



variety
the children's charity



year in
review
2010

www.variety.org.au



variety doesn't have needs. australian children have needs.
variety has solutions.

variety believes in real opportunities and outcomes for all Australian children who are sick, disadvantaged or have special needs, empowering them to live, laugh and learn.

independence self esteem
ability survival walk future achievement
communication care quality of life
experiences smiles freedom confidence
recovery mobility diversity joy full potential



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I'M A
VARIETY KID!

Stephanie

POWRI
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PRIMARY
SCHOOL



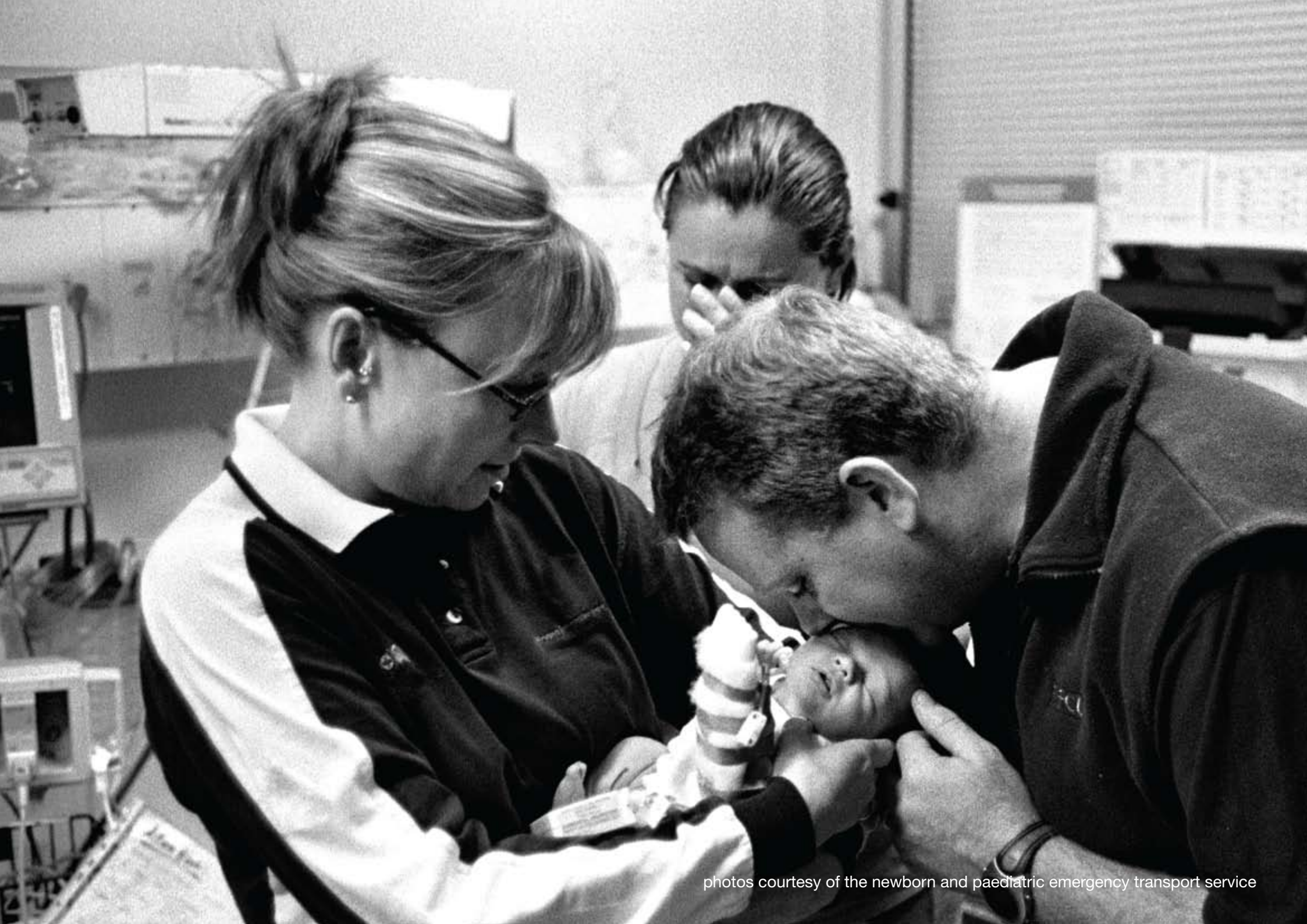
All children are special but spare a thought for those less fortunate, those who live and grow up with a disability or serious illness. These are extra special children; children who require a special brand of care and help.

That brand is Variety, the children's charity.

When 4 year old Kim took her first steps to her tearful mothers arms, it was with a Variety funded walking frame. When 7 year old Ashlee first communicated with her family, it was via a Variety funded communication computer. When 12 year old Sam gained the independence and mobility to attend mainstream school, it was in a Variety funded electric wheelchair. When newborn Blake required emergency transport from a rural hospital to a specialist city children's hospital, it was in a Variety funded newborn and paediatric emergency transport ambulance.

Unlike most charity organisations, which focus on a single problem or narrow area, Variety knows few boundaries for children who are sick, disadvantaged or have special needs. Variety provides essential equipment for individual children suffering one, or multiple of, 74 different conditions. Variety provides vital organisational equipment to children's intensive care units, emergency transport services, children's health services and educational services, as well as, Variety 12 seat and 25 seat Sunshine Coaches, many with wheelchair modifications, and Liberty Wheelchair swings for special needs schools and council parks. Importantly, Variety also provides thousands of children with magical experiences through the variety@work program.

