



# Impact Report 2019/2020

45 years of giving kids the childhood they deserve, together

EQUALITY | COMMUNITY | ACTION | JOY



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For more impact stories and information, visit [www.variety.org.au/nsw/ourimpact](http://www.variety.org.au/nsw/ourimpact)

# Helping kids in Australia since 1975

Variety has its roots in the entertainment industry, but its heart is the community. People from all walks of life can contribute and experience the joy of helping a child, confident that their generosity has real impact in the lives of children and their families.

At the Sheridan Theatre, Pittsburgh, in late 1927, a baby girl was left with a note asking the show business performers to take care of her. Seeking help from the community, the performers were inundated with support and Variety – the Children's Charity was born.

Inspired by the story of Catherine Variety Sheridan, Variety spread rapidly across the United States before expanding internationally in 1945. Variety reached Australia in 1975 with a clear vision for all Australian children to reach their full potential, regardless of their ability or background.

Each year, thanks to your support, thousands of families and children who are sick, disadvantaged or live with a disability are helped by Variety when they need it most.

Together, Variety's donors, partners, sponsors, volunteers and staff work diligently every day to improve the lives of Australian children, filling gaps not covered by government or other organisations and ensuring support is directed where it is needed most.



Equipment Grants



Technology Grants



Supplies Grants



Therapy Grants



Program Grants



Sunshine Coach Grants



Variety  
ACTIVATE  
INCLUSION  
SPORTS DAYS



Variety  
Alopecia Areata  
ADVENTURE CAMP



Variety  
Family Fun  
Day



Variety  
HEART  
Scholarships



Just Like You



Variety  
kids  
CHOIR



Variety  
KIDS  
xmas  
PARTY



Variety  
Livvi's  
Place



Variety  
MUSICAL  
PICNICS



Variety  
StoryTime

"We applied for the grant of an adaptive trike for our son Alex. He loves riding bikes and we couldn't afford one without Variety's help. Thank you so much, you are the best charity and while Alex can't speak, he understands and was over the moon when he learnt the adaptive trike had been approved." Alex's mum, Sharlene.

To create lasting impact around Australia  
and a better life for the kids of NSW/ACT

We impacted  
**81,244**  
kids in **Australia**  
this year

In NSW/ACT  
we impacted  
28,500 kids

We spent  
**\$2.694million**  
on helping kids  
in need



# How we spent the last year

**NOV 2019**

- Sydney and Newcastle Kids Xmas Parties
- 1400th Sunshine Coach delivered to Chalmers Road School – the first of nine vehicles delivered throughout the year

**DEC 2019**

- Sydney Zoo announces Variety as one of its Charity Partners.
- Variety Livvi's Place Taree officially opens

**FEB 2020**

- Pickles signs on as the event sponsor for our inaugural Variety Adventure Ride

**MAR 2020**

- Variety Family Fun Day at Sydney Zoo sees 2500 kids and carers enjoy an inclusive day at the zoo
- Just Like You in classroom sessions cancelled and the team go back to basics to create an online model

**APR 2020**

- Variety of Trivia kicks off during lockdown, showing just how many trivia buffs we have in our community.

**MAY 2020**

- Announced the winners of the Inaugural Variety Heart Awards



**JUN 2020**

- Tech 4 Schools Grant launches, reaching out to schools in high needs areas after droughts and fires

**JULY 2020**

- Gave Variety Heart Scholarship recipients an extension until December to spend their scholarship funds
- Woolworths donates to Variety

**SEP 2020**

- Variety Every Chance To Play Summer Round is open
- Education Supplies and Tech Grant round is open

**OCT 2020**

- Variety Adventure Ride launches, our first motoring event of the 2020 calendar year
- Spin 4 Kids goes virtual, taking spin bikes across Newcastle for a very different event
- Hair with Heart has its biggest fundraising month to date

**NOV 2020**

- Variety Postie Bike Dash has its biggest year ever with 73 Dashers raising over \$300k
- Resurrection Run takes 4WD and Bash entrants out on the road again
- Toy Drive – Newcastle
- Xmas Evening – Sydney Zoo

**DEC 2020**

- Variety Livvi's Place in Stockland Merrylands and Shellharbour open to the public



# How Variety helped ...

## Sunshine Coach Program

Literally bringing Sunshine into the lives of thousands of children each week, the more than 1400 Variety Sunshine Coaches are a highly visible and one of the best known aspects of Variety's support for Australian children. Variety Sunshine Coaches are a powerful symbol of what children living with a disability or disadvantage by distance or social circumstance can achieve when given the opportunity to explore educational, sporting and life skills and cultural opportunities otherwise denied them.

