Welcome to your Geneious Fundraising Guide. We are so glad that you have chosen to support us in your fundraising and challenge adventure. It feels fantastic to conquer your goals and take on a challenge of a lifetime, but to raise money to provide care and support for others makes challenge events truly wonderful.

Here at Genetic Disorders UK, the team ensures that your experience is memorable, enjoyable and as easy as possible. We pledge to support and inspire you every step of the way. First, we have provided you with a ‘Geneious Fundraising Pack’. This is your starter kit to the world of fundraising and can be used as a reference in the build up to your event and throughout your fundraising journey.

We will be in regular contact in the months leading up to the event but if you need any advice or fundraising tools, such as collection tins or buckets or supporter T-shirts, you have a dedicated events team that can be contacted by email or phone – so do get in touch!

Wishing you the best of luck with your challenge – enjoy it!

Time to start your training and fundraising!

Jeans for Genes Events Team
events@geneticdisordersuk.org
0207 199 3300
Individually, genetic disorders are rare but together they affect 1 in 25 children born in the UK – that’s more than 30,000 babies each year. Their associated health problems mean that genetic disorders are the biggest cause of death of children aged 14 years and under.

Support Genetic Disorders UK and you can make a significant contribution to the lives of affected children by helping fund the care and support that they need on a day-to-day basis. We help charities to provide a full range of practical support, equipment, respite and events that bring families together to help them feel less isolated. Thank you so much for your support and contribution towards this essential support system.

Jeans for Genes Day is our annual fundraising event. Money raised on Jeans for Genes Day allows Genetic Disorders UK to provide funding, through our grant programme, to charities that care for individual genetic disorders: from the rarest condition affecting very few children to the disorders affecting thousands of children every year.
EDDISON
Five-year-old Eddison has the genetic disorder xeroderma pigmentosum (XP), which makes his skin extremely sensitive to UV rays during the day. A grant from Genetic Disorders UK provided gloves and protective hats with visors for children with XP so that they can safely go outside and do the things other children do, such as ride a bike or play on a swing.

JOSH
When Josh was two weeks old, his parents were devastated to learn that his retinas were completely detached and that he was blind. Then, after more tests were undertaken by doctors, Josh was diagnosed with Norrie disease, a genetic disorder affecting boys that causes not only sight loss but also deafness and developmental delay. Genetic Disorders UK provided funding to set up the first UK charity for families affected by Norrie disease. The charity provides a support network for those affected and will work to improve the understanding and treatment of Norrie disease among medical professionals in the UK.

ANGEL & MOSES
Angel, aged eight, and Moses, aged four, have albinism, so even in winter they have to wear sunscreen, sunglasses and hats. Albinism can also cause visual problems, with Angel struggling to read the board at school. Albinism Fellowship received a grant from funds raised on Jeans for Genes Day for the creation of a booklet on understanding albinism, for newly diagnosed children with albinism and their families.
pays for one hour of specialist telephone advice for parents caring for a child with a genetic disorder.

£25

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.

£50

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

£100

pays for a child to spend a weekend away with other affected children, supported by trained medical staff.

£350

pays for the creation of a book to support children with severely disabled siblings, many of whom sadly die young.

£1,000
FUNDRAISING STEPS TO SUCCESS

1. TEAMWORK It’s time to put together your back-up squad! Ensure all your friends and family support you by helping with your fundraising at school, at work or at home. The more people aiming for success, the easier success becomes. For ideas on who you should approach to be part of your team, go to page 11.

2. TIMING IS EVERYTHING; PLANNING MAKES PERFECT! Break your fundraising down into manageable chunks and give yourself realistic deadlines that fit into your routine easily. Why not plan some events, parties or activities in advance? They are a great way to get people more involved and a great boost to fundraising. For fundraising ideas, go to pages 7–8. For legalities and safety considerations when planning an event, go to page 15.