Appeals and grants for equipment are reviewed by an independent appeals committee, including medical practitioners and occupational therapists to ensure the very best result for the child and family. Variety does not grant cash, always directly sourcing and purchasing the equipment for grants. Notably, Variety strives to minimise overheads and ensure maximum return, giving confidence your donation will reach Australian children in need.



photos courtesy of the newborn and paediatric emergency transport service



Imagine a children's hospital without walls; a virtual hospital that allows the very best clinicians and specialist doctors to save the life of a critically ill or injured child in regional or rural locations by providing state of the art high definition vision direct from, and into, a child's hospital room.

Imagine Variety's Vision for Life.

From anywhere in Australia, via the newborn and paediatric emergency transport service hub and major children's hospital hubs, specialist doctors can accurately access, diagnose, help treat or decide to transport a remotely located sick or injured child in real time. The ability to see a child for assessment saves money and family disruption by eliminating unnecessary road or air retrieval transport but more importantly, provides first class help when it is needed most.

From premature babies to motor accident victims, help save a child's life by donating to Variety's Vision for Life program.





Avoid Damage to baby's outside arms.
C / Lower fully before trolleying.
The 'ward' height is 'nearly' down.

LIFE SUPPORT SYSTEM
donated by
variety
the children's charity



Variety Care for Kids is the gift of millions of dollars in vital specialist medical equipment granted to children's hospitals and wards, children's emergency transport services and other children's medical services which has saved the lives of countless critically ill or injured Australian children, enabled them to enjoy a full recovery and allowed a quality of life they may not have otherwise enjoyed.

Equipment granted includes specialised Life Support Systems, children's Intensive Care Ambulances, neonatal monitors, prosthetic limbs, humidicribs, ventilators, incubators, transport monitors, and high intensity illumination lighting for intensive care units carrying out delicate surgery to name a few.

Variety's Caring for Kids program also helps parents care for their seriously ill children at home through a six month gastric feed program, nebulisers, insulin pumps, and electric hospital beds.

Prevention of Australian children's health issues is a keystone of Variety's Caring for Kids, an example being the Variety Ear Clinic Bus. Approximately 75% of indigenous children experience middle ear infection compared to 35% for non-indigenous kids. So severe is the problem, it is considered an epidemic by the World Health Organisation.

The Variety Ear Clinic buses aim to reduce this rate through access to regular hearing screening, treatment and, if required, referral for medical intervention. When the program started, 41% of aboriginal children in schools could not pass a routine hearing test. Results from the last 12 months suggest a dramatic 12% improvement. Speech and Hearing Centre CEO, Paul Higginbotham, commented: "By improving hearing, we are helping indigenous children learn and perform better at school, which increases their employment opportunities and thus has a life long impact – none of which would be happening without Variety's support."





caring for kids program
hospital care, services & equipment



In recognition of Variety's significant long-term support of the Intensive Care Unit at Sydney Children's Hospital Randwick, Variety, the children's charity has been inducted into the hospital's "Hall of Champions."

"Sydney Children's Hospital proudly recognises the outstanding support of our Hall of Champions inductee's. On behalf of the patients, families and staff, we thank Variety, the children's charity for making an exceptional difference. We feel privileged to be the beneficiaries of Variety's philanthropy."

The Intensive Care Unit cares for children during the most critical phase of their illness. Each year approximately 700 to 800 children are cared for. They are transferred to the Intensive Care Unit for specialist medical and surgical treatment for a range of conditions including trauma from accidents, kidney and respiratory disorders, gastroenterology, oncology and post surgical care.

From simple nutritional supplements to vital hospital intensive care equipment, your support will enable Variety's Care for Kids program to continue this very important work.



caring for kids program
hospital care, services & equipment

Thanks to funds raised by Variety, the children's charity, young patients treated in the Intensive Care Unit at Sydney Children's Hospital Randwick have access to the best life saving equipment possible. As part of its ongoing commitment, in the last financial year, Variety has generously donated vital pieces of equipment and software including:

- two portable ventilators, which allow patients who require long-term breathing support to be safely ventilated in a general hospital ward or at home under the supervision of the ICU team.
- a software upgrade, which generates a detailed analysis of a patient's condition so that ICU staff can quickly respond in an emergency situation.
- 21 high-tech lights, which provide high intensity illumination above each ICU bed to aid ICU staff in carrying out precise procedures during delicate surgery.
- a transport monitor, so that the ICU team can continue to monitor and record the vital signs of patients, even when they are transferred to other areas within the Hospital such as operating theatres or the emergency department.
- flow sensor upgrade for two ventilators, so that ventilators can deliver optimal breaths to the smallest premature infants via a highly sensitive trigger device.

For children like Georgia, Variety's support is critical. Georgia spent 5 days being treated in ICU following a kidney transplant, where she was surrounded by so many machines keeping her alive that she nicknamed her bed "the Christmas tree". The lucky recipient of a kidney from her father, Georgia's body fought day in and day out to accept the kidney.

Georgia's mum, Louisa, said: "She had kidney failure from birth so we knew that she had to have a transplant at some stage and we were so relieved when we discovered my husband, Kevin, could be a potential donor. Even so, it was difficult to see Georgia on so much medication in the ICU isolation room. We are so thankful to the wonderful ICU team and the specialised equipment that has enabled Georgia to be doing very well just over one year after her transplant."

Georgia is now 8 years old, back at school and full of energy, thanks to much needed community support from Variety. Without Variety's support, the hospital could not offer such world class award winning care for its precious young patients.





