



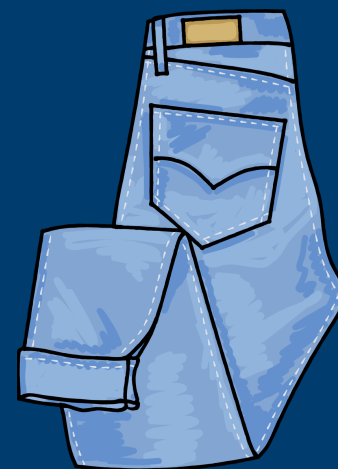
# Go Casual for a Cause at Work.

Join us in our fight against Infantile Neuroaxonal Dystrophy (INAD) by participating in "Casual for a Cause." This initiative allows employees to wear jeans to work every Friday in exchange for a small donation. It's a fantastic way to boost company spirit and foster a culture of giving, all while supporting crucial genetic research that could help save kids' lives.

It's simple: your jeans help us explore the genetic studies that could lead to a cure. Let's make every Friday count towards a brighter future for kids affected by INAD, a devastating rare disease with a life expectancy of just 8-10 years old.

## Why \$7?

We need \$7M to fund a gene therapy clinical trial for kids with INAD. If 7 million people donated just \$7 we could fund our miracle! We want to give as many people as possible a chance to be 1 of our million #MiracleMakers.



## Help Save Kids by Participating in this Working on a Miracle Campaign

## Make Fridays Meaningful at Your Workplace!

### Here's How to do it

#### Get Approval

Have a quick chat with your company's leadership to get the thumbs-up for dressing down on Fridays in exchange for a small donation (suggestion: \$7 = 1 Friday, \$20 = A Month of Fridays). Briefly explain how participating in this fundraiser could enhance workplace morale and make a difference for kids with INAD!

#### Easy Donation Collection

Set up a dedicated online fundraising page linked to INADcure. The Foundation's platform will allow you to easily accept donations and track participation - it will be super simple for everyone to donate via credit card, Venmo, PayPal and more!

#### Spread the Word

Whip up an email or poster explaining the cause and "rules" for participation. Mention how wearing jeans on Fridays can help lead to genetic breakthroughs and accelerate a cure for kids with INAD! You can use our Fundraising Toolkit to help with your messaging. We will also provide regular updates so you can share important milestones with your colleagues so they can see how their donations are making a difference!

## Thank You for being a **Miracle Maker!**



Let's unite our efforts and show the power of **community and corporate partnership**. Wear your jeans and bring hope to the 1400+ children and families worldwide who are waiting on a miracle. All funds raised will support the INADcure Foundation's gene therapy program.

#### Need help? Have questions?

Visit our website [www.WorkingOnAMiracle.org](http://www.WorkingOnAMiracle.org) to set up your company's participation page or contact us directly at [info@INADcure.org](mailto:info@INADcure.org) for more information and support on launching this initiative at your workplace.