



HDSA in your genes

Dear *In Your Genes* Champion,

Thank you for supporting HDSA's mission by participating in the HDSA *In Your Genes* – Jeans Dress Down Day fundraising event in the workplace or school. *In Your Genes* is the perfect day to dress casually while supporting the mission of the Huntington's Disease Society of America.

Provided in this packet is everything you need to ensure that your *In Your Genes* event will be successful. The following materials will help you get started:

- **Information Sheet for Your Employer**
- **How to Make *In Your Genes* a Success**
- **Sample Press Release, Flyer and E-Blast**
- **Return Form for funds raised**
- **Sign- up Sheet**

Your first step will be to approach your employer or principal for approval to host an *In Your Genes* fundraising day. Provide your employee or principal with this packet of information and be sure to let them know how educating your co-workers about HD would be so important to you.

Next, schedule your *In Your Genes* event. Choose any day, in any month, which works at your place of business, and make sure everyone knows about the opportunity to dress casually while supporting a great cause. Your business might want to consider the month of May which is HD awareness month!

Thank you so much for volunteering to be an *In Your Genes* champion!

Don't hesitate to contact me if you have any questions!

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Information for Your Employer

In Your Genes to benefit the Huntington's Disease Society of America is a nationwide event that gives people in schools and businesses the opportunity to support families affected by Huntington's disease.

Huntington's disease is a fatal genetic disorder that causes the progressive breakdown of nerve cells in the brain. It deteriorates a person's physical and mental abilities during their prime working years and has no cure. HD is known as the quintessential family disease because every child of a parent with HD has a 50/50 chance of carrying the faulty gene. Today, there are 30,000 symptomatic Americans and more than 200,000 at-risk of inheriting the disease.

The Huntington's Disease Society of America is the premier nonprofit organization dedicated to improving the lives of everyone affected by HD. From community services and education to advocacy and research, HDSA is the world's leader in providing help for today and hope for tomorrow for people with HD and their families.

To learn more about Huntington's disease and the work of the Huntington's Disease Society of America, visit www.hdsa.org or call 1-800-345-HDSA.



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How to make In Your Genes a success:

Every work place and school is unique, so personalize your event for your office setting. Here are some ideas to help make your In Your Genes day a success:

- Provide a light breakfast or snack in the break room along with the *In Your Genes* sign-up sheet. To cut costs, try to find a local business to donate the food and beverages.
- Make it your goal to have *everyone* participate. This can start with management – if you get the boss or principal onboard, other's will be encouraged to join in.
- Publicize your event with the provided flyer, create a press release and e-blast using the provided samples. The more you get the word out, the more participants you will have.
- If your school or workplace is already casual, you might want to consider a "themed jeans day."
- Provide incentives. Nationally, the company that raises the most money with *In Your Genes* will be promoted on the HDSA website.
- Ask your company to provide a matching gift to double or triple your fundraising efforts.



Sample Press Release

For Immediate Release

Contact Name

Phone /Email

(Business) Celebrates “In Your Genes” to benefit the Huntington’s Disease Society of America

<City, State> Date – The Huntington’s Disease Society of America (HDSA) is pleased to announce “In Your Genes,” a campaign to raise money and awareness for Huntington’s disease. HDSA will utilize the money raised to support research efforts toward a cure, assisting families, and educating the public and health professionals about the disease.

More than 30,000 people in the United States have Huntington’s disease, and more than 250,000 are at risk for the disease. “In Your Genes” is just one initiative to provide help for today, *hope* for tomorrow for families affected by this devastating disease.

<Name of Event Coordinator at your business> is excited to be a part of “In Your Genes”, and hopes that other companies will participate as well.

“Quote from the coordinator about what it means to him/her to be a part of the campaign.”

Huntington's disease (HD) is a devastating, hereditary, degenerative brain disorder that results in a loss of cognitive, behavioral and physical control, and for which, presently, there is no treatment or cure. HD slowly diminishes the affected individual's ability to walk, think, talk and reason. Symptoms usually appear in an individual between 30 and 50 years of age and progress over a 10 to 25 year period. Eventually, a person with HD becomes totally dependent upon others for his or her care. More than 30,000 people in the United States are currently diagnosed with HD. Each of their siblings and children has a 50 percent risk of developing the disease. Although medications can relieve some symptoms in certain individuals, research has yet to find a means of conquering or even slowing the deadly progression of HD.

The Huntington’s Disease Society of America is the largest 501(c)(3) non-profit volunteer organization dedicated to improving the lives of everyone affected by Huntington’s Disease. Founded in 1968 by Marjorie Guthrie, wife of folk legend Woody Guthrie who lost his battle with HD, the Society works tirelessly to provide the family services, education, advocacy and research to provide help for today, hope for tomorrow to the more than 30,000 people diagnosed with HD in the United States. HDSA supports 20 Centers of Excellence at major medical facilities throughout the U.S., where people with HD and their families receive comprehensive medical, psychological and social services, in addition to physical and occupational therapy and genetic testing and counseling. The Society is comprised of 54 local chapters and affiliates across the country with its headquarters in New York City. Additionally, HDSA hosts more than 170 support groups for people with HD, their families, caregivers and people at-risk, and is the premiere resource on Huntington’s Disease for medical professionals and the general public. To learn more about Huntington’s Disease and to get involved in HDSA, please visit www.hdsa.org or call 1-800-345-HDSA.

