



Event Guide

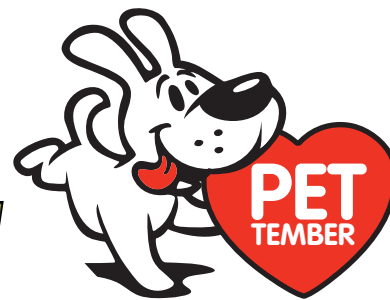
Good Dogs Doing Good



September 2021
petember.com.au
#Petember

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The team at Variety - the Children's Charity warmly welcome you and your furry friends to **Petember!** By taking part in this PAWsome event showcasing your good dog's best fashion-forward looks, you be helping raise awareness and funds for **life-changing Variety Assistance Dogs** for kids in need. We are esPAWcially excited to welcome our major partner **SCHMACKOS™**

For over 40 years, Variety – the Children's Charity, has supported kids who are facing challenges through sickness, disability or disadvantage. Our important work allows children to gain mobility and freedom, get out and about in the community, communicate, achieve independence, increase self-esteem, and where possible, assist in helping them integrate into mainstream school and activities.

Variety helps kids and families by offering financial support in the way of grants, programs and scholarships. One of Variety's largest areas of demands is for assistance dogs.

Variety Assistance Dogs change the lives of kids in need – whether calming anxiety for those living with Autism or through life saving alerts for kids living with epilepsy, a Variety Assistance Dog is more than a best friend.

We thank you and YOUR BEST FRIEND for getting together to have fun and make a difference. Good dogs doing good. Together.

Thanks for lending a paw XX

HOW YOUR SUPPAWT HELPS

Entry to our Petember doggie dress up comp is free but you can choose to be one of our amazing supPAWters by sharing your entries and fundraising page with your doggie friends and family to provide life-changing assistance dogs to kids in need.

It costs up to \$40,000 to train and place an Assistance Dog with a child in need. Your supPAWt will assist Variety to fund assistance dogs for kids currently on our waiting list.

Young lives WILL be changed!

With your help - anything is PAWsible!

MEET JETT AND MILO

Thanks to our Petember supporters whose incredible fundraising efforts supported Jett with his assistance dog Milo.

"I don't think I can express enough in words how grateful we are to Variety Petember participants and donors.

Autism can be very isolating for a child and their family and looks and feels different for each and every one. Your kindness during a very strange period in our world sends a beautiful message of caring to include everyone in our community and will change our lives.

For Jett and our family, welcoming an assistance dog into our world is life-changing. Autism presents differently for every person with a diagnosis. Because Jett is verbal, happy and academically does well, many people question his diagnosis. Although his abilities mean can access things in the community, this can also create more challenges as he sometimes does not receive the support that he requires. This creates anxiety, confusion, and sensory overstimulation for him and in turn the rest of our family as we struggle to support him at home when his anxieties and confusion manifest.

Milo provides a constant for us and our family - offering sensory support and friendship for Jett and his younger brother.

We are most looking forward to the calm companionship Milo will give and the support and friendship he will provide Jett at home which can then be beneficial at school, swimming lessons and the playground.

It's hard to describe just how intelligent and well trained an assistance dog is and the impact they have. Just as every person and family is different, so too is a person and family who have an Autism diagnosis. An assistance dog is selected and chosen especially for that family to suit their needs and challenges. For us Milo will lower that base level of anxiety that stems from Jett's sensory overstimulation, misinterpreting social cues and rigid thinking.

In our time with Milo, it has been beautiful to observe the subtle things that he supports Jett with. Patting and stroking Milo helps Jett to self-regulate his emotions and Milo lying in his lap, providing deep pressure, slows Jett down and lowers his anxiety levels.

The immediate visual feedback that Milo is able to give to Jett (that humans can show in very confusing ways) has enabled Jett to start making the links between social cues. "He's wagging his tail because he's happy you are playing with him" for example.

Having Milo will enable us to emotionally coach Jett with support from his psychologist so that Jett can apply these learnings to his peers and be able to access the wider community. All very "real" experiences that will help Jett at school, home and life.

Now Jett will be able to go out and leave the house calmly and safely!

Thank you so much for everything you've done."

Jett's Mum, Katie



The ComPAWtition

Good Dogs Looking Good

Get Ready to Get PAWgeous!

