



variety
the children's charity

Fundraising Guide

G'day

Thank you for fundraising for Variety and helping to give Aussies kids in need a fair go. This Fundraising Guide offers you support for your fundraising activities. Read on for ideas, handy hints and a few basic rules you can follow to make the most of your effort.

Variety is with you every step of the way and is always here to help! If you have any questions, need some advice, or more information please get in contact with us. Happy fundraising!

On behalf of the kids we support and their families.....

thank you!



Let's Go!

It's super easy to start FUNdraising for kids in need. Just follow these easy steps!

Setup Your Fundraising Page

The easiest way to start fundraising for kids is to jump online and set up your fundraising page. To set up your personal fundraising page go to fundraise.variety.org.au

Choose How You Want to FUNdraise

Check out some of our great ideas on the following pages or select one of our themes on the website

- ✓ **Get Active** - Run, cycle or swim for kids in need!
- ✓ **Donate Your Hair** - Take the chop for kids in need today! Visit our Variety Hair with Heart page to start! [Click here](#)
- ✓ **Celebrate With Us** - If you have an upcoming celebration, why not make it more meaningful by supporting kids in need?
- ✓ **Raise Funds at Work** - Get your team together and take part in some fun activities, causal Friday anyone?
- ✓ **Fundraise at School** - Join Variety's Kids with Heart crew and fundraise with your school friends. Pssst! We have a special Kids with Heart school fundraising kit that you can [download here](#)
- ✓ **Create your own fundraiser** - Hold a special event, declutter and run a sale, a bake off, borrow one of our collection tins...the possibilities are endless!

Set Your Goal

Think about an achievable fundraising goal and choose the impact you want to make on kids in need. Check out the next page for a quick guide on what your fundraising means.

Get Planning

If you're holding an event or taking part in a personal challenge, first set and date and list anything you will need to get started. Think about who you can ask for help - from local businesses, to friends, families and colleagues. And if you need help or advise, just ask! You can reach out to us on fundraising@varietyvic.org.au or 03 8698 3900.

♥ About Variety

We believe all Aussie kids deserve a fair go.

Since 1975, Variety has been helping the kids who miss out due to disability, chronic illness or disadvantage. Our incredible community of supporters have changed the lives of thousands of Aussie kids, giving them what they need to join in life with everyone else.



♥ How your support helps

The funds you raise will help kids overcome the obstacles they face, so they can join in life with their siblings, cousins and friends.

Your support will help kids like Eva.

There is no one else in the world quite like four-year-old Eva Pym. Two weeks after Eva's birth, genetic testing indicated she has a rare chromosomal deletion disorder; she is the only known child in the world with this particular deletion.

The chromosomal disorder means Eva has severe movement and mobility delays and development and language delays.

The long-term prognosis is uncertain, as it will take several years to establish a clear understanding of her developmental strengths and weaknesses.

Eva, however, has already conquered her mobility problem, thanks to a \$1,000 donation from Variety – the Children's Charity that paid for therapy sessions.

Eva's mother, Katherine Pym, said, *"The funding Variety provided was used for Eva's weekly occupational therapy sessions. Prior to starting the sessions Eva walked with the assistance of a walking frame. But within three weeks of the therapy she was able to walk unassisted."*

♥ Your Impact

Your fundraising has a real impact on children's lives - here's how:

\$100 can help purchase a specialised wig for a child living with alopecia, cancer or other illness causing hair loss.

\$500 will supply an iPad communication device and survivor cover for non-verbal children, which helps kids without the use of language to communicate effectively with their parents and peers and improves behaviour and social inclusion.

\$1000 could supply a specialised trampoline for children with sensory needs, acting as a calming, regulating and fun form of exercise for special needs kids!

\$2500 will buy a wheelchair for children with physical disabilities, so they be easily transported by their parents or carers.

\$5000 will buy a customised Carrot Car Seat, which is specially designed for at need children. This device will ensure that children are properly secured when going for car trips, and has all the bells and whistles to make sure they're comfortable too!