In 2020, we delivered nine Variety Sunshine Coaches including the 1,400th coach to be delivered in Australia, which was presented to Chalmers Road School in Strathfield.

We also presented Sunshine Coaches to Trundle Central School, Jumbunna Community Preschool and Early Intervention Centre, Blind Sport NSW, Chromehurst School, Bates Drive School and Grafton Public School. Jamison High School and Lucas Heights Community School both had new Sunshine Coaches approved and delivered during the 2020 financial year.

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

Each Sunshine Coach represents a team fundraising effort between the school or organisation, Variety and corporate or individual donors.

*"The bus is critical to the success of Darkinjung Barker School and the result has been 95% attendance at school and the only absences have been due to ill health. Not only does the bus provide transport, but the elders who drive the bus provide a crucial link between school and home. Further embedding the School as an important part of their local culture and community. Education and acceptance within the broader community dramatically improves the long-term outlook for these kids."* Phillip Heath, Principal of Darkinjung Barker School



.... because numbers only tell half the story

## Inclusive Play

With a shared vision of delivering inspiring 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.

Variety's inclusive play professionals raise the voices of children (the real play experts) and families living with a disability, share their needs and make them feel welcome, valued and included in the process. We connect them to decision makers and skilled professionals to ensure we deliver truly inclusive, bespoke playspaces and in doing this continue to advocate for every child to have the opportunity to play in their local playspace. This year we undertook four community engagements, spoke to over 450 kids, 60 parents and families, 14 schools, and close to 2,000 online surveys were completed. Raising the voices of those often unfamiliar or unaccustomed to engaging with government to ensure communities received bespoke playspaces that met their specific community needs.

New Variety Livvi's Place inclusive playspaces in Taree and within Stockland Retail Centres in Shellharbour, Merrylands, Cairns and the Stockland Edgebrook residential development were opened by calendar year- end. We now have over 20 active projects in the pipeline, the majority in initial phases with exciting developments to come in 2021.

While we seek to expand inclusive playspaces for children and families living with disability, our focus on equality, acceptance and inclusion is more broadly reflected in many of our activities and programs including Just Like You and our engagement with kids and communities about what inclusion is, why it's important and what we need to do to break down barriers to create a truly inclusive society.



# How Variety helped ...

## Just Like You

Through celebrating differences, developing empathy and creating inclusion, Variety wants to create a better world for our kids to grow up in. One where kids understand that people with a disability are the same as everyone else – they are 'Just Like You'. Variety's Just Like You program, a disability education and awareness program for primary school aged children, is at the forefront of making true community change.

For over 10 years now, the Just Like You program has been educating primary school aged students on acceptance and inclusion in Sydney, Newcastle, Central Coast and the ACT. Working with our funding partner FGX and program delivery partner EY we have had the privilege of seeing our work slowly but surely shift the mindsets of children, creating an environment where kids can thrive.

As social distancing created new challenges, the program pivoted the delivery methods online to ensure the same level of learning could happen in the new educational environment, and now offers a face to face and a digital delivery option.

During 2020, Just Like You was delivered to 8,323 primary school children by experienced facilitators, themselves living with a disability. Pivoting to online delivery during school closures, the new streamlined program will extend our reach further in 2021. Helping to change, one child at a time, how our community understands disability.

*"I thought it was fun, while we were learning. It changed my view on people with a disability."*  
Elizabeth, Student at Clovelly Public School.

*"I truly believe the knowledge that the students gain from Just Like You, helps to build acceptance and understanding in the community. I highly recommend ALL schools to take part!"* Wendy Madden,  
Teacher, Mosman Church Of England Preparatory School



.... because numbers only tell half the story

## Variety Activate Inclusion Sports Days

The look on a child's face when they are enjoying a good game of sport is priceless.

Variety Activate Inclusion Sports Days, run in partnership with Sport NSW and delivered by Disability Sport Australia, are a free, fun and inclusive day of sport to try for kids with physical, sensory and intellectual disabilities.

Held during school terms, Activate Inclusion Sports Days give kids the opportunity to try sports they might otherwise miss out on. Aimed at kids aged 5-18 with learning difficulties, intellectual, sensory & physical disabilities, the days are an opportunity to have a go in a fun and inclusive environment.

