



Impact Report 2018/19



EQUALITY | COMMUNITY | ACTION | JOY

The Why

Our vision at Variety is for all children in Australia to attain their full potential, regardless of ability or background. We're passionate about all kids deserving a fair go.

In NSW there are 46,000 kids living with a disability, with 1 in 5 not receiving NDIS support. 1 in 7 kids are living in poverty - kids who have a higher chance of health and behavioural problems, and are less likely to finish school. Through our grants, programs, scholarships and experiences, we support these kids when they need it most.

This year we impacted the lives of 30,392 kids, granting \$3.73m. We're very proud of our impact, and it's only through the tireless support and generosity of so many that we are able to help as many kids as we do. Our Bashers, Dashers and 4WD Adventurers collectively covered over 8,600 km this year

to raise over \$3m to help kids in need. Our partner Woolworths reached an important milestone of \$10m fundraised through Woolworths' stores since our partnership began in 2013. The team at G.J. Gardner Shoalhaven and their local community raised over \$400,000 when the latest Variety G.J. Gardner Freedom House went under the hammer. Our Hair with Heart program received 7,109 hair donations this year, with \$1.57m raised.

These are just a few examples of the amazing support we have received and we thank everyone who has contributed in many different ways.

To all of Variety's supporters - our donors, fundraisers, volunteers and partners - thank you for being such an important part of our wonderful community.

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For more impact stories and information, visit www.variety.org.au/nsw/ourimpact



John Dennis
Chairman (Chief Barker)



David Sexton
CEO



We believe that
all kids deserve
a fair go in life.

So we help
kids with these
challenges:



Sick



Disadvantaged



Special Needs



By delivering the elements of the
Variety Kids Support Framework:

GRANTS

We grant a range
of things to
provide practical
help to kids and
organisations in need.



Equipment
Grants



Therapy
Grants



Technology
Grants



Program
Grants



Supplies
Grants



Sunshine
Coach
Grants

PROGRAMS

We run
programs to
educate & empower
kids in need.

JUST
LIKE
YOU



SCHOLARSHIPS

We give
scholarships to
encourage the
talents of
kids in need.