Variety has always welcomed applications for individual children with a specific need. Variety's Freedom program is the gift of independence and self-esteem, mobility and communication, confidence and smiles. Freedom for individual children is manual and electric wheelchairs, walking frames, special tricycles, communication computers and aids, suction human hair wigs for kids with alopecia, autism companion dogs, vehicle modifications for wheelchairs, bath and shower chairs, commodes, sleeping positioning systems, muscle strengthening equipment and wheelchair hoists to name a few.

Sometimes, it's the small things that make a really big difference. A specially adapted car seat costing just a few hundred dollars, for example, may mean that a family with a disabled child can finally go on trips as a family.

Variety recognises the huge demands, both emotional and financial, that caring for a child who is sick or has special needs can make. We can't remove that burden but we do make life easier for families in difficulty by providing vital daily items that are often overlooked and yet can add up to many thousands of dollars each year. Variety works with families and their medical teams to make sure the right equipment goes where it will make the most difference.





SCHOOL BUS

SOCIETY sunshine cooch

AP-79-WB
NEW SOUTH WALES

FUSO



Literally bringing sunshine into the lives of many thousands of children each week, the almost 1200 Variety Sunshine coaches across Australia are one of the best known aspects of Variety's support for Australian children, perhaps because they are the most visible. Variety Sunshine Coaches have become a powerful symbol for what children who are disadvantaged by distance, social circumstance or are being sheltered and school children with special needs, can achieve when given the opportunity to explore the wider world.

Variety Sunshine Coaches have allowed generations of young Australians to experience and explore, to be curious, to bond with parents, teachers and carers and to feed their minds and fire their imaginations.

Sunshine coaches are presented to organisations that support children who are disadvantaged or have special needs. Many coaches have special modifications for wheelchair access and carry. For the schools and community groups who use them, Sunshine Coaches mean much easier provision of a whole range of activities, including sports, educational and cultural visits, community and life skills projects.

Each Sunshine coach represents a team fundraising effort between the school or organisation, Variety the children's charity and corporate or individual sponsors. Sunshine coaches are a very popular and far reaching way for generous donors to give something back to their local community.





Variety believes a wheelchair should not be allowed to prevent children from living every day to the full. Through the Variety Liberty Wheelchair swing program, no longer does being in a wheelchair mean kids miss out on the pure fun and exhilaration of swinging.

For most of us, childhood visits to our local playgrounds are cherished memories, but many children in wheelchairs have not enjoyed the simple pleasure of swinging through the air and feeling weightless. Until you witness the pure joy and delight on these kid's faces when they do, you cannot believe the difference Variety Liberty Wheelchair swings make to children confined to a mobility device.

Variety, the children's charity is committed to working with local communities, schools and councils to ensure children across Australia have access to a Variety Liberty Wheelchair swing and can experience this simple joy. Variety also has mobile Liberty Swings available for school and children's organisations functions and fetes.

Swing into action and support Variety's Liberty Wheelchair swing program.







Do you remember your first carnival ride? First stage show? First time you saw the sea? Over the past 30 years, variety@work has been responsible for thousands of “firsts” like these. It is a privilege to light up the lives of children who may have very few other chances to discover what fun the world can be and how many possibilities it offers.

Expanding children's horizons is a vital part of their education. Working in partnership with theatres, cinema's, attractions, ice rinks, zoo's, services clubs, museums, harbour cruises, go kart tracks, surf clubs and through unflagging support of volunteers, companies and corporate supporters, variety@work has organised unforgettable days for tens of thousand of children.

Christmas parties, each catering for up to 5000 children who are disadvantaged or have special needs, are arranged across the country each year. Age appropriate present bags are provided for each child and for some, this is the only Christmas present they will receive that year.

For a small financial outlay, corporate social responsibility and company community programs can host a variety@work outing, making a world of difference to a child's life. Days can be tailored to requirements. It isn't only the kids who laugh and smile, staff volunteers and supporters laugh and smile along, gaining immense satisfaction from the experience.





Variety's Future Kids program works hard to help children and young people feel empowered and liberated to do and be what they want to be. Future Kids provides opportunities for children who are disadvantaged or have special needs to learn more about the world and more about themselves, in the process raising their aspirations and prospects for the future.

Future Kids enables children with intellectual or physical disabilities to positively transform their communication, learning ability and academic performance. Children with autism often have far greater success processing information presented visually rather than verbally. Visual communication devices such as Boardmakers can make a huge difference to their world and that of their family and teachers.

Fostering talent in sports, arts, drama, music and academia for children who are isolated, disadvantaged or have special needs is an important part of the Future kids umbrella. The Scholarship program provides each child up to \$5,000 per year for a maximum of 3 years and may cover tuition fees, equipment costs, personal development, travel and accommodation.

At a grassroots level, Variety's Future Kids program allows volunteers and corporate supporters to provide experiences and fun under the variety@work program. These include outings, disco's, Christmas parties, wheelchair ice skating, ten pin bowling and visits to attractions.



For a young person with a disability, sport is so much more than just a game. It is a priceless opportunity to make new friends and build self-esteem in a supportive community of peers. For a growing child with complex and constantly changing needs, a comfortable wheelchair that fits both their body and their lifestyle can genuinely transform their life, but these are expensive pieces of equipment.