**With the support of
incredible people like you,
last year alone we were
able to give away
\$1,666,468 in grants in
Victoria and impact
12,290 children!**

♥ Activity Ideas

- ♥ If baking is your thing, why not sell cupcakes at school or have a bake-off in your workplace. Or go all out with a posh high tea?
- ♥ Looking for an excuse to glam-up? Host a special dinner party or a picnic at the races.
- ♥ Ready to declutter? Hold a garage sale or sell your excess stuff at a car-boot sale, one man's trash is another man's treasure!
- ♥ Feeling creative? how about making jewellery, sewing a quilt, arranging flowers or painting a masterpiece, and then hold a raffle for Variety?
- ♥ You can ask to hold a casual day at your local school or workplace. Students/ employees can wear their casual clothing for the day and a donation can be made to Variety on your behalf.



Handy Hint

Ask for help. We know fundraising can be a bit daunting, and you may feel shy about asking people for donations. No need to worry, people often surprise you with your generosity and the worst people can say is no. If you're having difficulties please get in touch with us, we're here to help.

♥ Get Active

If getting fit and helping out at the same time is your thing, why not get active for kids in need.

We have a list of existing events you can join at fundraise.variety.org.au (*select Get Active*) - you can join these on your own or gather friends and family to take part, have fun and multiply your fundraising impact!

Stay tuned because we are also setting up a dedicated Variety Fit Team to be ambassadors for Variety and take part in events as a group throughout the year! If you are interested in joining the inaugural team, contact us on fundraising@varietyvic.org.au



Event Ideas

There are lots of different fundraising events that you could organise to reach your goal, here are just a few ideas:

- ♥ Trivia Night
- ♥ Long Lunch
- ♥ Golf Day
- ♥ Cocktail Party
- ♥ Movie Night
- ♥ Car boot sale
- ♥ Karaoke Night

Think about how you can make your event different with themes and activities. Don't be shy about contacting friends or businesses to see if they can donate items for you to use.



Handy Hint:

If you choose to hold an event, raffles and auctions are a great way to raise funds, but there are lots of other creative ways to raise additional funds too – you could encourage people to bribe you for trivia answers, put together snack packs for people to purchase at your movie night, or golfers can give a kickback to skip a hole at your golf day.



When organising your fundraising event, think about:

- ♥ Venue, catering and beverages
- ♥ Sponsors
- ♥ Budget
- ♥ Ticket Price
- ♥ Entertainment/theme
- ♥ Timing
- ♥ Promotion
- ♥ Ticket sales method
- ♥ Fundraising strategy



Up for the challenge?

Whether it's hiking a mountain, jet skiing around Australia, cycling the East Coast, or giving up caffeine, sugar... or dare we say social media for a while, if it's been on your bucket list for a while then let's help you cross it off, all whilst raising funds for Variety. The more personal the challenge the better. Your supporters will see how much it means to you and support you all the more for it.

Matched Funding

Many companies have an Employee Matched Funding program which matches all or some of an employee's fundraising efforts and/or donations for approved charities, like Variety. Even if they don't have a program they may make a donation or support your fundraising efforts in other ways, such as allowing you to host a fundraiser at work like a BBQ or Bake Sale. Variety can help with any documentation or further information they require as well as provide a tax deductible receipt and certificate.

Celebration Donations

Do you have a special occasion coming up? For example a birthday, a wedding or anniversary? Have you considered in lieu of receiving gifts asking instead for a donation to be made to Variety?

Cause Related Marketing

You can negotiate with your employer or one of your local companies to run a special promotion to drive sales or business leads, while at the same time raising funds for Variety. For example, 50c from every cup of coffee sold during a particular month, or 20% of the cost price of a product is donated to Variety.



Handy Hint:

Online fundraising is an easy and effective way to raise funds, and it is so simple to set up your own fundraising page! Set up your page here: fundraise.variety.org.au

Once your online fundraising page has been set up, you can personalise it with your story and images. Then you can send your page URL to supporters to donate to your page! If you need any help, we're here to help! Email us at fundraise@varietyvic.org.au



Your One-Stop Fundraising Shop - Everything You Need

When you sign up to fundraise for Variety - the Children's Charity you'll gain access to your very own one-stop fundraising shop!

Everything you need to make a success of your fundraising and hit those all important fundraising goal is there. Your personal fundraising platform allows you to manage your donations, thank your supporters and use our templates to send emails to ask for support - all in one spot.