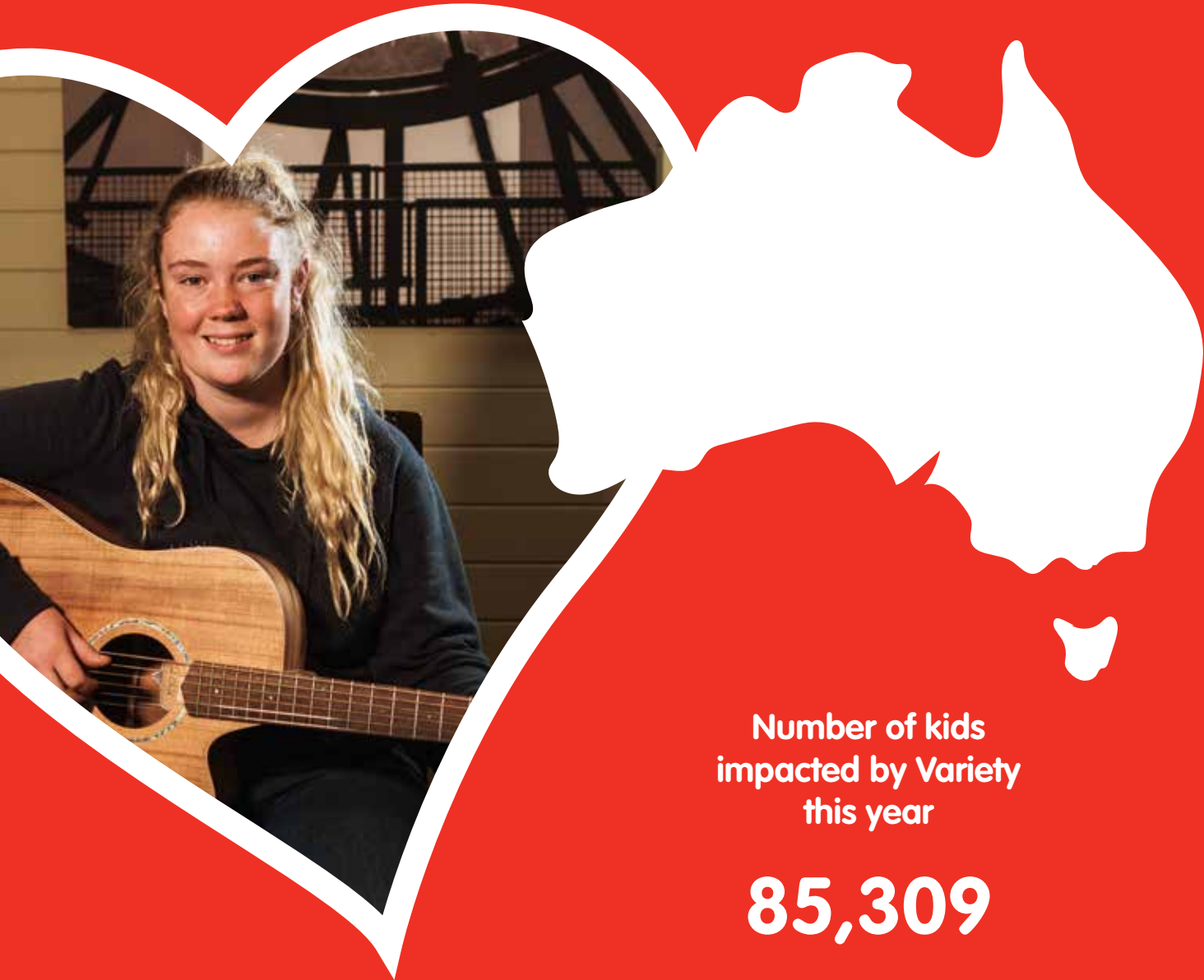


EXPERIENCES

We hold events to
engage & bring joy
to kids in need & their
families.



To create lasting impact around Australia



And a better life for the kids of NSW/ACT



We granted:

\$3.73 million
to help kids
in need

We supported:

**more than
200 different
conditions**

We impacted:

**30,392
kids in
NSW/ACT**

But numbers can only tell part of the story...



Individual Grants

Gigi was diagnosed with Ataxic Cerebral Palsy at nine months of age. Specialty equipment is all part of life for Gigi, who attends a mainstream school with mobility assistance. When Gigi outgrew her existing wheelchair, Variety granted the \$5,860 wheelchair that Gigi needed. The new wheelchair provides greater flexibility and mobility for Gigi as she moves through her day at a faster pace now, giving her mobility in the school yard and with her friends.

Variety Every Chance to Play

264 kids in ACT were able to get out on the pitch or the court this year when they otherwise wouldn't have been able to. The Variety Every Chance to Play Grant pays junior sport registration costs for ACT kids from low-income families. The grant helps kids enjoy the positive outcomes of sport including the development of teamwork and resilience, improved mental and physical health, building new friendships and social skills and higher self-esteem.



Sunshine Coaches

Fisher Road School students now have access to a new world of opportunities thanks to a Sunshine Coach presented by Variety in July. The Sunshine Coach will help these kids have access to activities and excursions which they would otherwise miss out on due to lack of transport. There were 10 grants for Sunshine Coaches approved this year.



Variety Just Like You

Variety's Just Like You program aims to build understanding, acceptance and inclusion amongst young people of those living with a disability. The program is delivered in schools to students aged 4 to 12, by professional facilitators all of whom also have a disability. The program reached 16,908 students this year in Sydney, Central Coast, Newcastle and Canberra, achieving 119% of the participation target. Just Like You was made possible with the support of FGX.

Variety Activate Inclusion Sports Days

The Activate Inclusion Sports Days program, delivered in partnership with Sport NSW, gives students aged 5 to 18 with mental health, learning difficulties, physical, intellectual and sensory disabilities the chance to try new sports to build core skills and confidence for sustainable physical activity. This year the program grew to 19 days with 3,132 kids from 216 schools participating across NSW.