3. WHO TO TALK TO Suppliers, clients, customers? Those that cannot make cash donations may be able to provide their services as raffle prizes or as auction lots. Where do you go in your spare time? Social club, pub, sports field? Why not hang up a sponsor form or pop a collection tin on the bar – remember to ask permission first. For a list of who is best to approach to donate to your cause, go to page 11.

4. USE YOUR SKILLS Do you have any skills to offer in return for a donation? General repairs, gardening, childcare, typing, cleaning or cooking? If you do a good job, the word will spread and those donations will mount up! For more information on how those that use your skills can donate online and how you can track your offline donations, go to page 9.

5. LOOK THE PART! We have a selection of vests and T-shirts for all our supporters. If you are taking part in an event, you will receive one of these for free. Wear your vest or T-shirt on the day so that the Genetic Disorders UK cheer squads can see you.

6. CALL IN THE MANAGEMENT Ask your heads of department to endorse your cause and drum up support in the office. Many companies offer ‘matched giving’, where they will match a certain amount of your fundraising pound for pound. To find out whether your company offers these incentives, speak to a member of HR, a corporate responsibility manager or even your boss. Always remember a company is looking to show charitable giving and support and they are always able to claim back tax on donations given to charity under the government guidelines on Gift Aid. For more information on Gift Aid, go to page 10.

## Fundraising Ideas Calendar

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<thead>
<tr>
<th>January</th>
<th>February</th>
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<tr>
<td>Unwanted present swap and New Year's resolution competition</td>
<td>Valentine's treats and speed dating evening</td>
<td>Easter egg hunt and St Patrick’s Day party</td>
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<tr>
<th>April</th>
<th>May</th>
<th>June</th>
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<tr>
<td>Give up something for Lent competition and Grand National sweepstake</td>
<td>May Day cake sale and karaoke night</td>
<td>Dress up at work day and a summer's night auction</td>
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<th>July</th>
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<th>September</th>
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<tr>
<td>Flip flops day and sports evening at work</td>
<td>Barbeque and summer fete in the garden</td>
<td>Hold a Jeans for Genes Day</td>
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<tr>
<th>October</th>
<th>November</th>
<th>December</th>
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<tr>
<td>Homemade food trade at work and Halloween party</td>
<td>Wine tasting evening or quiz night</td>
<td>Mince pies and mulled wine sale and Christmas party</td>
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<tr>
<td>Auction</td>
<td>Beard-growing month</td>
<td>Competition</td>
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<td>Sell on eBay</td>
<td>Football tournament</td>
<td>Games day at work</td>
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<td>Make ice cream</td>
<td>Jelly-eating competition</td>
<td>Karaoke night</td>
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<td>Murder mystery night</td>
<td>Name the baby competition</td>
<td>Office tuck shop</td>
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<td>Quiz night</td>
<td>Raffle</td>
<td>Sweepstake</td>
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<tr>
<td>Unwanted gift swap</td>
<td>Virtual indoor challenge</td>
<td>Wine tasting evening</td>
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<tr>
<td>Yo-yo competition</td>
<td>Zaney races</td>
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FUNDRAISING TOOLS

ONLINE DONATION WEBSITES

Online donation websites are the most effective way of fundraising. They are free to use, easy to set up and the money comes straight to us, so there is no need to chase from your end. Once you have created your fundraising page, you can forward the link to all your family and friends and watch the donations come flooding in. We recommend the Virgin Money Giving and JustGiving websites. Below is a step-by-step guide to setting up a Virgin Money Giving page. The JustGiving site has an almost identical process.

How to create a page

• Go to www.virginmoneygiving.com or www.justgiving.com and follow the instructions to set up your event or challenge.
• Select Genetic Disorders UK as your chosen charity.
• Then either sign in or create your page.
• You can now edit the details on your page, including your picture, personal stories, targets and basic information. Remember to add some information about the charity. Here is an example:

‘Genetic Disorders UK works to change the lives of children and families affected by genetic disorders. Individually, genetic disorders are rare but together they affect 1 in 25 children born in the UK; that’s more than 30,000 babies each year.

