

Run Melbourne Fundraising Guide



variety
the children's charity



WELCOME TO #TEAMVARIETY

Welcome to #TeamVariety! Thank you for being part of something special. Every kilometre you run helps Variety – the Children’s Charity support Victorian kids who are sick, disadvantaged or living with disability.

You’re not just running – you’re changing lives.

Across Australia, 1 in 9 children live with disability and 1 in 6 live in poverty. Too many miss out on everyday opportunities. Your fundraising provides essential equipment, programs and experiences that help kids reach their full potential.

This guide is here to help you maximise your fundraising efforts with step-by-step instructions, creative ideas, resources, and tips to help you reach (and exceed) your fundraising goal.

LET’S GET STARTED!

MARY

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How We Help

THE VARIETY DIFFERENCE

We help children gain equity, independence, inclusion, and self-esteem through life-changing equipment and services delivered across our three core programs.



Care

We help children access the care and support they need from essential health equipment and therapy to well-being and family assistance. We're here to ensure no child misses out on the support they deserve, filling the gaps where other systems fall short.



Freedom

We give children with disabilities the tools to navigate their world independently. Whether through adaptive mobility devices or access to social opportunities, we empower children to thrive—helping them play, learn, and experience the joys of childhood.



Future

We equip children for long-term success through skills development, education, and community support. We open doors to opportunities that help children grow, thrive, and build a brighter, more inclusive future for all.



Your Impact

EVERY DOLLAR MAKES A DIFFERENCE AND EVERY EFFORT COUNTS

Every dollar you raise will make an enormous difference to kids and families in need. Here are just a few examples of what your fundraising could provide:

\$110

An EduKids Pack, to help kids with basic education supplies.

\$300

Assistance for sporting registration, equipment and travel.

\$1,000

Sensory equipment such as headphones and hanging swings.

\$3,000

Modified pedal bikes to help with physical therapy.

\$4,400

Helps keep a child safe during a seizure with a specialised chair.

\$6,000

Mobility assistance with race runners and frames.

\$22,500

Pairs a child with additional needs with an assistance dog.

\$70,000

Moves up to 24 kids to school and into the community in a Sunshine Coach.



How We Began

FROM HELPING ONE ABANDONED BABY IN 1928

Variety has grown into a global children's charity transforming lives around the world.

The year was 1927, the town was Pittsburgh, USA, and the 11 theatre owners and showmen were part of a social group, calling themselves the Variety Club. They heard whimpering from the auditorium of the Sheridan Square Theatre. When they investigated, they discovered a one-month-old baby girl to whom her mother had pinned a desperate note:

“
Please take care of my baby. Her name is Catherine. I can no longer take care of her. I have eight others. My husband is out of work. She was born on Thanksgiving Day. I have always heard of the goodness of show business people and pray to God that you will look after her.
”

– A heartbroken mother.

Despite an extensive search, the mother is never found. The men informally adopt the baby and name her Catherine Variety Sheridan. They go on to pay for Catherine's education and upbringing. This prompts the club to start raising funds for other disadvantaged children and Variety – the Children's Charity is born.

From the inspiration and motivation of a single child, one of the world's greatest children's charities grew—all across the globe.



Why Fundraise for Variety

EVERY CHILD DESERVES TO THRIVE

Every child deserves the chance to explore, grow, and dream without limits. When you fundraise for Variety – the Children’s Charity, you’re helping to provide practical and essential support to kids who are sick, experiencing disadvantage, or living with disability.

From life-changing equipment like wheelchairs and communication devices, to funding for therapy, education, and experiences that bring joy and confidence — your fundraising directly changes lives.

It’s not just about raising money. It’s about giving kids the freedom to be kids, supporting families in tough times, and making sure no child is left behind because of their circumstances. Your effort, no matter how big or small, creates real, lasting impact. Together, we can help every child reach their full potential and feel that they truly belong.

“

Because of Variety, my child has the chance to do things we never thought possible.

We’ll always be grateful.

”



GETTING STARTED, A STEP-BY-STEP GUIDE

➤ STEP 1: REGISTER AND SET UP YOUR FUNDRAISING PAGE

Sign up online and create your personal or team fundraising page. Make it your own - add photos, share your story, and set your fundraising goal.

➤ STEP 2: SET YOUR GOAL

Whether it's \$250 or \$2,500, setting a target keeps you motivated. Your supporters will be more likely to donate when they see a goal to reach.

➤ STEP 3: SHARE YOUR STORY

Tell people why you're taking on Run Melbourne. Personal stories are powerful - share why inclusion in sport matters to you.