Variety Alopecia Areata Adventure Camp

The Variety Alopecia Areata Adventure Camp provides kids 18 and under living with Alopecia the opportunity to make friends, learn about the condition and – most importantly – have a very fun time. The camp, funded by Variety in partnership with Australia Alopecia Areata Foundation, was provided free to 84 kids including flights, meals, accommodation and activities.



Variety Heart Scholarships

This year's Variety Heart Scholarships round was the largest on record, for both number of successful recipients and amount granted. The 73 recipients with a talent in sport, the arts or education came from across NSW and ACT. This year's recipients included visual artist Ashlyn, who has reduced vision due to Congenital Nystagmus (fine oscillating movements of the eyes). Ashlyn's scholarship was awarded to cover costs incurred for lessons, tuition, supplies and the resources Ashlyn needs to build her skills. The Variety Heart Scholarships are made possible by the generous support of our presenting partners, the Grahame Mapp Family Foundation in honour of the late Gillian Mapp.

Variety Livvi's Place

The first Variety Livvi's Place opened in Bankstown in October 2018, with many more to come under the new collaboration between Variety – the Children's Charity and Touched by Olivia. With a shared vision of delivering special places that change the way our community plays, Variety is collaborating with communities, councils and developers to build Variety Livvi's Place playspaces around Australia, so no one misses out on the chance to play. There are currently ten projects in the works, including Variety Livvi's Places at Blacktown, Newcastle and Taree.



Variety Kids Xmas Parties

For thousands of kids and their families and carers, the annual Variety Kids Xmas Parties in Sydney and Newcastle are a chance to experience the magic of the festive season. With inclusive activities including amusement rides, face painting and sports, as well as presents and of course a visit from Santa, the parties again showed how important our community of supporters is in making sure all kids get a fair go in life. The Ladies of Variety worked tirelessly throughout the year to plan the Sydney party, with hundreds of volunteers from Variety corporate partners and the community helping bring the fun at both parties.



Variety Musical Picnics

Did you know that a child's brain is most flexible and adaptable to learning during the earliest years of life and that by the age of 5, a child's brain is 90% developed? Reading, singing and dancing helps to improve their brainpower, develop social skills, build their confidence and inspires creativity. Two Variety Musical Picnics were run this year in NSW and ACT for children of all ages and abilities. The free inclusive and interactive events featured musical performances by Rachel Coopes and Teo Gebert. The events provided opportunities to increase social and community connections and promote a more positive attachment between carer and child.



Variety Community Connects

This year a new event series was launched to help families who have a child with a disability or chronic illness to secure their future. Variety Community Connects is a free series of informational events and resources presented in collaboration with Brydens Lawyers, to provide expert advice for families to navigate the legal complexities of estate planning, trustees, medical treatment decisions and the NDIS. Hundreds of parents and carers attended daytime and evening events across greater Sydney and in Newcastle.



How you helped | Events

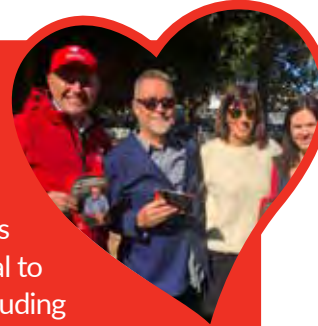
City of Sydney Christmas

Variety was again the charity partner for City of Sydney Christmas celebrations. Thanks to our wonderful volunteers, Variety fundraised at events including the CBD celebrations and lighting of the tree in Martin Place, as well as village concerts around Sydney. The Variety Kids Choir entertained shoppers in Pitt St Mall, bringing festive cheer to the city centre.