Keegan is an amazing young man who was born with Arthrogryposis and uses a wheelchair to fully function day to day and maintain his independence. Keegan is a recipient of a Variety scholarship which enables him to purchase much needed equipment and assists in the cost of travel and accommodation involved with wheelchair tennis and basketball. Just a couple of Keegan's achievements include:

- Plays basketball with the NSW junior wheelchair squad, national senior wheelchair league with the Sydney Wheel-Kings and the under 19 national squad, who are targeting the 2013 World Championships.
- Represented NSW in the Australian Youth Paralympic Games in 2009, achieving Bronze in Basketball and Silver in tennis
- Won a Silver medal for the Australian Wheelchair Junior Tennis squad in the World Team Cup in the UK in 2009
- Currently ranked number 2 in Australia and number 9 in the world for Junior Wheelchair Tennis
- Won the Israel Junior Wheelchair Tennis Open, defeating Australia's number one player in the process

"I am truly grateful for the support of everyone at Variety, not only through the scholarship, but the encouragement I have received from everyone I've met within the organisation. I can truly say that because of Variety I am living my dreams and having an absolute ball in the process. As my motto goes... Just give it a go!!"

Your support can help many more young people like Keegan achieve their dreams.

how we helped in 2010: new south wales



Programme	Subcategory	Total Value Granted
<p>freedom</p>	Bathroom Modifications Bedroom Modifications Communication Aids Feed, Nappies & Medical Hoists & Positioning Systems Vehicle Modifications Walk & Stand Wheelchairs Human Hair Suction Wigs Assistance Dogs Camps Other Total	\$862,654
<p>future kids</p>	Communication Aids Group computers, educational equipment, Group toys, parties, Individual computers, educational equipment Individual toys, parties School Sensory Equipment School Modifications Other - BASH Total	\$246,824

Programme	Subcategory	Total Value Granted
<p>caring for kids</p>	Hospital Equipment Sensory & Garden Other Total	\$187,428
<p>liberty swing</p>	Total	\$162,670
<p>scholarships</p>	Total	\$27,470
<p>sunshine coaches</p>	Total	\$860,000
Grand Total		\$2,347,046



how we helped in 2010: national



National Programme	Subcategory	Total Value Granted
<p>freedom</p> <p>freedom program mobility, communication & experiences</p>	<p>Bathroom Modifications Bedroom Modifications Communication Aids Feed, Nappies & Medical Hoists & Positioning Systems Vehicle Modifications Walk & Stand Wheelchairs Human Hair Suction Wigs Assistance Dogs Camps Other Total</p>	<p>\$3,522,761</p>
<p>future kids</p> <p>future kids program education, experiences & play</p>	<p>Communication Aids Group computers, educational equipment Group toys, parties, Individual computers, educational equipment Individual toys, parties School Sensory Equipment School Modifications Other - BASH Total</p>	<p>\$5,325,426</p>

National Programme	Subcategory	Total Value Granted
<p>caring for kids</p> <p>caring for kids program hospital care, services & equipment</p>	<p>Hospital Equipment Sensory & Garden Other Total</p>	<p>\$612,789</p>
liberty swing	Total	\$272,541
scholarships	Total	\$154,883
sunshine coaches	Total	\$2,107,981
Grand Total		\$12,201,027






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how we raise the money

Variety's donor's, supporters and volunteers are the ones who enable Variety, the children's charity, to do what it does, provide help to those Australian children and young people who need it most. The money that Variety's individual donors, corporate donors and supporters raise goes straight into making a difference in kid's lives.

Whatever you are interested in, Variety has something for you. Whether it is attending a gala dinner or delicious lunch, running a marathon or fun run, outstanding boating events, trekking exotic locations, 4WD adventures or driving the outback in old cars on the famous Variety Bash, Variety has a diverse calendar of ways to be involved.

Variety aims to ensure maximum return goes into providing help where help is needed for kids and young people across Australia. Variety is not a fiercely campaigning organisation, we simply focus on giving direct equipment support to children and their support organisations. Money raised from your generous donation, regular or workplace giving donation, no matter how small, attendance or participation in a Variety event or activity will go directly towards continuing Variety's vital work.

For companies, there are many ways you can support Variety's essential work, including work place giving programs, event sponsorship, staff fundraising, event participation or hosting a company golf day or function.





motoring events

In June 1985 businessman and philanthropist, Dick Smith, took a group of mates for a drive in the outback, from Bourke, NSW to Bourketown in Queensland. Expecting to raise a few thousand dollars for charity, Dick charged to enter, encouraged bribery of officials and fined people if they took the Bash too seriously. The first Bash raised \$250,000 for Variety and 26 years later, the iconic Variety Bash has raised over \$110 million net for Australian children who are sick, disadvantaged or have special needs, becoming by far Australia's most successful charity motoring event.

Never the most direct route from A to B, the Variety Bash is a celebration of eleven months fundraising by Bash teams and a chance for Bashers to see their funds at work in the rural communities and regional areas the Bash passes through. This travelling carnival provides an economic boom for these rural and smaller regional communities through equipment presentations to schools and hospitals, such as infant resuscitation dolls, as well as food, fuel and accommodation expenditure by Bash teams. Bash teams fund their own vehicles and expenses in addition to the funds they raise and donate to Variety. Not only is the Bash a drive in the outback with mates in themed and dressed up old cars, it is fantastic fun and one of Variety's most successful fundraisers.

Variety runs Bash events in all states and the Northern Territory and a second smaller Bash in NSW starting and finishing in Newcastle. The Bash is not a race or rally and speed is not important. What really matters is that everyone has a great time travelling to parts of Australia they may not otherwise see, experiencing Australia's vast outback and its colourful characters.

