



CHILDREN'S
MEDICAL
RESEARCH
INSTITUTE

*Jeans
for Genes®*



**FIGHT
WITH
ME.
FIGHT
FOR
ME.**

*Ethan &
Cystinosis*

Fight with Five

HELP KIDS BE KIDS

At Children's Medical Research Institute (CMRI), we believe that all kids should simply be kids.

Childhood should be a time of innocent fun without a care in the world. Sadly, this is not the case for all children.

Instead of playing sports with their friends or catching butterflies on a sunny day, many kids are fighting aggressive diseases and going through harsh treatments often resulting in long-term side effects. And for the parents, the stress is deeper. Rather than taking their kids to sports practice, their days are spent taking their kids to hospital, living with constant fear for their child's future. It shouldn't be this way, but with your help we can develop treatments and find cures for children's genetic diseases, so kids can go back to being kids.

Under the leadership of Professor Roger Reddel AO, the team at CMRI are contributing to cutting edge, global research that will truly transform the way we diagnose and treat childhood diseases.

CMRI actively conducts fundamental (meaning fundamentally important) medical and biological research. Our scientists ask the difficult questions. What causes cancer? How do we stop it? Why does development go wrong and how can we prevent it? How does the brain work? Can what we've learned be put to use to treat cancer, epilepsy, and genetic diseases?

Our task is to make the future better.

CMRI scientists ask the difficult questions in order to gain the important answers. This knowledge enables us to light the spark of discovery and to create a healthier future for all children.



“As researchers, we do not accept that any disease is too hard to understand, or that any problem is too difficult to overcome.”

Roger Reddel AO
Lorimer Dods Professor and Director
Children's Medical Research Institute

HOW YOUR BUSINESS CAN FIGHT WITH FIVE

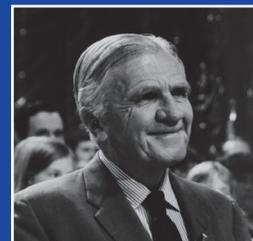
Become a Fight with Five Partner by pledging \$5,000 and receive incentives that will benefit your business and the local community.

CMRI is an independent organisation internationally respected for its world-leading research and significant medical advances. The 170 scientists at the Institute are committed to finding treatments and cures for serious conditions affecting kids. Their aim—to make the incurable curable.

The 1 in 20 kids facing a birth defect or genetic disease are used to hearing words like “incurable” or “lifelong effects”. It doesn't have to be this way. Right now, we're working on cures for previously incurable genetic diseases.

With your support, we can give these children a healthier future.

Join us in the fight against genetic diseases and become a Fight with Five partner.



“The prize for success is beyond all measure: The health and potential happiness of a vast army of children of today and tomorrow.”

Sir Lorimer Dods (1900-1981)
Co-Founder of Children's Medical Research 1958

WHAT WE'VE ACCOMPLISHED IN THE LAST 20 YEARS:



Launched world-first project to transform cancer diagnosis and personalise treatment planning within 7 years, part of the 'Moonshot' to end cancer



Completed fate map of early development, helping global research to understand birth defects and improve children's health



Identified the components of telomerase, which will be important for treating 85% of all cancers



Partnered with Children's Hospital Westmead on a cure for genetic liver disease, with clinical trials about to begin



Introduced genetic tests for dozens of genes causing blindness



Discovered and developing a new class of drugs for treating epilepsy



Discovered the Alternative Lengthening of Telomeres (ALT) mechanism, which can lead to treatments for the other 15% of cancers

WHAT WE PLAN TO ACCOMPLISH WITH YOUR SUPPORT:



Develop epilepsy treatments that will help children (and adults) around the world



New treatments for infectious diseases



Develop new treatments for kidney disease and diabetes



Telomere research to help us understand predisposition to diseases



Provide more gene therapy cures for rare genetic diseases in children



Find new and better treatments for every type of cancer



Partnering with CMRI is an excellent opportunity for your business to **give back locally while making a difference globally** through fundamental genetic and cancer research.

We are committed to our community and to research that will help create treatments for children's genetic diseases, including cancers and birth defects.

And so, we invite you to join us by becoming a Fight with Five Partner. Your support is integral to our success, which is why we are devoted to long-term relationships with our business and community partners.

Together we can achieve amazing things.

