

# •KidStart

The smart way to save for children



## Giving to GIG with KidStart

Did you know you can give to **GIG** while shopping as normal?

Giving to GIG (Genetic Interest Group) is painless with KidStart. You already buy stuff from KidStart 300 retailers. People like Argos, Mothercare, Thomas Cook, Early Learning Centre, Thorpe Park, Disneyland and Debenhams. A good slice of every purchase you make online - from carrots to car insurance - could be going to GIG. Automatically, these 300 retailers could be sending money to GIG without costing you a penny.

What is in it for the retailer? One more way to attract and keep your custom.

What is in it for GIG? A highly efficient way to attract vital funds.

All it costs is a few minutes of your time, to register online at [www.kidstart.co.uk/GIG](http://www.kidstart.co.uk/GIG)

### Why send my KidStart money to GIG?

The KidStart company shares a passion for GIG's aims. Their customers are all in some way affected by genetic conditions, just like the rest of us. KidStart are keen to help find solutions for suffering and have chosen us to be their first charity partner. Let's seize this opportunity.

The original aim of KidStart was to help you bank some money for your children or grandchildren, at no cost, via your normal shopping. You could combine that option with giving part of your KidStart gains to GIG, or you can give them all to GIG.

### GIG member organisations

Please promote this new, easy way to shop and raise money for GIG. To everyone of your individual members. Posting this flyer on your website homepage is a great start. To order hard copies in your regular mailouts and events, go to the GIG website [www.gig.org.uk](http://www.gig.org.uk) homepage and click on "ask for additional copies of the fliers".

**Giving to GIG with KidStart is easy, simple and very fast. Just click this link or paste it into your browser window: [www.kidstart.co.uk/GIG](http://www.kidstart.co.uk/GIG)**

Your **KidStart** funding will help **GIG** :

- give today's children a better future
- pool the resources of specialist charities
- promote new treatments and cures
- turn scientific breakthroughs into medical answers
- build the political will to tackle genetic challenges
- strengthen links between patients, health professionals and researchers
- provide a helpline for people living with genetic conditions
- produce information, campaign materials and media coverage

### If you don't already know about GIG

The Genetic Interest Group (GIG) is a national alliance of 138 charities and support groups for families who are affected by all types of genetic conditions.

There are over 6000 recognised genetic conditions. Most are rare and many can be very serious or life threatening. Many common conditions also have a genetic component, including heart disease, diabetes, and some forms of cancer. GIG's primary goal is to promote awareness and understanding of all types of genetic conditions so that high quality services are developed and made available to all who need them.



mothercare