The Variety Bash... you've just got to do it!



motoring events

Turn the key, start your engine and escape the 9 to 5 routine! Get off the beaten track in style, exploring scenic vistas, craggy mountain tracks, sweeping ocean views, sandy creek beds, sand dunes, fire trails and country dirt roads on the Variety 4WD Charity Adventure.

Combine fabulous scenery with exceptional food and wine, fun and entertainment to have the time of your life, all in the company of a small group of like minded people.

The 4WD Adventure is designed for both the 4WD enthusiast and those who harbour a desire to find out what their 4WD can really do in a safe, well supported environment, where everything is organised for you, from great accommodation with no camping, to superb meals.

The Adventure is ideal for husband and wife teams or groups of mates to get away from the daily grind and enjoy Australia's stunning country, meet bush characters and enjoy first class hospitality while supporting Variety's work with Australian children who are sick, disadvantaged or have special needs.

For the time of your life and satisfaction of helping kids less fortunate, join the Variety 4WD Charity Adventure.



variety round australia yacht race

Pitting Australia's and the world's best yachting names, boats and teams in contest, the Variety Round Australia Yacht Race is 5 months of racing action, from modest yachts to super-maxi's, battling it out over 12 race legs circumnavigating Australia. The Variety Round Australia Yacht Race represents the first time a major national sailing event has aligned with a major national children's charity to make a difference to children in need.

This major sporting event will capture the world's imagination and with start and finish lines in every state, this is racing on a grand scale providing a better future for Australian kids.

variety splash

Get wet, splash out and dress up your cruiser, yacht, houseboat, tinnie or canoe and enjoy a great weekend of water fun on a Variety Splash. This family friendly tour around Australia's great waterways, such as Lake Macquarie for the Newcastle Splash, is a long weekend of fun, indulgence and frivolity.





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the children's charity
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must do events

Be a claus for our cause.

Imagine painting the town in a sea of red, white and smiles as you run, jog, walk, hop, skip, roll and ho, ho, ho through Australian cities and towns with thousands of other Santa's in what has rapidly become a must do tradition, the Variety Santa Fun Run.

Embodying the season of giving, Variety actively encourages school groups, work teams, family groups and kids of all ages and abilities to pull on their Variety supplied Santa suit and join what is the most festive fun run of the year!

The spirit of the event is about taking part, regardless of your age, background or ability, not winning. Variety Santa's raise much needed funds to help Australian children by seeking sponsorship of their "run" from companies, family, work mates and friends.

Grab your Variety Santa suit, your smiles and laughter, your community spirit and join the Variety Santa Fun Run. Enter by registering at www.varietysantafunrun.com.au





dinefor
kids



priceless

Variety's legendary dinner and lunch events provide priceless experiences for those who attend and priceless life improvements for the Australian children who benefit because of your attendance.

Dine for Kids transforms venues into a vibrant culinary affair; a relaxed afternoon of effervescent entertainment, celebrities and fun side by side with a magical children's party.

Long in venue and long in time, the **Wharfies Long Lunch** stretches from one end of Woolloomooloo Wharf to the other and an entire afternoon, finishing with a grand after party till the wee small hours.

You back a winner every time at Variety's vivacious **Melbourne Cup Luncheon** where you race to help Australian kids in need and enjoy fine food and wine, TAB facilities and dancing. A delightful children's party for 80 lucky kids is held in conjunction.

Dress to impress for less at the **Variety Op Shop Ball**, a pulsating night of energetic fun and frivolity with music spun by famous DJ's, dancing, lively entertainment, drinks and nibbles.



excite your senses

An evening of tasty twists and surprises, the Variety of Chef's dinner is a gastronomic extravaganza for all you foodies out there, a chance to see spectacular entertainment and take part in silent and live auctions for money can't buy prizes, such as one of the renowned chef's cooking at a private function in your home.



Each year a group of Australia's premier chef's 'cook for a cause' in sumptuous surroundings, creating specially designed culinary masterpieces, complimented by fine wine, great company, fashion, music and humour.

Hosted around the country, Variety of Chef's embodies Variety's trademark hospitality and fun while raising funds for Australian kids in need and has become a highlight on social calendars around Australia.



how you can help

Regular Giving

Regular donors give an amount of their choice each month. Big or small, regular giving adds up and this known, recurring income allows Variety to plan, for and commit too, sustainable long term projects like Variety's Vision for Life program or the installation of an All Abilities Playground.

Workplace Giving

Many companies have Workplace Giving programs in place. Workplace giving is like Regular Giving but employees sacrifice an amount from their wages each week or month before tax, instead of claiming a deduction in their tax return. Through their corporate social responsibility programs, many companies match these contributions dollar for dollar. Known regular income from Workplace Giving is vital for Variety to commit to larger long term projects.

Bequests and Legacies

Make the gift of a lifetime. Naming Variety, the children's charity as a beneficiary in your Will is one of the most generous and significant legacy's you can leave. You can specify an amount, an asset, a percentage of your estate or life insurance policy as examples of ways you can create a better life for the next generation.



how you can help

Trusts and Foundations

Charitable Trusts and Foundations provide crucial income for Variety's work with Australian children. Variety welcomes the opportunity to submit applications to charitable Trust and Foundations that support children who are sick, disadvantaged or have special needs.

Corporate Support

Variety provides a wide range of opportunities for companies and their employees to engage with Variety's cause. Sponsorship of a Variety Event, Liberty Swing or Sunshine Coach, sponsorship of, and volunteering at, a variety@work children's day, pro bono work, work place giving or charity days and general volunteering at Variety events or functions. Many corporate partners will also donate funds towards a Variety program such as Variety Vision for Life or Freedom programs.