Please join **(In Your Genes Champions name)** efforts in raising funds and awareness for Huntington’s disease. For more information, contact HDSA’s national office at 1-800-345-HDSA or **(insert champion phone number/e-mail)** visit www.hdsa.org.



Sample Flyer



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**Support our efforts to raise awareness about
Huntington's disease and support the
Huntington's Disease Society of America's
mission**

Date: **Friday, May 1st**

Time: All Day Event

Suggested Donation: \$5

RSVP: Sign up and register in advance at my desk:
(**Name of local In Your Jeans Champion,
their e-mail and phone number**)



Sample E-blast

Dear colleagues/classmates,

We are so thrilled to be able to raise awareness about Huntington's disease and have been given permission to host an "In Your Genes" – Jeans Dress Down Day at our company name/school name on **Friday, May 1st**.

Huntington's disease (HD) is a devastating, hereditary, degenerative brain disorder that results in a loss of cognitive, behavioral and physical control, and for which, presently, there is no treatment or cure. HD slowly diminishes the affected individual's ability to walk, think, talk and reason. Symptoms usually appear in an individual between 30 and 50 years of age and progress over a 10 to 25 year period. Eventually, a person with HD becomes totally dependent upon others for his or her care. More than 30,000 people in the United States are currently diagnosed with HD. Each of their siblings and children has a 50 percent risk of developing the disease. Although medications can relieve some symptoms in certain individuals, research has yet to find a means of conquering or even slowing the deadly progression of HD.

Please consider joining our efforts by donating \$5 to participate. You can send me an e-mail or meet me in the lobby on May 1st to register for this all day event!

Thank you for helping us to support the Huntington's Disease Society of America mission! To learn more, please visit: www.hdsa.org!





FUNDS RAISED RETURN FORM

Thank you for hosting an *In Your Genes* event to benefit the Huntington's Disease Society of America. Please complete this form and return to it HDSA within 30 days of your event.

Date of your *In Your Genes* Event: _____

Name of Organization: _____

Address of Organization: _____

Contact Name: _____

Phone/Email: _____

Alternate Contact: _____

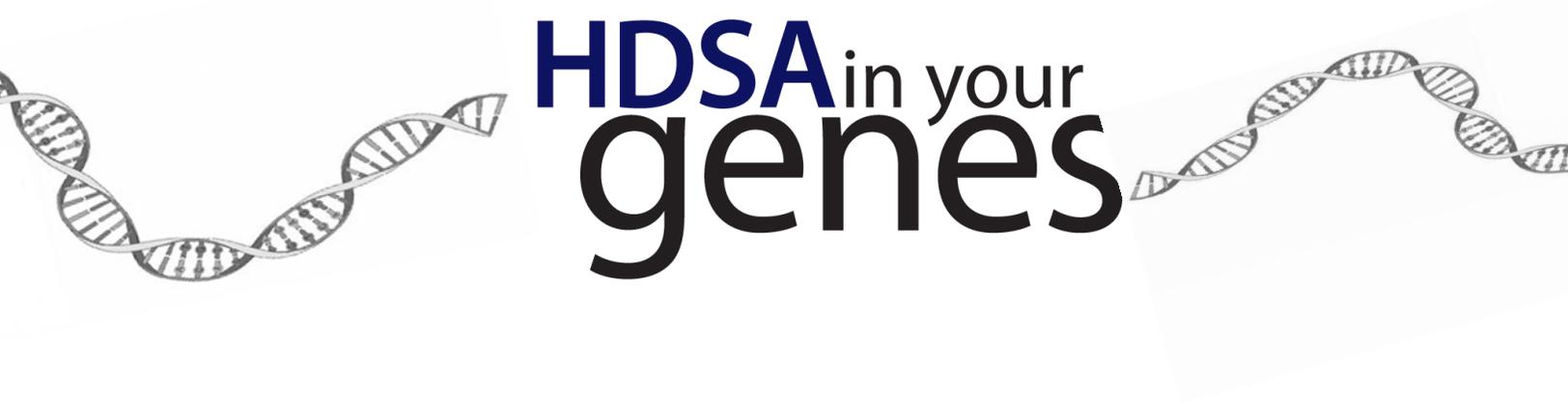
Total Funds Raised: _____

Please mail all collected funds to HDSA in the envelope provided. Please do not send cash, and make checks out to:

Huntington's Disease Society of America, ATTN "In Your Genes"

(Region Staff name, address, phone and e-mail)

Include the sign-up sheet so that we can send everyone who participated a thank you letter.



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