THE WORD!

The more people you tell about your Jeans for Genes Day, the more people will get involved and donate. With your help, we can change the lives of children with genetic disorders, giving them a chance to get the care and support they deserve.

2. POSTERS

Put up the posters in this pack around your school.

3. EMAIL

Email your pupils' parents the week before the day, reminding them of your event, and include a link to some of our films to help them understand who we help. You can find an email template at jeansforgenes.org.

4. LOCAL PR

Contact local newspapers, radio and TV stations – they're sure to be interested and it's a great way to raise the profile of your school and spread the word in your community.

5. SOCIAL MEDIA

Shout about what you are up to on Facebook, Twitter, Instagram or LinkedIn.

- Use the hashtag #jeansforgenes
- Follow Jeans for Genes Day and repost or retweet
- Do a countdown in the run up to the day
- Take photos of your Day and share them on social media.

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THANK YOU FOR FUNDRAISING FOR JEANS FOR GENES DAY. YOUR MONEY WILL MAKE A HUGE DIFFERENCE.

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