Visit petember.com.au to sign up your best friend to enter our weekly doggie dress up competition! Each week, commencing 1 September, we'll announce a new PAWsome theme for you to follow. Simply get your good boy or girls outfit ready, take a snap or a video and upload to your special page by Sunday for your chance to win some amazing weekly prizes. Keep your eyes on your inbox and @VarietyPetember socials for weekly winner announcements.



What will the weekly themes be?

We can't wait to see all the amazing creations from our Petember fur-iends!

Week 1 - Red Paw-pet

Dress to impress and bring on the pupparazi - show us your best bouji red carpet looks

Week 2 - SPAWty Spice

The Ruff-eree is in the building! Dress as in your favourite sports team or stars to WIN

Week 3 - Pup Stars

Do you love a howling good time with your fave songs? Dress as your fave muso and strut your stuff

Week 4 - Spooky Pooches

We all know our dogs will never ghost us but this week we're saying BOO! Bring your scariest looks ready for Halloween

How do I upload my entry?

Once you sign up on petember.com.au, login and head to your dashboard. Scroll down to see an "Upload Your Entry" section and follow the instructions online. If you have any issues please don't hesitate to reach out to our Barketing Assistant Bernie for suPAWt or head to our FAQ section on our website to download a full guide.

We would love you to share your weekly entries on socials tagged @varietypetember @varietyvic #Petember. All entries will need to be submitted on your Petember dashboard to be considered for weekly prizes and PAWmotion.

Earn PAwards

Earn your first PAWard with a PAWsonal donation

Sign up to take PAWt and make a PAWsonal donation to receive a SCHMACKOS™ bandana!

PLUS if you raise over \$320 you'll earn a special SCHMACKOS™ treat pack

Prizes

Good Dogs Looking Good

Proudly Supported by SCHMACKOS™ brand and FuzzYard

Weekly Winners

Each week in September, we'll be awarding you with the tastiest treats around from SCHMACKOS™ brand and \$500 and \$200 FuzzYard vouchers so you can choose your favourite FuzzYard apparel, toys, accessories, beds, treats or grooming products!

SuPAWter Prizes

On top of our fundraising awards that you can earn (see page 7, our highest fundraiser will win a **\$500 FuzzYard voucher**.

Best Dress Up Winner of the Week

Announced 8, 15, 22 and 29 September 2021

\$500 FuzzYard Voucher PLUS
\$50 SCHMACKOS™ Brand treat pack

Runner Up Dress Up of the Week

Weeks 1 - 4

Announced 8, 15, 22 and 29 September 2021

\$200 FuzzYard voucher
\$50 SCHMACKOS™ Brand treat pack

Highest Fundraiser (closes midnight 30 September)

Announced 1 October 2021

\$500 FuzzYard Voucher

Closing dates

Week 1

Week 1 entries open Wednesday 1 September.
Deadline for entry - 11.59pm AEST Sunday 5 September. Announced Wednesday 8 September.

Week 2

Week 2 entries open Wednesday 8 September.
Deadline for entry - 11.59pm AEST Sunday 12 September. Announced Wednesday 15 September.

Week 3

Week 3 entries open Wednesday 15 September.
Deadline for entry 11.59pm AEST Sunday 19 September. Announced Wednesday 22 September.

Week 4

Week 4 entries open Wednesday 22 September.
Deadline for entry - 11.59pm AEST Sunday 26 September. Announced Wednesday 29 September.

The FuzzYard logo consists of a teal square with the word "FuzzYard" in white, sans-serif font. The "Y" is stylized with a dot. To the right of the logo is a small, light brown French Bulldog puppy sitting and looking up with its tongue out.

So many PAWsome prizes!

Including special prize drops from July - October!

On top of the amazing weekly prizes SCHMACKOS™ and FuzzYard are also supPAWting some exciting prizes throughout Petember! Stay tuned to our socials @VarietyPetember to take PAWt!

Doggie Dress-up Guide

Good Dogs Looking Good

Dressing up with your dog is a super fun way to bond and smile together, however it's also super imPAWtant to ensure your best friends comfort and safety. Here's how you can keep your good boy or girl safe and stress free.

PAWpare Your Pet

As PAWrents we know our dogs have unique PAWsonalities – while some will happily dress-up others may need some acclimation. Never force your dog to wear anything – make them comfortable with the experience first by letting them sniff the material and by laying the clothing across their back. Build up your dogs confidence by rewarding them with a treat when they are interacting with clothing.