‘Support me and you can make a significant contribution to the life of these children by helping fund the care and support that they need on a day-to-day basis. Genetic Disorders UK helps charities to provide a full range of practical support, equipment, respite and events that bring families together to help them feel less isolated.’

• Finally, make sure your first pledge is a big one, so that other people pledge donations of a similar amount.

Tips for making the most from your donation page

• Personalise your page as much as possible.
• Keep emailing people to remind them to donate – preferably during payday weeks. Gently! Gently!
• Set the donors a challenge – ‘If I reach £1,000 this week, I will dye my hair blue or wax my legs.’ Make sure you aim high!
• 20% of donations are usually received after you have completed your event, so send out your link once again and add extra content to the page, such as photos of the day and gruelling details of how hard you worked.
GIFT AID

Gift Aid is one of the easiest ways to make a donation tax efficient and to raise extra money for Genetic Disorders UK. We are entitled to a 25% tax reclaim from the Inland Revenue for every £1 donation made to us. This can only be reclaimed if the donation is made by a UK taxpayer.

For more information on how you can claim Gift Aid on all your donations, please visit www.geneticdisordersuk.org/donate#giftaid

FREE BUSINESS CARDS

Some online companies will produce free business cards for you to advertise your online donation site:

- www.vistaprint.co.uk
- www.clevercards.com

These are fantastic to hand out to friends, family, colleagues and anyone else who may wish to sponsor you. If you need the Genetic Disorders UK logo or our charity number, please get in touch.
WHO SHOULD I CONTACT ABOUT MY FUNDRAISING?

TELL EVERYONE!

TELL EVERYONE: family, friends, neighbours, even your dentist and commuting friends! They might sponsor you or donate a prize that you can use in a fundraising event.

Carry a sponsorship form in your bag or set up a JustGiving text code. JustGiving provides a facility for you to set up a specific code that allows potential sponsors to simply text the amount they would like to donate. For more information go to www.jeansforgenesday.org/donate/#justtextgiving. That way there will be no reason not to donate.

Go through your online address book or that book stored in the hallway cabinet and give everyone the chance to sponsor you. Make sure you suggest a figure for people who might be too embarrassed to ask what they are expected to give. It is important to say thank you to all these wonderful donors, so a nice touch is to send them a small postcard with your thanks – whatever the donation may be.

CUSTOMERS/SUPPLIERS

Customers and suppliers are potential donors. Make them aware of your challenge and make sure they are clear about how their money is helping. We are happy to send you any further information you need or, alternatively, look at our website where we have a multitude of case studies and pictures of the people who ultimately your donor will be helping. Make sure you always display our logo and charity number.

COMPANIES

Approach companies and offer them something in return for their support, such as including them in your local press activities. You could even sell space for local companies to place their logos on your event T-shirt or vest. If they can’t sponsor you, they can certainly sponsor an event that you are holding in the local area or the auction/raffle at your event. Ensure that you are clear about what you can do in exchange for a company’s support and make sure it’s worth your while.

EMPLOYEES

Try to get all your employees or colleagues involved in either a one-off event or several small events throughout the year. You can build up interest for larger events with smaller ones, such as a Friday cookie sale or a monthly beard-growing competition.

If your working environment is pro-fundraising, you could set up a committee with members from each team to drum up some competition within the office. Make sure you update everyone with your fundraising totals and training progress; you may even recruit some buddies for the lonely training hours.

GENERAL PUBLIC

It is important to be aware of your local area’s restrictions and requirements when approaching the general public for donations. Most county councils require you to apply for a permit before allowing you to do street collections in your local area. Look online at your local council’s home page and contact the relevant department to find out how and when you need to apply for your street collection permit.

If you are unable to gain a permit from the local council, you can approach local supermarkets and shopping centres, as these are privately owned. You can approach them directly for permission to collect on their property. Speak to the general manager. If you are unable to do a bucket collection, why not ask if you could do a sponsored bag packing?
SECURING PRESS COVERAGE
HOW TO CONTACT THE PRESS

1 WRITE A PRESS RELEASE
Let your local media (newspaper, radio, TV) know what you are doing and who you are doing it for. Make sure they are aware that you are from the area and that you add a personal reason for taking on the challenge. The more original and creative you are, the more likely you are to be featured.