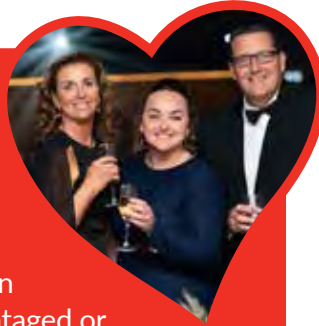
Tulip Time

Variety was the Charity Partner for the annual Tulip Time Festival in Bowral. Funds were raised across the Festival to give kids in need a fair go, including the Optus Cinema night, and a special intimate evening of food, wine and music with legendary Australian singer-songwriter John Williamson at the iconic Bradman Museum.



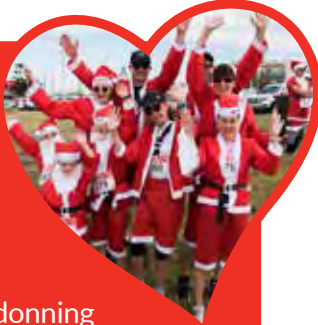
Variety of Chefs

The fifth annual Variety of Chefs was the most successful yet, raising over \$130,000 for Hunter region kids who are sick, disadvantaged or have special needs. The event moved to a new, larger venue to cater for demand, and included a 'Dinner Under the Stars' theme with celebrity chefs such as Jason Roberts serving up a decadent 4-course meal.



Variety Santa Fun Run

The Variety Santa Fun Run returned to Newcastle Foreshore, with hundreds of runners, walkers and rollers donning their Santa suits and braving the heat to raise funds for kids in need. It was a welcome return for this much-loved event, bringing the festive cheer to the Newcastle community.



How you helped | Motoring Events

Variety Brydens Lawyers B to B Bash

The Bash celebrated its 35th year, with founder Dick Smith AC on hand to waive the official start flag. The 300 bashers set off from Bondi Beach, making the 4,300km journey north to Batt Reef, Port Douglas. Along the way the Bash donated \$70,000 worth of essential supplies to 12 remote schools, and raised an amazing \$1.66m to give kids in need a fair go.



Variety NSW Bash

The Variety NSW Bash, sponsored by AHA, headed south for a 2,200km journey on dirt roads and through creek crossings to visit 10 schools throughout NSW and ACT. The 104 cars and 350 bashers granted more than \$50,000 of much needed equipment to regional schools. \$1.09m was raised on this year's event, one of the biggest fundraisers in the Hunter region.



Variety 4WD Adventure

The 2019 Variety 4WD Adventure was the most successful yet, raising over \$259,000 to help give kids in need a fair go. 40 big hearted 4WD crews kicked off from Merimbula on March 24, on a six-day journey through NSW and Victoria where they got to see first-hand the benefits of their fundraising, visiting small, isolated schools to make donations.



Variety Postie Bike Dash

It was a record year for the Variety Postie Bike Dash with 63 riders, including 35 first-timers, raising \$169,000 for kids in need. Along the way, the Dashers visited seven schools where they saw for themselves the impact their fundraising makes, giving out more than \$20,000 worth of sensory equipment and resources.



How you helped | Partnerships

Woolworths

Variety's partnership with Woolworths reached a very important milestone this year, with a total of \$10m fundraised through Woolworths stores since the partnership started in 2013. This important achievement means Variety has been able to help over 30,000 kids, their families and their communities by granting urgently needed medical and mobility equipment, educational programs, inclusive playspaces, and much more.



G.J. Gardner Homes

The 4th G.J. Gardner Variety Freedom House went under the hammer, raising over \$400,000 for kids in need. The G.J. Gardner Shoalhaven team and Variety bashers, Sean and Nathan, rallied the support of the Shoalhaven community to help build the 4-bedroom house in the Carrington Heights estate. More than 80 businesses and individuals generously gave their time, expertise, products, material and cash.



Brydens Lawyers

Brydens Lawyers continued their support of Variety this year as Naming Rights Sponsor of the B to B Bash, and have also confirmed their support of the 2020 event. Brydens also partnered with Variety to launch Variety Community Connects, a new series of family information events and resources providing free expert advice for families to secure their future.