➤ STEP 4: SPREAD THE WORD

The more people who know about your fundraising, the more support you'll get! Share your page on social media, email, and messaging apps.

➤ STEP 5: PLAN A FUNDRAISING ACTIVITY

Think about ways to boost your fundraising - host an event, challenge your friends, or involve your workplace. (See ideas next page!)

➤ STEP 6: TRACK YOUR PROGRESS *and* CELEBRATE MILESTONES

Use your fundraising page progress bar to see how close you are to your goal. Keep your supporters updated and thank them along the way!



"I've always loved being active, but taking part in charity events means so much more than just hitting the running track. I'm taking part to make a difference for kids like Jake, who lives with cerebral palsy. He loves sport, but finding inclusive programs that truly cater to his needs has been tough."

When I signed up to fundraise for Variety – the Children's Charity, I had no idea how much support I'd receive. My friends, family, and even colleagues rallied behind me. I set an initial goal of \$500, but after sharing Jake's story, donations keep coming in."

Knowing that my steps are helping kids with life changing equipment and programs makes every kilometre worth it."


MEL'S TIP FOR FUNDRAISING SUCCESS

"Don't be afraid to ask! People love supporting a great cause, and when you share why it matters to you, they'll want to help."



HOW TO RAISE MORE

DO YOUR K'S FOR THE KIDS!

 Fundraising should be fun, and there are plenty of ways to get creative while raising money for Variety - the Children's Charity!

Whether you prefer hosting events, leveraging social media, or setting personal challenges, every effort brings us closer to ensuring all kids can experience the joy of sport.



HOST AN EVENT

Hosting a fundraising event is a great way to bring people together while supporting your cause. You could organise a community walk where participants donate to join, run a BBQ, trivia night, or bake sale. These events not only raise funds but also help spread awareness about the importance of inclusion in sport.



ENGAGE YOUR WORK

Getting your workplace involved is another fantastic way to boost your fundraising. Ask your employer if they offer matched donations - many companies will double what their employees raise. You could also organise a casual dress day where colleagues make a small donation or set up a workplace challenge where teams compete to see who can raise the most.



GET SOCIAL

Social media is a powerful tool to reach a wider audience. Share regular updates, post about your progress, and encourage friends and family to donate. Videos can be particularly engaging - consider pledging to do something fun, like wearing a costume on your run, if you hit your fundraising goal. You can also challenge friends to join in and create their own fundraising pages, multiplying the impact.



CHALLENGE YOURSELF

Setting challenges and incentives for yourself can help keep motivation high. You might commit to running a certain distance for every donation received, offer small prizes for top supporters, or create a friendly competition among teammates to see who can raise the most. Every dollar raised brings us one step closer to providing life changing equipment and programs to kids in need.

This Is Why We Do It

Meet Annalise

Annalise was born with Angelman syndrome, a rare genetic disorder that presents a range of challenges, including global developmental delay, impaired movement and balance, lack of speech, seizures, and feeding difficulties. She can't talk or walk and requires full-time, one-on-one support from her family and carers. Everyday activities that many of us take for granted – like traveling in the car – became difficult, stressful, and at times unsafe, as Annalise outgrew conventional car seats.

Thanks to Variety, Annalise's family received two Careva Harnesses, specially designed to provide support, safety, and comfort during car journeys. These harnesses have completely transformed their travel experiences, making every trip smoother,

safer, and far more enjoyable. Now, Annalise can sit securely and comfortably, allowing her family to relax and focus on making memories together rather than worrying about her safety.

The difference is remarkable. Annalise can now enjoy excursions with her family and her beloved pet dog, Hogi, sharing smiles and laughter along the way. Whether it's a short drive to the park or a longer family outing, the Careva Harnesses give her the freedom to be part of the adventure, safely and comfortably. For Annalise and her family, what was once a stressful experience has now become a joyful and inclusive part of their lives – a true testament to how support from Variety can transform daily life for children with disabilities.



YOUR IMPACT

MEET MORE OF THE KIDS YOUR INCREDIBLE FUNDRAISING EFFORTS SUPPORT!

Brothers Brodie and Kye have a very special bond - and a shared love of cycling!

Variety provided Kye with an adaptive bike which provides physical, emotional and mental health benefits to Brodie and allow his brother Kye and extended family to get active together!



"With Brodie having a new Adaptive Bike, I get to see him be happy and do things I never thought he'd be able to do, like use his legs to ride a bike.

