



variety[®]
the children's charity

Fundraising Guide

TABLE OF CONTENTS

♥ G'day!	3	♥ Spread the word	8
♥ About Variety	4	♡ Emails	8
♥ How your support helps	4	♡ Social Media	9
♥ Getting Started	4	♡ Resources	10
♡ Activity Ideas	5	♥ The serious stuff	11
♡ Event Ideas	6	♡ General	11
♡ Up for the challenge?	7	♡ Permissions	11
♡ Employee Matched Funding	7	♡ Use of Variety's brand	11
♡ Cause Related Marketing	7	♥ Managing the money	12
♡ Celebration Donations	7	♡ Online Fundraising	12
		♡ Depositing Funds	12
		♥ Thank You	13
		♥ We love a chat!	13

G'day

Thank you for fundraising for Variety and helping to give 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.

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

thank you!



♥ About Variety

We believe all 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. 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 NSW that paid for therapy sessions.

Eva's mother, Katherine, 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."*

♥ Getting Started

There are lots of different ways to raise funds for Variety.

Have a think about what ideas suit you – both your style and interests, as well as the time you can contribute to it. Above all it has got to be an experience that you'll enjoy, as that will help to inspire others to support you.

Once you have a clear idea about the fundraising activity you'd like to run, please complete the Event Registration form on our website -

<https://www.variety.org.au/nsw/get-involved/fundraise/register/>



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.

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.



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 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.

Employee 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: <http://everydayhero.com.au/event/varietyfundraising>

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@varietyNSW.org.au



Spread the word

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.

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.



Donation Email Example

We've put together a sample to help get you started, but make sure you take a little time to personalise it!

SUBJECT: I'm proudly supporting Variety – the Children's Charity!

Dear <name>,

I've decided to fundraise for Variety – the Children's Charity by <insert event/activity>. This cause means a lot to me as <insert why you're fundraising for Variety> and am really excited about making a difference for Aussie kids in need!

Variety – the Children's Charity is a national non-profit organisation committed to empowering Australian children who are sick, disadvantaged or have special needs to have a fair go!

I would really appreciate it if you would support me by donating at my online fundraising page. I'm aiming to raise <target> so don't be shy, every little bit counts!

- \$50 can send a child to the Variety Kids Christmas Party, bringing them love, laughter and fun at a time when they need it most
- \$300 can help pay for several physiotherapy sessions for a child with cystic fibrosis
- \$1,000 can give fun and freedom to a child living with a disability with their own customised tricycle

You can donate at my fundraising page by clicking this link,
<cut and paste the URL link to fundraising page>

Thanks for your support in advance. Together, we can help Variety give kids a fair go!

Thanks so much,

<your name>

Social Media

Now we're ready to go bigger and better! Social media is a great way to reach as many as possible. After you've got a few donations on your tally you're ready to make it official on social media.



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 have put together a few images you can use, head to variety.org.au/nsw/resources/social-media/



Content

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

Facebook: **@VarietyAU**

Instagram: **@varietyaustralia**

Twitter: **@VarietyAU**

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 get a fair go! #VarietyAustralia
- ♥ Each year, thousands of kids and their families turn to @VarietyAU for support when they need it most. That's why I'm raising money for #VarietyAustralia
- ♥ @VarietyAU helps children overcome the obstacles they are facing and live life to the fullest. Help me support them! #VarietyAustralia



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!



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 can be downloaded from
variety.org.au/nsw/resources/posters/

How Variety helps 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....

39,302
Children in NSW/ACT directly impacted

10.6m
Raised this year to support kids in need

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

I'm supporting
variety
the children's charity

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 Event Registration form on our website -

<https://www.variety.org.au/nsw/get-involved/fundraise/register/>

We will then be in touch and confirm any documents you may need for your fundraising.

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:



PANTONE Merchandise, Caps, Shirts
CMYK Printed collateral eg. flyers
RGB Digital collateral eg. Facebook
HTML Website and Enews

PANTONE 485
CMYK 0,95,100,0
RGB 226,35,27
HTML #EE3123

PANTONE BLACK
CMYK 0,0,0,100
RGB 0,0,0
HTML #000000

PANTONE WHITE
CMYK 0,0,0,100
RGB 0,0,0
HTML #FFFFFF

Marketing Materials Approval

Any marketing materials must be submitted to Variety for approval (fundraise@varietynsw.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 NSW 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 the following account:

Account Name: Variety the Children's Charity NSW - Gift Account

BSB: 032 020

Account number: 208569

Reference: Your name and event description

Cheques

For returning cheques, please ensure cheques are made out to

Variety - the Children's Charity NSW. Then post to:

Variety - the Children's Charity

47 Herbert Street

St Leonards NSW 2065



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 NSW 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 02 9819 1000 or send an email to fundraise@varietyNSW.org.au

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