Vision for Life

The final Vision for Life Camera was launched at the Hawkesbury Hospital, generously funded by the Grahame Mapp Family Foundation. The Vision For Life Project was initiated by NETS and NSW Health with the support of Variety to expand the pool of tele-medicine cameras. The project introduced an additional 98 of the life-saving devices across NSW.



How you helped | Community Fundraising

Hair with Heart

Variety has received 28,320 hair donations since Hair with Heart began. This year 7,109 amazing people donated their hair, with 1,140 also choosing to fundraise in support of their chop. Hair with Heart raised \$1.57m this year through the sale of the hair and the fundraising efforts of hair donors.



Spin 4 Kids

The annual Variety Spin 4 Kids event took place at The Forum Newcastle University, with 30 teams taking part to raise over \$42,000 for kids who are sick, disadvantaged or have special needs. New corporate team "Air Locker Training" took out the 'Kings of Spin'.



New York City Marathon

A team of Variety supporters, including Variety NSW/ACT CEO David Sexton, ran all 42.2km of the TCS New York City Marathon. Together they fundraised over \$78,000, helping to give more kids who are sick, disadvantaged or living with special needs a fair go. Thank you David, Justin, Erin, Jaqui, Adam and Kylie for your huge effort.



Be a B'Day Legend

This year a new program launched inviting young people to 'Be a B'day Legend' by pledging their birthday to help stop bullying of kids living with a disability. Funds raised from the program help give kids a fair go by supporting Variety Just Like You, a program delivered in NSW and ACT schools that educates kids and builds awareness of people with a disability.



Thank you to all our Major Partners



Thank you to all our Valued Partners

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|----------------------------|---------------------------------------|----------------------------------|
| 10,000 Hours | Hunter Valley Coal Chain Coordinator | Pro Collect Pty Ltd |
| AirRoad Pty Ltd | John Sands | Qudos Bank |
| Altis | Justin North and Concept Hospitality | Rarity Wholesale |
| The Apollo | Justin Worboys Photography | Rascal |
| Australia Post | Markey Insurance | Restaurant Mason |
| Australian Traffic Network | Matt Stone Racing | Sage |
| Bartercard | Morelife Films | The Shirley Ward Foundation |
| Biota Bowral | Mounties Group | Southern Highlands Tourism |
| Bulldogs Leagues Club Ltd | NCP | State Medical Assistance |
| Nine Cares | Newcastle Coal Infrastructure Group | St Mary's Leagues Club |
| Carlton & United Breweries | Newcastle Herald | Summernats |
| Charlestown Golf Club | Newcastle Podiatry Family and Sports | Tamex Transport |
| City of Sydney | Omega Home Services | Toshiba (Australia) Pty Limited |
| Cullos Pty Ltd | O'Sullivan & Turner Travel Associates | Total Steel of Australia Pty Ltd |
| Dee Vine Estate Wine | Pfizer | TyreRight |
| First National Real Estate | Pickles Auctions | Universal LED Lighting |
| Ford Corporation | Pirelli | Vamp Cosmetics |
| Greater Bank | PKF | Venues NSW |
| Greg Tapp Printing | Port of Newcastle | Volvo Group Australia |
| HE Burns & Sons | Prime Media Group | Weekenda |
| HIT FM | | West's Group |
| The HOYTS Group | | Wilson Asset Management |
| | | Zoom Photography |

Thank you to our Volunteers

At Variety we have a community of big-hearted volunteers who donate their time and skills. They work on everything from office tasks to events and supporting our kids. They come from all walks of life but all have one thing in common – they believe all kids deserve a fair go.