Donating

Regardless of the amount, your donation can help change the life of an Australian child. Donations can be made in person, by phone or fax, at the Variety web site or at events and functions. The purchase of an item from Variety's wish list of outstanding appeals is another way you can make a difference.



Photo courtesy of Angelo Sgambati



variety invites you to take the trip of a lifetime

Tick two amazing experiences off your "must do" list, experiencing the adventure of a lifetime and helping Australian children who are sick, disadvantaged or have special needs. Partnering with Inspired Adventures, in 2010 Variety hosted incredible treks to the Kokoda Track, the Great Wall of China, the mystical lost city of Machu Picchu Peru, and, the highest peak in Africa, Mount Kilimanjaro in Tanzania.

For 2011, Variety invites you on three more fantastic experiences, two treks and a chance to run the New York Marathon.

Unearth magnificent mountains, spectacular valleys and hidden forests, experience vibrant village life drinking chai with local villagers and visit Dharamsala, home of the Dalai Lama, on Variety's Northern India Challenge. Departing Saturday, September 3rd and returning Wednesday September 14th 2011, you will be intoxicated by the sights and sounds and inspired by your achievement.

Follow in immortal footsteps as you climb to the top of Mt Bellemy for stunning 360 degree views, forge through swampy wetlands and stubborn rivers and encounter living history on the challenge of a lifetime, the Kokoda Track in Papua New Guinea. Departing Saturday, October 1st and returning Tuesday October 11th 2011, you will learn fascinating history and experience where Australian soldiers fought epic battles.

"If you're wanting to challenge yourself and be part of a great cause, definitely get involved. It's a life changing experience in many ways. Don't thinkjust do it! Shane

For a brochure or further information, please contact Variety on 1300 4Variety.



variety
NEW YORK
marathon



one of the world's most sought after tickets, the legendary new york marathon

Imagine your heart pumping and your senses alive as the gun fires, starting your run from Staten Island. The Statue of Liberty is visible to the left as you pace yourself through Brooklyn and Queens before crossing the Queensboro Bridge into Manhattan.

Now you're moving south toward the Empire State building before banking right on 90th Street into the world famous Central Park. Feeling more alive than you ever have, you cross the finish line wearing the biggest smile possible.

You've completed 42km and 1 life changing experience, the New York Marathon!

Departing November 2nd 2011 and returning November 11th 2011, there will be ample opportunity to explore one of the world's most exciting city's famous sights, sounds and tastes.

Entry to the New York Marathon is by ballot and positions are extremely hard to secure. Only 10 positions for November 2011 are available, so don't hesitate, talk to Variety now on 1300 4Variety and book your spot today.

"Do it! It's a great way to feel good about doing something to help your community and also a great personal challenge". Anna



Kmart has extended its community program to offer greater support to children and families helped by Variety, the children's charity.

Helping local kids achieve their full potential is what inspired Kmart to launch a new joint venture with Variety. "Kmart is very pleased to offer our customers the opportunity to support Aussie children through Variety" said Kmart's General Manager of Corporate Affairs. "It's such a great feeling to know your loose change is going where it is most needed"

With Kmart's focus on supporting local communities, funds raised through the generosity of Kmart customers helped children attend Variety's Goanna Park Camp for children with special needs, helped fund a Sunshine Coach for a special school and helped give children scholarships under Variety's Future Kids program.

The Variety coin collection initiative is an extension of Kmart's community program, which supports community groups to continue their vital work. Last year, Kmart assisted these community groups, including Variety, with millions of dollars in support.



The Vodafone Foundation is committed to supporting children and young people's charitable organisations, like Variety, to help children reach their full potential.

As Variety, the children's charity is dedicated to transforming the lives of children with special needs, Vodafone feels privileged to have been supporting Variety for several years now and including Variety as an official Vodafone Foundation partner. The Vodafone Foundation has supported Variety with volunteer staff for the amazing Variety Children's Christmas Party, Variety Radiothon and other events.

Vodafone sponsored and helped develop an SMS bidding system from mobile phones for Variety event silent auctions. For team engagement, Vodafone has fielded teams and cars in the Variety Bash and promoted the Variety Treks to staff.

We pride ourselves on creating unique and exciting opportunities for Vodafone people to connect with, and make a difference to, the kids supported by Variety and we look forward to helping more children in the future through our partnership with Variety.





The Laminex group has been associated with Variety for over three years, taking great pride and honour in being involved with this great organisation.

Variety knows their business and the best way to help the wonderful children, parents, teachers and others who need our support and assistance. What particularly attracted Laminex to support Variety is the tangible help they provide over such a wide range of circumstances and that they work closely with us to ensure maximum benefit to the children.

Our staff, customers and suppliers have all played a significant role in supporting Variety, becoming as engaged as we are. Our staff are the heroes of our fundraising, planning, organising and running events that have contributed well over \$120,000 to fund Liberty Swings and Sunshine Coaches.

Laminex supports Variety events by providing on stage kitchens for the Variety of Chefs evening and also donated two new kitchens for the Variety Sydney office. Laminex is immensely proud of our achievements with Variety. When receiving a Laminex sponsored Variety Sunshine Coach for his school, one teacher quoted Albert Pike:

“What we have done for ourselves alone dies with us; what we have done for others and the world remains immortal”. We couldn’t agree more.

Laminex[®]
Inspire your space

Westpac is a proud supporter of Variety, the children’s charity.

Over a number of years, Westpac has partnered with Variety on various initiatives designed to help raise awareness of the Variety brand and the work it does, as well as, help Variety become more operationally sustainable via Westpac’s on line solutions.