2 SEND YOUR PRESS RELEASE TO ALL YOUR LOCAL MEDIA
Include newspapers, regional magazines, local club newsletters, radio stations, council newsletters and anyone else in the journalism business you know.

3 SEND OUT YOUR PRESS RELEASE EARLY
Send it up to four weeks before the event. The story could be picked up at any time, so keep trying.

4 SEND YOUR PRESS RELEASE BY EMAIL
Find the contact details of the editors, journalists or forward planners on the radio. You can find these online – or try the Yellow Pages or directories.

5 FOLLOW IT UP WITH A PHONE CALL
Ask them if they are interested, and be persistent. Be prepared to re-send your press release again until someone has read it.

6 THEY WANT YOU TO DO AN INTERVIEW?
Great! Don’t panic. Think about what you want to say rather than what they might ask, and have three key messages you want to get across.

7 PREPARE TO BE PHOTOGRAPHED
Plan how to maximise the opportunity before the photoshoot – a picture of you training in your Genetic Disorders UK t-shirt or with your medal.

8 YOU’VE COMPLETED YOUR CHALLENGE
It’s not over. Contact the media outlets who featured you to see if they would like to do a follow up.
Securing Press Coverage
Sample Press Release

<Insert month/year>
<Enter area name> based man/woman <name of runner>
in training for/takes part in the <name of running event> for
Genetic Disorders UK

<Insert photo of runner>

Local <insert occupation, e.g. businessman, teacher> <name of runner> of <insert your town> is embarking on the challenge of
a lifetime and taking part in the <name of running event> to raise
money for the children’s charity Genetic Disorders UK. <Name of runner> plans to raise £xxxx, so fundraising will be a significant
part of the challenge. <Name of runner> will be in and around
<insert your town> raising funds, so why not show your support?

<Name of runner> says: ‘I’m delighted to be able to help Genetic
Disorders UK raise awareness about genetic disorders. These
conditions can have a huge impact on a child’s appearance,
their confidence and their opportunities. By running the <name
of event> I will be playing my part in making a real difference to
these children’s lives.’

If you would like to support or sponsor <name of runner> in
any way, visit <insert JustGiving page>. Alternatively, if you
would like to find out more about how you can help Genetic
Disorders UK and participate in different events, email events@
geneticdisordersuk.org or visit www.geneticdisordersuk.org/
getinvolved

For more information and images, contact <insert your name
and contact details>
MAKING THE MOST OF SOCIAL MEDIA

FACEBOOK
- Set up or update your Facebook status with your Virgin Money Giving/JustGiving link so all your friends can see your link in their ‘News Feeds’. When seeking donations, paste your link on your friends’ walls.
- Ask friends to donate their status to you, reaching people you may not have on your friends list.
- Link your fundraising page to your Facebook page to make one happy fundraising network.
- Ask your friends to use the Facebook connection on your fundraising page after they have donated, to encourage others.

TWITTER
- Use Twitter to share your fundraising page – write what you are doing and why it’s worth sponsoring you in 140 characters.
- Get followers to re-tweet your link so it reaches other followers too (remember, the shorter the tweet, the more re-tweetable it is).
- Ask Genetic Disorders UK and Jeans for Genes Day for a re-tweet!

INSTAGRAM
Use Instagram to share your fundraising plans and training journey. You can include a link to your fundraising page in your profile bio.

BLOGS
If you have got a great story, start a blog about it. Blogs are a great way to share your photos, videos and tweets in one place and keep everyone up to date.

USEFUL WEBSITES
www.runnersworld.co.uk – Gives practical running advice and has an online sports clothing store
www.realbuzz.com – Includes lots of information about training and nutrition, as well as a forum and blogs from other runners, giving you the opportunity to join an online community
www.therunningbug.co.uk – Provides lists of upcoming running races you may wish to get involved in: from 5k’s to half marathons
Event organiser’s website – Whichever event you are taking part in, there is always a great deal of information posted on the organiser’s website. Whether a Kilimanjaro trek or the Run to the Beat Half Marathon, the websites are a hive of information on the event.