The bikes we've been given allow us to be active... we've never been able to get out and be active together. It's so fun to go for a bike ride with him, it gives us that normality and brotherhood. Now we're able to bike along the river... it just makes us so happy and to be able to see Brodie smile and enjoy life means a lot." Kye



CLICK TO WATCH



MEET HUDA

When Huda was born, her parents sensed her journey would be different. From the very beginning, hospital visits and tests filled their days as they searched for answers. After months of uncertainty, doctors discovered that Huda had two rare gene defects, the cause of her developmental challenges.

Determined to give her the best care possible, her family moved from New Zealand to Sydney — leaving behind their loved ones and starting over. The costs of therapies and specialist equipment soon became overwhelming, and the dream of providing Huda with what she needed felt out of reach.

Then they found Variety. Through Variety, Huda now receives the therapies she needs and has her very own supportive sitting stroller. For her parents, that stroller represents more than comfort — it means freedom, dignity, and joy. They can now take Huda to appointments, the park, and family outings once thought impossible.

“Every time we see her bright smile,” says her mum, Ayesha, “we’re reminded that there are people who truly care — people who help families like ours feel less alone.”



TOOLS AND RESOURCES TO HELP YOU SUCCEED

We want to make fundraising as easy and impactful as possible, which is why we've created a range of tools to help you reach your goal. Whether you're looking for email templates or social media graphics, we've got you covered. Below, you'll find ready-to-use social media copy and resources to help you spread the word and maximise your fundraising efforts. Use these messages as they are, or personalise them to make them your own!

KICKSTART YOUR FUNDRAISING

Option 1 – Personal Story

I'm running Run Melbourne for Variety because [personal reason]. Every dollar helps kids who are sick, disadvantaged or living with disability reach their full potential.

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!
#TeamVariety Insert Fundraising Link

MILESTONE CELEBRATION

Wow! I've just reached 50% of my fundraising goal for Run Melbourne! A huge thank you to everyone who has supported me so far.

Your generosity is helping kids who are living with disability, experiencing disadvantage or illness through Variety – the Children's Charity. Let's keep the momentum going - every step I take is for the kids. 🙌

#TeamVariety
Insert Fundraising Link

TRAINING POST

Early mornings + sore legs = change for kids!
Every step counts. Help me hit my goal 🏃
#TeamVariety Insert Fundraising Link

PUSH BEFORE EVENT DAY

The countdown is on! Run Melbourne is almost here, and I'm so close to reaching my fundraising goal. Every dollar raised supports kids who are living with disability, experiencing disadvantage or illness. If you can, please donate and help me cross the finish line - for the kids! 🏃♂️ #TeamVariety
Insert Fundraising Link

THANKING DONORS

A massive THANK YOU to everyone who has donated to my fundraiser! Your generosity is helping kids in need. Every donation truly makes a difference. If you haven't donated yet, there's still time to be part of something special! #TeamVariety
Insert Fundraising Link

✅ ADD A PHOTO OF YOU TRAINING. ✅ POST UPDATES WEEKLY. ✅ THANK EVERY DONOR PERSONALLY.

TOOLS AND RESOURCES TO HELP YOU SUCCEED



[CLICK TO DOWNLOAD](#)

✓ PERSONALISED EMAIL TEMPLATES

Easily ask for support via email.

✓ SOCIAL MEDIA TOOLKIT

Downloadable images, pre-written posts, stats and impact stories.

✓ POSTERS AND FLYERS

Printable materials to help spread the word in your community, workplace, or gym.

✓ EMAIL SIGNATURE

Add a fundraising banner to your email signature to promote your fundraising in every email you send.

GOT QUESTIONS?

Get in touch - we're here to help!

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Variety website
variety.org.au/vic

Run Melbourne
bit.ly/teamvariety



A-Z of Ideas

GET INSPIRED BY THESE GREAT IDEAS



A Auction

Gather donated items or services from local businesses and run an online auction.

B Bake Sale

Host a morning tea at work or school. Ask attendees for a donation in exchange for delicious cakes, tea, and coffee.

C Car Wash

Set up a car wash with volunteers. This is great for schools, sports teams, or youth groups.

D Dinner Party

Host a themed dinner (Italian night, BBQ, potluck) and charge per plate or table.

Dress-Up Day

Ask people at work, school, or a club to donate a gold coin for the chance to wear casual clothes, a fun theme or even fancy dress.

E Eco Challenge

Raise money by doing something good for the planet (e.g., collecting litter, planting trees).

F Fun Run/ Walk

Organise a fun run, walk, or even a pram push at your local park. Participants can register with a donation and maybe even collect sponsorship pledges for every kilometre completed.