Variety’s national coordinator explains: “Variety needs a bank that is not just a strong financial partner but one that is active in both the local community and in our cause. Having employees in the Westpac group participate in our fundraising activities both delights us and excites us because we know these people are passionate about helping Australian children.”

Working with Variety aligns well with the passion Westpac staff have for the Variety’s cause. Westpac staff have volunteered in a number of fundraising initiatives including The Bash, Variety Workplace Challenge, Children’s Christmas Party and the Santa Fun Run.

Variety is a charity that Westpac employees are passionate to be associated with. Julianne Brezovic from the Social Sector Banking said “The difference that Variety makes to the lives of the children they help is amazing. It has personally been very rewarding to be part of their initiatives.”





Apart from winning the odd service award when we have time to enter, Allied Express proudly supports charities like Variety.

Allied Express is the largest, independently owned courier and express freight company in Australia with offices in all major mainland capitals but, like many successful companies, it's what we do beyond the service we advertise that sets us apart and defines us.

Allied Express is a proud partner of Variety, the children's charity, providing pickup and delivery of event assets, donations and general transport.

Variety's event manager commented "We rely on Allied Express to deliver backdrops, banners and event assets safely and on time and then pick them up and return them to the Variety office. They have never let us down and have saved Variety many thousands of dollars in freight that we are able to put towards purchasing critical equipment for Aussie Kids. I don't know what we would do without them, Allied are unsung heroes of the kids."

Variety is extremely grateful to Allied Express for all the work they do on an almost daily basis for us. Their partnership makes an enormous difference.



Previously Adrenalin had supported multiple charities with donations and prizes, however, we questioned how effective our donations would really be when divided into smaller amounts.

Our search for a charity to support led Adrenalin to Variety. What really differentiated Variety was the very high amount of each dollar we donated actually reaching the children in need.

Adrenalin sells gift experiences like V8 Race car rides and hot air balloon flights on line from our web site, adrenalin.com.au, as well as staging corporate events and incentive travel like a recent "Flight to the Edge of Space" in Russia. Variety's Santa Fun Run was a perfect fit to our business. We thought this was great fun concept and believing it would capture the public's imagination, became the Platinum sponsor nationally for the event.

Adrenalin helped coordinate media stunts, such as abseiling Santa's down the Four Seasons Hotel, as well as events for children, including Jet Boat rides and Porsche hot laps.

The Variety Santa Fun Run is a fantastic event and the Variety team have been a delight to work with. Adrenalin is looking forward to a long partnership with Variety and the Santa Fun Run.



nick Jr. Dora's
**Beyond
the BACKPACK™**




Variety teamed up with **Dora the Explorer** and her celebrity friends to raise money for **Variety's Future Kids Program** to give kids in need the gift of education and achievement and prepare them for their biggest adventure, their future! Through the **Dora's Beyond the Backpack** initiative, Nick Jr. produced a series of limited edition Dora Backpacks personally designed by celebrities **Salma Hayek, Shakira, Heidi Klum and Slash**.

The auction was promoted via a campaign across the Nick Jr. network including a 60 second TVC on the Nick Jr. channel; a micro web site and banner ads at Nickjr.com.au; auction pages on eBay and an E Newsletter to the Nick Jr. database. The value of the campaign was over \$115,000. Nickelodeon Australia's affiliate and consumer product partners also supported the campaign with E News letters to their client bases, internal staff and call centres plus editorial on the Foxtel and Austar website and in the Foxtel magazine. A joint press release was distributed for media to publicize the auction plus an AAP story for pick-up and a mention on Sky News. Dora also made an appearance at the Variety Santa Fun Run to show support for Variety and help promote the Backpack auction.







chairman's message

When you help a child, you help a family. When you help a family, you help a community. When you help a community, you help a nation. Variety, the children's charity is a national charity helping locally via our three umbrella programs; Freedom, Caring for Kids and Future Kids. Importantly, Variety is there when it's needed most, like our new Care for Kids program, Variety Vision for Life, which will literally save the lives of regional and rural children, from premature babies to farming accident or motor accident victims.

Variety is rightly famous for its innovative, spectacular events and fundraising initiatives but what we are most proud of is our history and ongoing success in providing a very real positive impact on the lives of generations of Australian children.

Through Variety, people from all walks of life can experience the joy and satisfaction of helping Australian children with a range of critical needs as diverse as the kids themselves. On behalf of the children and their families, my heartfelt thanks to everyone who supports and assists Variety achieve its amazing results. It wouldn't be possible without you.

Bruce Newey
Chairman Variety NSW



general manager's message

Can you make a difference? Will you make a difference?

I hope your answer is yes to both these questions. Your support, no matter how large or small, combined with the support of others, will enable Variety to be there for Australian children who are sick, disadvantaged or have special needs, now and in the future.

For many children Variety is there when no one else is. When 4 year old Amber took her first steps, it was in a Variety funded walking frame, when a special needs school couldn't transport their student's, Variety was there with a Sunshine Coach, when 8 year old Daniel laughed uncontrollably, it was at the thrill of his first swing on a Variety Liberty Wheelchair Swing, when the children's hospital needed vital monitoring equipment, Variety purchased it. When specialist city children's doctors needed a video vision system to treat remote location children, Variety launched the Vision for Life program. For thousands of children each year, Variety is there when they need it most. By supporting Variety, you are there too!