Our websites www.geneticdisordersuk.org or www.jeansforgenesday.org will provide you with more information on the charity.

FOLLOW US
- Jeans for Genes UK or Genetic Disorders UK
- @JeansforGenes or @GeneticDisUK
- Jeans_for_genes
- Jeansforgenes (on LinkedIn)
FUNDRAISING LEGALITIES AND SAFETY CONSIDERATIONS

Here is a brief outline of some of the legal and safety aspects to consider when planning fundraising activities.

RAFFLES/LOTTERIES

A raffle is an excellent way to increase your fundraising. There are a number of regulations enforced by the Gaming Board of Great Britain that must be adhered to.

• The ticket sales and announcing of the results must take place during the same event.
• No more than £500 can be spent on buying the prizes and no cash prizes can be given.
• No discounts can be permitted for bulk buying and all tickets must be sold at the same price.
• No tickets can be bought or sold by persons under the age of 16.

There are three main types of raffle, each with different regulations – Small Lottery, Society Lottery and Private Lottery. For more information on how your raffle should be conducted, please contact a member of the fundraising team.

PUBLIC COLLECTIONS

All street collections need to be authorised by the relevant local authority and council. They will provide you with a licence which we will need to see before supplying any collection buckets.

No one under the age of 16 is permitted to collect money in public collections.

Alternatively, contact the general managers of shopping centres and large supermarkets to seek permission to have a collection on their land. As the collection is occurring on private land there would be no need to receive council approval.

SAFETY

The safety of your guests, participants and yourselves is paramount.

• Ensure any fundraising venue is safe and suitable, with good access and sanitary facilities.
• Ensure there are adequate first aid and emergency procedures.
• Ensure all equipment (electrical) has been tested and that people operating the systems are trained and competent to use it.
• Make sure you dispose of waste safely.
• Make sure you have a lockable box for any money donated.
• Make sure all children are supervised.
• If you are planning to sell food, please familiarise yourself with the Food Standards Agency leaflet. Remember to label all food that contains nuts or any other allergens, and keep food areas clean.

EVENTS

Please consider the following guidelines when planning any event:

• Ensure that the event is organised efficiently and abides by Health and Safety Regulations.
• Conduct a risk assessment to ensure that you have the proper safety plans in place for anyone involved.
• Ensure that your event is properly supervised. If children are involved, extra measures should be taken, including extra supervision. All the necessary permissions should be acquired and the appropriate background checks made for all those involved.
• Consider any insurance or licences you may need.
• Always have two people present when counting any funds raised.

Genetic Disorders UK cannot accept any liability or responsibility for those that take part in any events held by their fundraisers.
**FUNDRAISING CHECKLIST**

You have decided how you are going to fundraise for Genetic Disorders UK. Here is a simple checklist to ensure that all your activities are a real success.

| ✔ SET YOURSELF A FUNDRAISING TARGET AND BE AMBITIOUS |
| Make sure you let people know how much you are aiming to raise and how the money your donors pledge to support you will help to fund a good cause. |

| ✔ START FUNDRAISING ONLINE |
| If you have not already done so, set up your online page. It is the quickest and easiest way to fundraise, and it's secure. |

| ✔ GIFT AID IT! |
| Remember to ask all your supporters to Gift Aid their donation. An extra 25p for every £1 can make a big difference to your fundraising total. |

| ✔ UPDATE PEOPLE ON YOUR PROGRESS |
| Make a list of the email addresses of everyone you know and update your contacts with important news or details of how your training and fundraising is going. This is a great opportunity for friends, family, work colleagues and others to be more involved and provides a reminder for them to donate. |

| ✔ ORGANISE SOME PUBLICITY |
| Contact your local newspapers, magazines, websites or even your staff newsletter and let them know what you are doing and why. |