Safety First

Don't forget, your dog is already wearing a fabulous fur coat! Make sure your dog isn't overheated by too many layers and can freely move around in their outfit. Observe their body language – flat ears, a lowered head or a tense body says – I don't like this. Keep it brief and get that PAWfect snap! A few minutes is all you need. Never leave your dog alone in a costume.



DIY Dog Costume Ideas

We have FOUR exciting and creative weekly themes for you to let your dog's PAWsonality shine! You can either use and adapt ready made dog costumes or DIY by visiting your local op shop or even your own wardrobe for fun and pet-safe accessories and items such as scarfs, wigs, hats, children's clothes or glasses. If you're a little crafty, you can even sew something yourself!

Keep in mind our judging criteria – Originality, Creativity, Humour and Charisma.



SupPAWting Variety Good Dogs **Doing** Good

As part of your **FREE** entry you will automatically set up a **Petember SuPAWter** page. This is your hub to showcase your dogs entries and tell us your story - all while raising awareness and funds for **Variety Assistance Dogs**.

GET READY

Make your first blog post and tell the world why you are the **ulti-mutt dog PAWrent**. Upload a profile picture and personalise your page. Show why raising funds for **Variety Assistance Dogs** is **imPAWtant** to you and your good boy or girl. We've set you a goal of \$320 which you can change at any time. We encourage you to **AIM** high for maximum impact!

REACH OUT TO THE PACK

Let your friends, family, workmates and mates at the dog park know about the **FURbulous** thing you are doing for kids in need.

Give you and your dog a big round of **ap-paws**. Share your page on social media, email or SMS. We've collected some fun social media pics in your dashboard for you to bark out loud about the difference you are making.

GIVE YOURSELF A PAT ON THE BACK

Show your **supPAWters** you are committed to the cause by making a **PAWsonal** donation. It's a great way to get your fundraising off to a running start and encourage your friends to join in.

TAKE THE LEAD

Don't forget to have fun! You can share your entries and blog posts with your friends as you **PAWpare** for your weekly entry - why not try out a few outfits first or stage a mini-fashion parade in your



Your Impact

Variety Assistance Dogs give kids living with disability:

Independence



Dogs are trained to be tethered alongside kids with autism and sensory disorders. The dogs sit or lie down to anchor them, allowing safe visits near roads and other public areas and getting kids out and about in the community and taking part in day to day activities.

Confidence



Dogs provide companionship and a best friend for kids living with anxiety and other disorders. The dogs reassuring presence grows kids confidence to interact with their peers and form strong social connections, often for the very first time.

Anxiety relief



Dogs can detect an oncoming anxiety attack in kids and intervene by nudging, applying contact pressure or licking to induce calm. These special dogs can even retrieve a parent or carer to provide assistance to their child.

and Save Lives

Specially trained seizure alert dogs save lives. These highly trained animals can place their bodies next to a child having a seizure to prevent injury, remain with the child as a support and, most importantly, activate an alarm to alert parents and carers that a seizure is taking place.

PAWsome Tips

Good Dogs Doing Good

SET YOUR TARGET & GO BIG!

If you set your goal high, supporters are more likely to try to help you meet it. And if you reach your goal - aim higher and increase it!

SHARE AND SHARE AGAIN

Using social media is a great way to let everyone know what you're up to! Tagging those who have already donated is a great way to share your page even further, plus it shows that there are already people rallying behind your cause. And then repeat! Don't be afraid of posting often on social media. Psst...We've put a social media guide in your Petember dashboard.

MAKE IT PERSONAL

Add a photo to your online fundraising page and update your story as to why you've chosen to get involved with Petember. These two actions show your potential donors how serious you are about fundraising for Variety and why you want to make a difference to kids in need. Update along the way with videos, images and doggie dress-up tips! Fundraisers who tell their story raise up to 74% more than those who don't!

SET TARGETS AND INCENTIVES

Incentives are a great way to engage and encourage supporters to donate to hit certain targets. Be as creative as you want! E.g. If I raise \$2,000, my dog and I will dress up...as each other!

GET VISIBLE

We've provided you with some fun assets to post on Insta and Facebook as well as a Facebook cover page and email signature. So get ready to take over your digital channels! Share your page link everywhere!

DOUBLE UP!