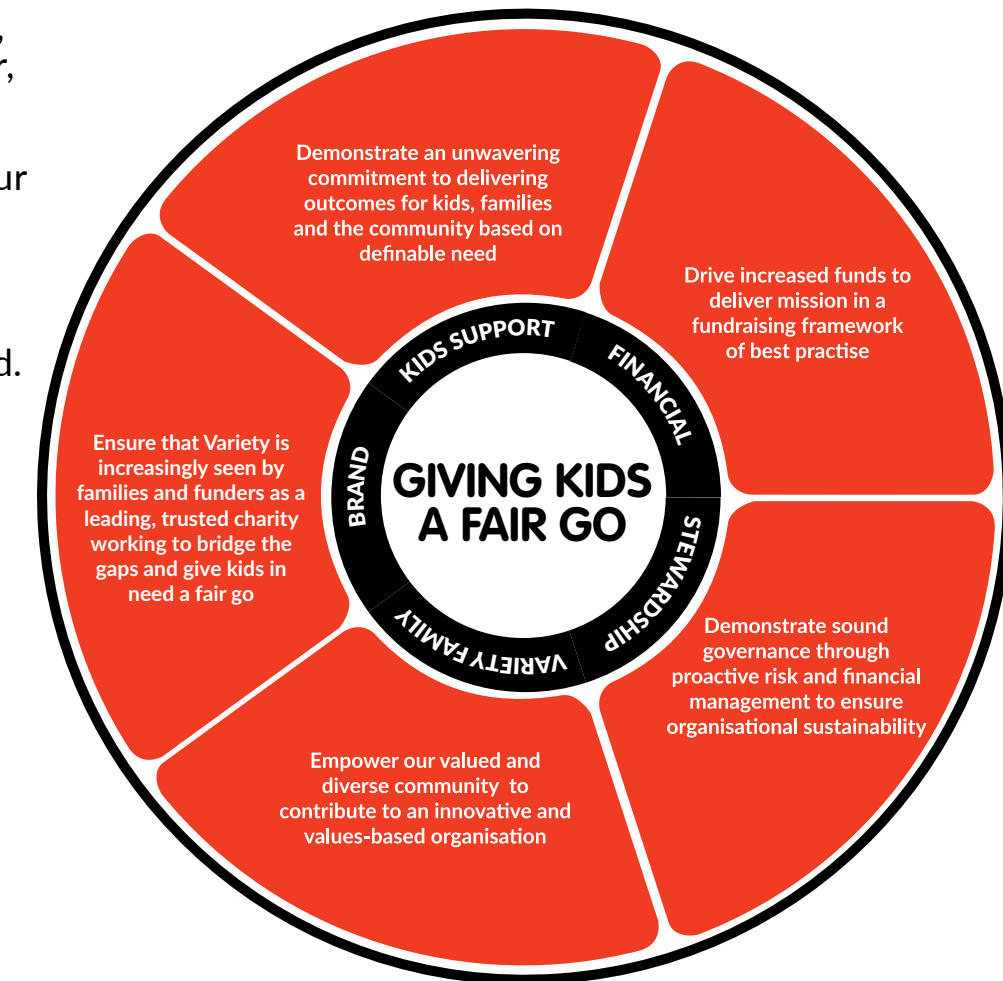
Last year our volunteers put in almost 5,000 hours ensuring our support can get to where it's needed most – the kids. Thank you to our volunteers and committees who give so much to Variety and to kids in need.

- Variety – the Children's Charity (NSW/ACT) Board
- Finance & Audit Committee
- Kids Support Governance Committee
- Risk & Governance Committee
- Kids Support Grants Sub-Committee
- Ladies of Variety
- Motoring Events Committee
- Motoring Events Official Volunteers
- Newcastle Regional Committee
- Variety Children's Society of University of Sydney
- Hair with Heart Volunteers
- Variety Children's Society of UNSW
- Variety Every Chance To Play Sub-Committee
- Variety Heart Scholarships Sub-Committee
- Young Variety



2019-2021 Strategic Plan

Our new 3-year strategy, launched earlier this year, builds on the successes of the past's strong foundations to further our financial sustainability, deepen our connections with our community and positively impact on the lives of more kids in need.



Vision

For all Australian children to attain their full potential, regardless of ability or background.

Mission

To empower Australian children who are sick, disadvantaged or have special needs to live, laugh and learn.



variety
the children's charity

W variety.org.au/nsw

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 VarietyNSWACT

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