We also have a great resource centre where you can download social media graphics to share, posters to print and display, fact sheets and how-to's on how to run a successful fundraiser. Check it out here fundraise.variety.org.au/resources



How to hit your goal

When kicking off your fundraising efforts, it's best to start with your nearest and dearest. Those who are closest to you, like your family and close friends, are most likely to be your biggest supporters and advocates.

It's also a good idea to kick-start your own fundraising by donating to yourself. It helps set the tone and show others that you're committed to the cause. Here's a few easy ways you can hit that fundraising goal!

- ♥ **Make the first donation of \$20 or \$50**
- ♥ **Ask family and friends to donate \$20 each.**
- ♥ **Start small and relatable. Could 10 people you know give up their coffee for the day and donate \$5 each? Email them and ask!**
- ♥ **Tell your workmates what you're doing and set up a Variety collection tin at work or ask them to jump online to donate**
- ♥ **Get active on social media! Read more on our next page!**

You are doing an amazing thing for kids who are sick, disadvantaged or have special needs. Shout it from the rooftops!

Emails

So where to start? The more personal you can get, the better. Start by emailing or calling a few close family members or friends, and once there are a few donations in your tally then go out to your wider network.

Social Media

Now we're ready to go bigger and better! Social media is a great way to reach as many as possible.



Handy Hints

- ♥ Always add an image, as these tend to get more engagement than those with only text.
- ♥ Include a link to your fundraising page - sounds like a no-brainer but can be easy to forget.
- ♥ Ask people to share, the more people who see it the better!
- ♥ Be thankful - make sure you thank your supporters who donate by tagging them. This not only shows your gratitude, but helps spread your fundraising efforts further!

Images

We've designed special images and text for you to download in your resource centre (login at fundraise.variety.org.au) or feel free to create your own.



Content

Remember to include your fundraising page if you have one, and use our hashtag **#VarietyKids** and tag us:

Facebook: **@VarietyVic**

Instagram: **@varietyVic**

Here's some content about Variety that will help educate your supporters about the cause you're fundraising for.

- ♥ I'm proudly supporting Variety, the Children's Charity, to ensure all Aussie kids have a fair go! **#VarietyKids**
- ♥ Each year, thousands of kids and their families turn to **@VarietyVic** for support when they need it most. That's why I'm raising money for **#VarietyKids**
- ♥ **@VarietyVic** helps children overcome the obstacles they are facing and live life to the fullest. Help me support them! **#VarietyKids**



I believe all kids deserve a fair go!



Support my activity _____

Donate now _____

Together we are aiming for \$ _____

\$275
Sensory equipment to a child with an intellectual disability

\$972
A modified bike for a child with special needs

\$2500
Nutritional feeds for a child who requires tube feeding

ABOUT VARIETY
Variety - the Children's Charity is a national not-for-profit organisation that provides support for Australian children in need entirely through its fundraising program. Variety "fills the gaps" that other organisations cannot, providing assistance to individuals, families, schools and other children's organisations who often have nowhere else to turn.

variety.org.au/nsw

I'm supporting
variety
the children's charity

Resources

Poster

Posters are a great way to share info about your fundraising efforts with your family, friends and colleagues. You can personalise with your own fundraising info, and stick them up in info boards at your school, office or anywhere you think is suitable!



How Variety helps Aussie kids in need



Variety "fills the gaps" that other organisations cannot, providing assistance to individuals, families, schools and other children's organisations who often have nowhere else to turn. By supporting children and families through practical equipment, programs & experiences, Variety helps children in need to overcome the obstacles they face to live a happy and fulfilled life. Variety provides this support entirely through its fundraising program.

Did you know, in 2018...

38,890
Children in NSW/ACT directly impacted

145
Different conditions were supported through Variety grants

474
Applications approved for organisations and individuals

5 most commonly supported conditions:

1. Cerebral palsy
2. Epilepsy/seizure disorder
3. Developmental delay
4. Vision impairment
5. Intellectual disability

variety.org.au/nsw

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Flyer

This flyer is a great way to let people know about the wonderful work Variety does, and who you are supporting with your fundraising.

These resources and more can be downloaded from your fundraising centre. Login at fundraise.variety.org.au

The serious stuff

General

Please note that whilst Variety is here to help support your fundraising activity, the planning and organisation of it is the sole responsibility of you, the fundraiser.

