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Variety – the Children’s Charity Social Templates

**Run Melbourne – Run for Kids in Need with Variety. Every kilometre you run changes a child’s life.**

Thanks for being part of **#TeamVariety** at **Run Melbourne 2026** and turning your steps into life-changing support for Victorian kids who are sick, disadvantaged or living with disability.

Across Australia, **1 in 9 children live with disability** and **1 in 6 live in poverty**. Too many miss out on the opportunities others take for granted — but together, we can change that.

Your fundraising helps Variety provide vital grants, essential equipment, learning aids, communication tools and inclusive experiences — so kids can move, learn and belong.

Because of you, children gain independence, confidence and the chance to just be kids.

**💡 What Your Run Can Do**

* **$30** helps kids experience inclusive events and outings
* **$60** helps provide communication devices for kids living with disability
* **$120** helps provide sensory equipment and programs for Autistic kids
* **$280** helps provide independence with a brand-new bike for kids experiencing disadvantage
* **$500** helps provide wheelchairs, standing frames and mobility devices for kids living with disability

Every dollar you raise moves a child forward.

👉 Use these price points in your social media posts, emails, and donation requests to show the real-world impact of every dollar raised.

**📣 Social Media Templates**

**Kickstart Your Fundraising**

**Option 1 – Personal Story**  
I’m running **Run Melbourne** for Variety because [insert personal reason]. Every dollar helps kids who are sick, disadvantaged or living with disability reach their full potential.  
Donate here: [Fundraising Link]

**Option 2 – Goal-Driven**  
I’ve set a goal to raise $[amount] before race day to help Variety give kids the freedom and independence they deserve.  
Join me: [Fundraising Link]  
#TeamVariety

**Highlighting Impact**

Just $60 helps provide a communication device for a child with disability.  
That’s one more voice heard, one more story shared.  
Donate here: [Fundraising Link]

**Milestone Celebration**

I’ve just hit 50% of my fundraising goal!  
Huge thanks to everyone who’s supported me so far.  
Your generosity helps Variety give kids the tools and equipment they need to move, learn and belong.  
Let’s keep it going! [Fundraising Link]

**Training Post**

Early mornings. Sore legs. Big impact.  
Every kilometre brings a child closer to the freedom they deserve.  
Help me hit my goal for Variety! [Fundraising Link]

**Final Push Before Event Day**

The countdown is on!  
**Run Melbourne** is almost here, and I’m so close to my goal.  
Every dollar supports kids who are living with disability, disadvantage or illness through Variety – the Children’s Charity.  
Can you help me cross the fundraising finish line? [Fundraising Link]

**Thanking Donors**

A massive thank-you to everyone who’s donated!  
Your generosity helps Variety provide bikes, mobility equipment, communication devices and inclusive experiences for kids in need.  
You’re part of something truly special. [Fundraising Link]

**Training Progress**

The legs are sore, but the heart’s full.  
Every kilometre I run for **#TeamVariety** helps provide life-changing equipment for kids who are sick, disadvantaged or living with disability.  
$30 helps a child experience inclusive outings – that’s one more smile on the track!  
Support my run: [Fundraising Link]

**Motivation Monday**

Kids with disability don’t give up — and neither will I.  
I’m running **Run Melbourne 2026** for Variety, raising funds for vital equipment like wheelchairs, communication devices and bikes that give kids independence.  
Every step counts. [Fundraising Link]

**Midweek Boost**

Halfway through training and halfway to my goal!  
Next stop? $120 — enough to fund sensory equipment and programs for Autistic kids.  
Can you help me hit it? [Fundraising Link]

**Community Spirit**

Behind every runner is a community of legends.  
By supporting **#TeamVariety**, you’re helping kids across Victoria access the equipment and opportunities they need to thrive.  
Join me — together we can make sure no child misses out. [Fundraising Link]

**Friday Feel-Good**

It’s not just about running.  
It’s about giving kids the freedom to ride a bike, the confidence to learn, and the joy of joining in.  
Every $280 raised helps provide a brand-new bike for a child who’s been waiting for one.  
Let’s get more wheels turning! [Fundraising Link]

**Countdown Post**

Only [X] days to go until **Run Melbourne 2026**!  
Each kilometre is a chance to help Variety provide life-changing equipment for kids who deserve every opportunity.  
Let’s make every stride count. [Fundraising Link]

**Gratitude Post**

Wow. Just wow.  
Thanks to your generosity, we’ve already raised enough to give multiple kids the freedom to move and belong.  
But we’re not done yet — every dollar still makes a difference.  
Help me keep it going! [Fundraising Link]

**Family & Friends Callout**

My goal? To make sure more kids can do what they love — whether that’s riding, learning, or simply being part of the fun.  
Your support through **Run Melbourne** helps Variety make it happen.  
Join the journey: [Fundraising Link]

**Post-Event Reflection**

I did it! 🏅  
Every kilometre, every blister, every moment was for the kids Variety supports — kids who just need the right tools to thrive.  
Thank you for helping me make a difference.  
Donations are still open! [Fundraising Link]

**💌 Email Templates**

**Email to Friends & Family**

**Subject:** Join Me in Running for Kids Who Need Us Most!

Hi there,

This year I’m taking on **Run Melbourne** to raise funds for **Variety – the Children’s Charity**, helping kids living with disability, disadvantage or illness.

Every child deserves the chance to move, learn and belong — but too many miss out.  
Your donation will help Variety provide essential equipment, communication tools, learning aids and inclusive experiences that change lives every day.

Every step I take helps a child take their own.  
Would you consider supporting me today?

👉 [Donate Here]

Thanks so much,  
[Your Name]

**Email to Employer**

**Subject:** Support Kids in Need Through Run Melbourne

Hi [Manager Name],

I’m running in **Run Melbourne** to raise funds for Variety – the Children’s Charity, helping Victorian kids who are sick, disadvantaged or living with disability.

I’d love to see **[Company Name]** get involved by making a corporate donation or matching employee fundraising.  
It’s a great way to show community spirit and make a real impact for kids who need our help.

Could we chat about ways to get the team involved?

Best,  
[Your Name]

**Email for General Network**

**Subject:** Help Me Support Kids in Need Through Run Melbourne!

Hi there,

I’ve joined **Run Melbourne 2026** to raise funds for Variety – the Children’s Charity, helping kids who are sick, disadvantaged or living with disability.

Your support helps fund everything from bikes and wheelchairs to sensory and communication equipment — giving kids independence, confidence and joy.

Every donation, big or small, makes a difference.  
👉 [Donate Here]

Thank you for your kindness and support,  
[Your Name]

**🔑 Peer-to-Peer Success Tips**

✔ **Start early** – more time to tell your story = more donations  
✔ **Make it personal** – share why you’re running and what it means to you  
✔ **Break it down** – small, specific asks like “$30 helps kids join inclusive outings” work best  
✔ **Use milestones** – celebrate progress to spark more giving  
✔ **Use visuals** – post training photos, thank-you videos or medal moments  
✔ **Involve your workplace** – ask if they’ll match donations  
✔ **Say thanks** – personally acknowledge every donor; gratitude grows generosity