Variety Activate Inclusion Sports Days are a ground-breaking initiative which attract between 150 to 350 students to each day, as well as the sports coaches, teachers, event staff and community volunteers in attendance. COVID-19 put a pause to face-to-face events from March 2019 but the team is ready for Variety Activate Inclusion Sports Days to return in 2021.



## Variety Kids Xmas Parties

Each year, the Variety Kids Xmas Parties in Sydney and Newcastle ensure children and their families living with disability or disadvantage get an opportunity to experience the magic of the festive season and unconditional acceptance in a safe, friendly and fun environment. With inclusive activities like amusement rides, face painting and sports, as well as a visit from Santa, the parties show how important our community of supporters is in making sure kids don't miss out.

For over 24-years the Ladies of Variety have been leading the way in delivering an event that truly celebrates the magic of Christmas. Inspired by their work, we established a party in Newcastle so kids in the Hunter could be part of something just as special. Behind the scenes over 300 volunteers work tirelessly to manage traffic (a task we obviously leave with our motoring community), hand out gifts, direct foot traffic, dress up as beloved kids characters and a million other jobs to make sure the kids have a fantastic day.

Our events in 2020, were a scaled back version of the parties we know and love – ensuring we provided a COVID-safe festive experience for families. In Newcastle we celebrated the festive season through your car window with the Variety Kids Drive-Thru. In Sydney, we took the party outside and invited the animals along for a Variety Xmas Evening at Sydney Zoo. We particularly thank long-term partners of the Kids Xmas Parties ICC Sydney and McDonald Jones Stadium as well as new event partners AHA Hunter Newcastle and Sydney Zoo who worked closely with the team to bring a little festive magic into all our lives.



# How Variety helped ...

## Education Supplies & Technology

When schools sent students home in 2020 the new need for remote learning saw a 400% increase in education grant applications.

Our Tech 4 Schools Grant, which launched in June in response to COVID school closures supported over 300 children with new laptops for remote learning, including 167 from bushfire impacted communities. Some 83% of recipients were from regional or remote areas.

Rapidly addressing this new demand for support, the Variety team worked with educators to identify school children in areas of high need and affected by drought and bushfires. The Tech 4 School Grant technology was bundled and delivered through a partnership with Harvey Norman.

*"We needed to provide them opportunities to learn at home which initially we weren't able to use technology to make this happen ... with Variety we were able to apply for a laptop for students to use both at home and at school and we were just amazed by what happened... we're extending the life of the school day ... our teachers are reporting they're getting way more work back in and also the quality is significantly improved".* Principal David Taylor, Bowraville Central School which received 129 Grants. Watch the full interview on our website

*"In a world that is all about technology, to not have a computer at home to use for research and study is almost impossible. They had to rush to try to finish their work so another one of the girls could use it. The laptops have made a world of difference for my girls. With them heading back to school now it makes it so much easier for them to be able to come home and do their homework and research on their own laptop."* Amanda, mother to 14-year-old Josie and 12-year-old Sarah



.... because numbers only tell half the story

## Variety Every Chance to Play

The Variety Every Chance to Play Grant helps kids in the ACT, aged 5-18, who would otherwise be unable to participate in junior sport to get out on the pitch or the court and enjoy being part of a team and community.

Our Every Chance to Play Grant supported the junior sport registration costs for 215 ACT kids during 2020 for sports including cricket, basketball, softball, baseball, touch football, OzTag, volleyball and little athletics.

Every Chance to Play was founded in 2017 by a diverse group of Canberrans with a mission to make junior sport accessible to all kids, including those from low-income households. In August 2018, Every Chance to Play joined with Variety, allowing even more kids to overcome financial barriers to reach their full potential in sport.



## Variety Family Fun Days

Our families regularly tell us that it is vital kids are provided with activities intended for their unique circumstances. Variety Family Fun Days are another way we are able to do that for families.

They are a joyful day filled with inclusive activities for the whole family. In March we held our largest Family Fun Day yet with 2,500 children, carers and teachers joining us for an extraordinary day at the new Sydney Zoo. We are grateful our partner Sydney Zoo shares our passion for creating truly inclusive experiences for families.

Featuring Play School legends Rachel Coopes and Teo Gebert, our Variety Musical Picnics offer an interactive musical performance for kids of all ages and abilities. We managed to squeeze a few in before lockdown.



# How Variety helped ...

## Variety Heart Scholarships

Variety Heart Scholarships have supported hundreds of young Australians to achieve their dreams over recent years across a multitude of activities. Some of the previous recipients have gone on to represent Australia on the world stage, whilst others have simply needed help to reach the next stage of development in their talent. These kids have the talent – all we do is help clear a path for them so that their personal circumstances don't get in the way of their dreams.