Variety is the beneficiary of the fundraising event, not the organising party and we cannot help in sourcing prices, entertainment, venues, or organise media or publicity.

Permissions

Once you have a clear idea about the fundraising activity that you'd like to run, complete the sign up process at fundraise.variety.org.au.

We will then be in touch and confirm any documents you may need for your fundraising including an official **Authority to Fundraise**. *Please note you cannot start fundraising until a letter of authority has been issued by Variety.*

Use of Variety's brand

Logo

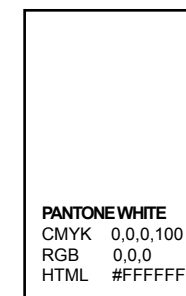
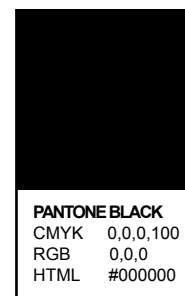
It's important to remember that your fundraising event is raising funds for Variety – the Children's Charity, and is not a Variety event. Recommended wording for events is '**Proudly supporting Variety - the Children's Charity**.' Variety can provide you with copies of the logo to use at your events. The logo cannot be altered in any way.

Wording

The charity's full name, Variety - the Children's Charity, must be used in its whole phrase for headings. The charity may be referred to as Variety in basic content, but please send all content to the Variety office for approval. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in any communications.

Colours

Red is our primary colour, and white and black are our secondary colours. Below are the exact colours to be used:



Marketing Materials Approval

Any marketing materials must be submitted to Variety for approval (fundraise@varietyvic.org.au). Approval is given within a day in most cases and we're happy to provide you with ideas too!

Managing the money

When organising a fundraising event it is your responsibility, as the fundraiser, to keep an accurate record of the finances, manage the funds and deposit those funds to Variety. Here are a few important things to keep in mind:

- ♥ You must take reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event
- ♥ Under no circumstances should individuals open or operate a fundraising bank account in the name of Variety or Variety Victoria to collect monies raised
- ♥ When the supporter has received goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.

Variety is unable to issue invoices for donations, as donations are of a voluntary nature. We can provide an 'intention to donate' form, acknowledging an individual or organisations commitment to donate (this form is often used to comply with the accounting procedures of companies).

Online Fundraising

Donors to your fundraising page pay by credit card and will be charged and issued with a receipt straight away. Funds donated to your page will be transferred to Variety in your name so that we will have a record of your fundraising total. You won't have to do anything except thank your donors.

Depositing Funds

Direct Deposits

For all offline fundraising our preferred method is direct deposit to our bank account. [Please contact us on \(03\) 8698 3900 for details.](#)

Cheques

For returning cheques, please ensure cheques are made out to

Variety - the Children's Charity Victoria. Then post to:
Variety - the Children's Charity
PO Box 1076
South Melbourne Vic 3205



Thank You

Thank you so much for your wonderful support!

Variety receives many touching thank you letters from families who benefit from your fundraising efforts. Here's a few we had to share...

"Rhyleigh received her brand new bright pink standing frame that Variety - The Children's Charity funded. We wish to thank you all once again! You do not know how much this means to our family and how much it will benefit Rhyleigh"

Ms Ellis – Variety granted a standing frame to her 3yr old daughter

"Thanks to everyone at variety for helping out our family. It means so much to us instead of being worried about the year ahead we can actually be happy for Selina that she got on the world team and she can focus on her sport. It's not just the financial burden that has helped but the fact that someone cares. Thanks a million."

Ms Mc Carton – Variety granted a wig to her 14yr old daughter

"This is a LONG overdue THANK YOU to Variety for approving my son's application for his walking frame. We have it now and I'm in the process of arranging his physio to come to school so the team there are able to contribute to his progress. Thanks again, you made the world of difference to my son's life. More than you realise :)"

Ms Newton – Variety granted a standing frame to her 9yr old son

We love a chat!

Whether you need a little more inspiration for a fundraising activity, you aren't quite sure about something, you'd like further details on our work, or anything in between - we'd love to hear from you!

Give us a call on 03 8698 3900 or send an email to fundraise@varietyvic.org.au

P.S. Got some great photos or video from your fundraising activity? Don't be shy, we'd love to see them!