David Small
General Manager



At an evening hosted by Government House, Sydney, in April 2010, Variety celebrated 35 years of thank you letters and emails. Here are just a few:

"I love my Motomed and am so glad Variety was able to help me get this. I have a dream of one day being able to walk. I know this dream will come true if I keep working hard and have the support of such a caring charity as Variety." **Tayla**

"Stephanie talked for days about the lovely fun she had at the Variety Christmas Parties and Kids Melbourne Cup Parties she has been so privileged to attend. Thank you giving my princess some joy". **Camille, Stephanie's mother**

"A huge thank you to Variety for providing hundreds of Australian families and communities with equipment for children's physical needs as well as their social needs" **Jayne, Jessika's mother**

Variety, the children's charity is embracing the next 35 years with enthusiasm, courage and determination to empower the ever increasing number of children who are sick, disadvantaged or have special needs. Please join us.



governance summary

Variety Australia is committed to the highest level of governance and risk management to ensure the future sustainability, growth and success of the organisation.

Variety promotes a culture of transparency, honesty, teamwork, and social responsibility throughout the organisation, providing a platform to guarantee Variety can continue its core purpose of providing real world opportunities and outcomes for all Australian children who are sick, disadvantaged or have special needs, empowering them to live, laugh and learn.

Examples of published Variety policies include: Code of Ethics, Conflict of Interest, Environmental, Access and Equity, Fraud and Risk Management, Transparency and Accountability, OH&S, Appeals and Grants, Grievance and Dispute and Communications.

Variety maintains a leading edge national web site at www.variety.org.au where people can access information on Variety's operations nationally and state by state including a scope of the children Variety helps under its three umbrella programs, fundraising and community event information, sponsorship opportunities, single or regular giving donation options and most importantly,

grant applications forms to request help for an individual child or children's organisation from Variety nationally or in your state or territory.

Variety Australia takes ethical and responsible decision-making and actions very seriously and is determined to ensure the health, safety and welfare of its staff, volunteers, event participants, contractors, visitors and children. Variety Australia aspires to minimise its impact on the environment and to maximise the effective use of resources.

The financial result of every state and territory and Variety Australia is independently audited each year.

Variety Australia is a result driven organisation, providing tangible and measureable outcomes for children and in all activities it undertakes. Variety Australia strives to be totally inclusive, engaging with the needs of children who are sick, disadvantaged or have special needs from all backgrounds and in all areas of Australia.

Variety Australia advocates and believes strongly in the right of every Australian child who is sick, disadvantaged or has special needs to be given every chance to recover, grow, prosper, maximise ability and reach their full potential.

2010 variety nsw board of directors

Bruce Newey	Chairman Executive Committee Motoring Events Committee Liberty Swing Committee Vision for Life Committee
Geoff Davis	Deputy Chairman Executive Committee Motoring Events Committee Newcastle Committee
Amanda Mead	Appeals Committee Chair Executive Committee Vision for Life Committee
Duncan Ross	Treasurer Finance / Income Committee Chair Vision for Life Committee Risk and Governance Committee Chair
Frances Martin	Young Variety Committee Finance / Income Committee
Russell Irving	Vision for Life Chair

Peter Hebbes AM	Motoring Events Committee Chair Branding Committee Chair
David Kirk	Corporate Partnership Committee Chair Media Partnership Committee Chair
Allan Edworthy	Future Kids Scholarship Committee Chair Membership Committee Chair Junior Variety Committee Chair
Paul Mullaly	Sunshine Coach Committee Chair
Greg Edwards	South Coast Committee Chair
<i>Retired during 2010</i>	
Tony Newham	Risk and Governance Committee Chair

2010 non board director committee chairs

Tony Tamplin	Newcastle Committee Chair
Alan Samuels	Liberty Swing Committee Chair
Margaret White	Variety@work and LoV Chair
Bernt Schindler	Young Variety Committee Chair

2010 variety australia board of directors

Jack Cannons AM	National Chairman
John Catarinich	National Deputy Chairman (Australia)
Peter Currall	National Deputy Chairman (International)
Bruce Newey	NSW Chairman
Rod Collins	Victorian Chairman
Peter De Cure	South Australian Chairman
Richard Nevins	Queensland Chairman
Ennio Tavani	West Australian Chairman
Sharon Winks	Northern Territory Chairman
Mike Wisby	Tasmanian Chairman

history of variety, the children's charity

Variety's enjoys a vibrant history of achievement and can do for Australian kids and believes in real world solutions, outcomes and putting the fun in fundraising.

Originally known as the Variety Club, Variety the children's charity Australia was established in April 1975 with actor, Paul Hogan, as the first Chairman, however, Variety's genesis dates back to Christmas Eve 1928 in Pittsburg where a group of theatre performers, known as the Variety Club, were playing cards backstage in the Sheridan Theatre when they heard a child whimpering. Investigating the source of the noise, they found an abandoned baby girl with a note from her mother pinned to her clothing:

"Please take care of my baby. Her name is Catherine. I can no longer take care of her. 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. Signed, a heartbroken mother."

When all attempts to find Catherine's family failed, the group agreed to underwrite the little girls support and education, proud that a distraught mother had entrusted her child to them. The resulting publicity put the Variety Club of Pittsburg on the front pages of newspapers across the USA. So great was the support that flooded in, the Variety Club established a children's charity to assist all children who were disadvantaged or have special needs. In 2004, Variety changed its name from Variety Club to Variety, the children's charity, better reflecting the strong belief and vision Variety has for Australian children. Since 1975, Variety has granted over \$180 million in equipment across Australia.









2010 Variety Santa Fun Run finish at the Sydney Opera House



Variety, the children's charity

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