YOUR \$5,000 INVESTMENT AS A FIGHT WITH FIVE PARTNER

12 MONTH PARTNERSHIP INCLUSIONS:

- ✓ Business logo building the Fight with Five DNA model - each logo will have its own space on the virtual DNA strand, showcasing your business supporting research in the fight against children's genetic diseases
- ✓ Logo & business mention on the dedicated Fight with Five CMRI web page (CMRIjeansforgenes.org.au) for 12 months
- ✓ Fight with Five Partner email signature to show your business supporting CMRI – hyperlinked to CMRI Fight with Five web page
- ✓ 'Behind the scenes' tour of the Institute at Westmead and the opportunity to meet with our researchers
- ✓ Jeans for Genes merchandise corporate package
- ✓ Potential media release opportunities/stories
- ✓ Social media re-post/shares (Followers: Facebook 50,542, Instagram 3,966)
- ✓ 2 x guests to attend the Fight with Five Partnership event (Date TBC and pending on COVID-19 restrictions)
- ✓ Ticket to attend Parramatta Chamber of Commerce Business After 5 event (Date TBC and pending on COVID-19 restrictions)
- ✓ Loxley on Bellbird Hill venue and boutique accommodation voucher valued at \$100
- ✓ Artline office stationery package valued at \$100

THANK YOU
TO OUR FIGHT WITH FIVE SUPPORTERS



Your business will have its own space on the Fight with Five DNA strand - showcasing your support in the fight against children's genetic diseases.



Mr James Wakim
CMRI Board Member

“ Today, we are asking all businesses in Greater Western Sydney and beyond to be part of something truly life-changing. We are asking you to pledge \$5,000 for one year to fund transformative research projects that not only have a local impact on our community but a world-wide change in how we treat these serious genetic diseases.

We are asking you to partner with us on this journey. ”

YOU'LL BE HELPING KIDS LIKE CHARLIZE

When Charlize and her twin brother Isaac were born with a genetic condition known as Propionic Acidemia, with no known cure, mum Julie thought their situation was hopeless.

Within two years she had lost her only son, and Charlize needed two liver transplants to survive. But when Julie heard that Charlize's liver cells were being used by scientists at CMRI to investigate how gene therapy could save the lives of future generations – she was filled with hope.

“They are trying to get to the point where, instead of children with Propionic Acidemia needing a liver transplant, they could be cured by a simple injection,” Julie said.

“Gene therapy can edit or replace a faulty or missing gene, and children can go on to have a happy, normal life, before there is damage to their heart or brain – that’s what takes the biggest toll on their bodies.

“Supporting research means so much to our family.”



Jeans for Genes®

Jeans for Genes began in 1994 as a fundraising campaign to directly support the work of the scientists at CMRI.

Jeans for Genes provides vital funds required to ensure the scientists at CMRI remain at the forefront of advances in child health.

Community donations through Jeans for Genes kept our gene therapy programs alive when they were only a hopeful dream. Now, gene therapy has come of age. We need your continued support to bring more gene therapy cures to Australia and help beat children's genetic diseases forever.

Naomi, 5
Glass Syndrome

FIGHT WITH FIVE PARTNERSHIP REGISTRATION FORM

Partnering with Children's Medical Research Institute gives you a networking opportunity to promote your business and is also an excellent way to give back locally while making a difference globally through fundamental genetic and cancer research.

Become a Fight with Five Partner by completing the registration form and return (via email or post) to:

Marlene Nasr
Fundraising Partnerships & Events Manager
mnasr@cmri.org.au

214 Hawkesbury Road Westmead NSW 2145

To discuss this opportunity further please contact
Marlene Nasr on +61 2 8865 2800

REGISTRATION DETAILS

Organisation: _____

Contact name: _____

Business contact number: _____

Mobile number: _____

Email: _____

Business address: _____

PO Box address (if applicable): _____

Website: _____



TOGETHER, WE CAN FIND CURES FOR CHILDREN'S GENETIC DISEASES



Marlene Nasr
Fundraising Partnerships & Events Manager

Email: mnasr@cmri.org.au

Phone: +61 2 8865 2800

Children's Medical Research Institute

214 Hawkesbury Road
Westmead NSW 2145

CMRIJeansforGenes.org.au