G Garage Sale

Declutter and do good at the same time! Not only do you raise money, but you also give items a second life.

Guess How Many

Fill a jar with lollies, coins, or marbles and let people guess how many are inside! Each guess costs just \$1-\$2, and the person who comes closest wins the jar.

H High Tea

Host an elegant afternoon tea with finger foods, scones, and entertainment.

I Ironman Mini-Challenge

Host a scaled-down triathlon (swim, bike, run) or fitness circuit with entry fees or sponsorships.

J Jewellery Making Workshop

Teach people how to make beaded or wire Jewellery and sell the pieces or charge for the class.

K Karaoke Night

Sing for a cause! Charge entry, sell snacks, or take song requests for donations.

L Lottery

Sell raffle tickets with donated prizes (check legal requirements in your area).





M Mini Golf Tournament

Bring out the fun and friendly competition with a mini golf tournament!

N Nonstop Challenge

Walk, dance, read, or game nonstop for a set time, sponsors donate for each hour completed.

O Outdoor Movie Night

Set up an outdoor screening and sell tickets, popcorn and drinks.

P Pancake Breakfast

Host a community breakfast and charge per plate or accept donations.

Q Quiz Night

Host a quiz night at your local hall, pub, or even online. Charge entry per team, offer prizes and test everyone's general knowledge.

R Recycling Drive

Ask your neighbours, friends, and teammates to save their cans and bottles. Gather them up and recycle for cash.

S Sausage Sizzle

Nothing beats the smell of a sizzling sausage on the BBQ! Host a Sausage Sizzle at your local park or community center and bring people together for a delicious cause. Perfect for a casual and fun fundraising event.

T Talent Show

Sell tickets to a show where people showcase their talents (music, magic, comedy, etc.).

U Used Book Sale/swap

Ask your community to donate their pre-loved books and set up a fun "swap shop." Attendees can browse the collection and pay a gold coin donation (or a set fee) to take home their "new" reads.

V Volunteer for Donations

Volunteers do tasks like lawn mowing, dog walking, or cleaning in exchange for donations.

W Wine & Cheese Evening

Partner with local wineries or cheese shops for donations or discounts. Charge a ticket price that includes tasting flights and light snacks.

X Xbox Gaming Tournament

Host a competition on Xbox games with entry fees and prizes.

Y Yoga Class

Host a relaxing or energizing yoga session. Participants pay a fee to join.

Z Zoo Trip / Zoo Sleepover

Organise a group visit to a local zoo or arrange a special overnight stay event if the zoo offers it. Charge entry fees or ask for donations.



Other ways you can help

THERE ARE MANY WAYS YOU CAN GET INVOLVED

Join an Event

Joining one of our events is a wonderful opportunity to connect with Variety supporters and experience what it means to be part of the 'Variety family'.

Motoring Events

Variety's motoring events are legendary — bringing together big hearts, bold adventures, and unforgettable experiences on the road and on the water! From the colourful convoy of the **Variety Bash** to the rugged trails of the **Variety 4WD Adventure**, and the scenic journeys of our **Jet Trek**, every event combines fun, friendship, and purpose. Whether you're driving through the outback or cruising the coastline, you'll be making memories that change lives.

Functions

Variety functions bring people together for unforgettable experiences filled with heart, laughter, and purpose. From glamorous **Gala Nights** to **Vintage Wine Lunch**, **Gin Lunches** or **AFL-themed events**, each celebration combines great company, entertainment, and generosity in support of kids who are sick, experiencing disadvantage, or living with disability.

Get Active

Spin 4 Kids is a high-energy, heart-pumping spin challenge where teams of up to 10 people take turns powering through on stationary bikes. It's not just about speed – it's about teamwork, determination, and making a difference.

Volunteer With Variety

Giving your time is such a rewarding way to help kids in need. You'll experience first-hand the joy of making a big difference to a child's life.

Donate your hair

Join the Hair with Heart challenge and help change a child's life by giving the help that no one else is able to give. Hold a Hair Hero event - chop your locks, shave your head, or colour your hair - it's up to you!

Workplace Giving

The Variety Workplace Giving Program is a simple yet powerful way for businesses and employees to make a lasting difference. Donations are made directly from pre-tax salaries, reducing taxable income and ensuring every dollar goes further. It's low-cost, easy to set up, and shows your organisation's genuine commitment to community and social responsibility.

Visit your state's website to learn more. However you choose to get involved, you're helping give every child the chance to thrive.