| ✔ ASK MANAGEMENT ABOUT MATCHED GIVING |
| It's tax efficient for the company and could maybe double your total, so let the senior management know about your fundraising activity and see if they can help. |

| ✔ USE YOUR EMAIL SIGNATURE |
| Adding a line or two about your fundraising activity or a link to your fundraising page is a great way to spread the word about what you are doing. |

| ✔ USE YOUR SOCIAL NETWORK |
| You can use any of the online social network sites to promote your fundraising. |

| ✔ THANK YOUR SUPPORTERS |
| Make sure you let everyone know how successful your fundraising was and thank them for their support in helping you reach your target. Around 20% of donations are made after the event is finished, so email your contacts with your total straight after with a final appeal. |

| ✔ KEEP IN TOUCH |
| If you need any help with your fundraising, please contact our events team at events@geneticdisordersuk.org. We love to hear about how your fundraising events go, so please send us your stories and digital photos after your event and we will post your story on our website, through our blog and social media. |
SENDING IN YOUR DONATIONS

SPONSORSHIP FORMS
If you would prefer to keep all your fundraising offline, we have enclosed a sponsorship form. Please feel free to photocopy this and remember to send all the forms to us once you have collected all the sponsorship, so that we can claim Gift Aid.

COLLECTION DEADLINES
If you are taking part in any events for which you have acquired a charity place, we must have received 70% of your minimum sponsorship one month before the date of your event. This is due to costs associated with the charity places, which need to be covered before you can take part in your event. The full remaining sponsorship is collectable over the two months after the event, after which there will be continual communication with the charity to assist you with the final sponsorship collection. If you have secured your own place in your event, these deadlines do not apply. There are no set targets as there are no costs, and so any funds raised go directly to the cause.

CAF AND GAYE VOUCHERS
Some companies may sponsor you with a Charities Aid Foundation voucher or a Give As You Earn cheque, which are tax efficient donations. These cannot be banked with your paying-in book. Please post all vouchers and cheques to Genetic Disorders UK and we will attribute these to your fundraising. Receipts are available on request. Make sure any donations that are posted to Genetic Disorders UK have an attached reference with all your details, so we can accredit your fundraising.

Once you have collected all your offline fundraising from sponsorship forms and collection boxes, we would appreciate it if you would deposit this money in a personal account to keep it very safe. You can then send us the money either by cheque, payable to Genetic Disorders UK, to:

Events and Fundraising Team
Genetic Disorders UK
199a Victoria Street
London
SW1E 5NE

OR
You can pay it directly into our bank account. For our account details for any bank transfers, please contact events@geneticdisordersuk.org

WHAT HAPPENS NEXT?
Once your collection deadlines have passed, you will receive a final letter of thanks and a certificate with the total amount that you have raised for Genetic Disorders UK.

THANK YOU!
Thank you for supporting Genetic Disorders UK

We are immensely grateful that you chose to fundraise for our cause. Without fundraisers like you, we would not be able to provide the care that is needed every day by the children who rely on us now and in the future.
Please sponsor me to ____________________________

Funds raised will change the world for thousands of children around the UK affected by life-altering genetic disorders. Thank you very much for your donation.

We, the named sponsors, agree to pay the amount stated to: £

Name: ____________________________________________________________

Address (inc postcode): ______________________________________________

____________________________________________________________________

Telephone: __________________________________________________________

Date of Event: ____________________________________________________________________________________________________

Increase your donation for free! HMRC will boost your donation by 25%.
To Gift Aid your donation and make every £1 you give worth £1.25, please tick the Gift Aid column below. To claim the Gift Aid, we need your full name and HOME address including postcode (work address is not accepted). See below for more details.

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<th>Amount</th>
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If you have ticked the box headed ‘Gift aid (please tick)’ you confirm you are a UK taxpayer or Capital Gains taxpayer and understand that if you pay less income tax and/or capital gains tax in the current tax year than the amount of Gift Aid claimed on all your donations, it is your responsibility to pay any difference. You understand the charity will reclaim 25p of tax from every £1 that you have given.

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