Double up and double up again! After you've made your first donation ask 4 family members to pledge their support by matching or doubling your effort. Drop in an incentive - eg. if all of you double my donation, I'll do an Insta post with the funniest dog selfie ever!

REMINDERS

Life gets busy and social feeds fill up. Don't be afraid to ask again or reach out to anyone that may have missed you the first time around. More often than not, people have just forgotten, it's not that they don't want to support you, keep reminding them

LET PEOPLE KNOW THE IMPACT THEY'RE MAKING

We've uploaded some video links and kids stories in your fundraising dashboard so you can show your friends the amazing impact they are making through their kindness in supporting your Petember entry.

AND DON'T FORGET...

Make sure you give your donors lots of love by thanking them for their generosity and support!



Fundraising Treats

Raise **\$320** to earn a
treat pack from **SCHMACKOS™**



Be a SuPAW Hero

How to Raise \$320 in a Week

1

SuPAWt yourself!
Make a \$20 donation today!

2

Ask 4 family members to pledge their support
with a donation of \$25 each

3

Recruit 10 friends to match your family's donation
with a donation of \$20 each

Reached your goal?

Congratulations!
Time to celebrate!
Double your goal and
become a suPAW hero
for kids in need!



FAQ

Good Dogs Doing Good

What are the judges looking for?

Our judging criteria includes Originality, Creativity, Humour and Charisma.

How do I upload my weekly entry?

Once you sign up on petember.com.au, login and head to your dashboard. Scroll down to see an "Upload Your Entry" section and follow the instructions online. If you have any issues please don't hesitate to reach out to our Barketing Assistant Bernie for suPAWt.

Does it cost anything to take PAWt?

No entry to Petember is FREE. We'd love you and your good boy or girl to join us and share the love by fundraising to provide life-changing assistance dogs to kids in need – you'll receive a special FUNdraising page on sign up, but it's completely up to you if you want to fundraise or not. Entry to our Petember doggie dress

Do I have to post my entries on social media?

We would love you to share your weekly entries on socials tagged [@varietypetember](#) [@varietyvic](#) [#Petember](#). All entries will need to be submitted on your Petember dashboard to be considered for weekly prizes and PAWmotion.

How can I get more tips and tricks?

If you still have questions reach out a paw to our Petember Barketing Assistant, Bernie, on petember@varietyvic.org.au or call his hoo-man helpers on (03) 8698 3900.

How do I set up a fundraising page to supPAWt Variety Assistance Dogs?

You'll receive a special Petember fundraising page automatically on sign up. PAWsonalise it to unlock your Petember badges and share it far and wide. Your page will be automatically set with a \$320 fundraising target – feel free to change this goal at anytime!

How do I PAWmote my page?

You can bark out loud and share your Petember page on social media, email and SMS – on signup you'll have access to some FUR-iendly fundraising tips and tricks, lots of assets to share and you can even ask your friends for supPAWt right from your Petember dashboard.

How do people donate?

Friends, family, other PAWrents and followers can get behind you by clicking the 'Donate' button on your individual Petember page, or they can search for you on the homepage to find your profile before making a donation. And while they're there they can check out your PAWgeous entries! Your supPAWters will receive a special thank you and automatic tax deductible receipt.

Where will the money go?

It costs around \$40,000 to train and place a Variety Assistance Dog with a child in need. Your supPAWt will assist Variety to fund assistance dogs for kids currently on our waiting list and to work with service providers to train, care for and place future assistance dogs.

Do I have to wait until September to fundraise?

Not at all – we'd love you to get the momentum going and share your page far and wide to reach your fundraising goals, earn your special Petember bandana and be in the running for our PAWsome highest fundraiser prize! Every dollar helps Variety fund as many assistance dogs as PAWsible!

Do I have to be an Australian doggie to enter?

No, you can sign up to enter from anywhere in the world!

What else does Variety – the Children's Charity do?

Operating in Australia since 1975 and in the world since 1928, Variety is a very special charity started by entertainers. Variety – the Children's Charity provide life-changing assistance through the provision of grants for tangible equipment and technology, scholarships to nurture the talents of children in need, offer programs to enable kids to keep up with their mates in the classroom and host events for families doing it tough to have fun and create unforgettable memories in inclusive spaces.

Need help?

Contact Bernie via petember@varietyvic.org.au or get in touch with one of his hoo-man helpers on (03) 8698 3900.