Scholarships are provided to children with an existing talent living with disabilities, chronic illness or financial hardship.

With the onset of COVID restrictions, it became clear that the current round of Variety Heart Scholarships recipients would not be able to use their full funding allocation by the end of the scholarship term. With the full support of our presenting partner the Graham Mapp Family Foundation, we extended the availability of existing funds awarded but not taken up until the end of 2020, giving the kids as much time as possible to take advantage of their scholarship. Helping to ensure that when competitions, performances and auditions started to return these kids were ready to take those opportunities and excel.

*"I was honoured to receive a Variety Heart Scholarship. It directly allowed me to purchase a 5 string electric viola, a loop pedal, music creating software and hardware. These allowed me to create my compositions for my HSC Music 2, for which I received a mark of 93, and 48/50 for Music extension. It also allowed me to travel to Melbourne in 2019 to attend the launch of the Flowers of War collection as part of my internship with the Australian War Memorial. Since then, I have finished my HSC in 2020 and been accepted into the Bachelor of Contemporary Music at SCU! The scholarship has helped me so so much and I am forever grateful to have received it." Tilly Jones, 19-year-old composer and cellist from Lismore.*



.... because numbers only tell half the story

## The Variety Alopecia Areata Adventure Camp

Navigating your teenage years can be tricky – but there's nothing like having a friend that knows exactly what you are going through.

The Variety Alopecia Areata Adventure Camp is an opportunity for kids with Alopecia Areata to make friends, learn about the condition and have fun. The Camp is funded by our Hair with Heart program.

Alopecia Areata is an auto-immune disease that results in hair loss on the scalp and elsewhere on the body. It can range from small, individual smooth patches of hair loss, to total loss of all hair on the body – including ear and nose hair. Alopecia Areata is not uncommon and current estimates suggest that 2% of the population will be affected by the condition at some point in their lifetime. It can affect people of all ages, genders and ethnicities, but most commonly presents during childhood. There is currently no cure.

Alopecia Areata can be a lifelong condition, and can deeply affect self-image, self-esteem, confidence and mental health.

The camp is free, including flights, meals, accommodation and activities.

Working alongside the Australia Areata Alopecia Foundation, the camp launched in 2017 to provide an opportunity for kids with Alopecia Areata to interact with other children with the same condition.

In November 2019 around 90 kids, 15 AAAP volunteers/committee members and 15 parents went to the Gold Coast. Unfortunately, due to COVID restrictions the 2020 Camp was unable to be held, we look forward to bringing it back in 2021.



# NETS/ Variety a 32 year partnership culminating in Vision for Life



**Written for Variety by Dr Andrew Berry , Consultant / State Director (NETS) & The Variety Bash Doctor**

The Newborn and Paediatric Emergency Transport Service is a NSW State-wide emergency retrieval service that has transported over 90,000 critically ill children since its establishment by Dr Andrew Berry in the late 1970's.

Currently 1 in 38 individuals living in rural NSW will be transported by NETS – sometime during their childhood.

Variety traces its relationship with NETS back to 1988 when we first commenced funding neonatal emergency equipment ranging from incubators and specialised equipment through to dedicated paediatric emergency ambulances.

In 2003, Dr Berry proposed that Variety fund small digital cameras to allow local regional and rural doctors to take pictures of x-rays and patients and email them through to NETS to assist in giving advice. At that time there was no way for an x-ray to be seen at a distance. Over 100 cameras were distributed to hospitals across NSW and while that made a big difference, the introduction of video made it possible to not only see the burn or view the rash but to observe the severity of breathing or the nature of a convulsion – and to see over time how the child was responding to treatment.

In Dr Berry's words, "If a picture tells a thousand words, a video probably tells a million!"

In 2010 Variety commenced discussions with NETS to establish a network of high-definition camera systems in regional and metropolitan hospitals in NSW to allow NETS medical specialists to better assess the clinical status and severity of an illness or injury. Often these changes in care would significantly improve the child's condition while a NETS team was dispatched. This also helped NETS prioritize the most urgent or severe cases but also led to many children being successfully cared for locally, avoiding an emergency transfer altogether.

Traditionally, almost all patients NETS moved were transported to one of the three major paediatric intensive care hospitals (Children's Hospital at Westmead, Sydney Children's Hospital in Randwick and John Hunter Children's Hospital, Newcastle) or the 10 neonatal intensive care units. These telemedicine tools made it more possible to move children to a regional base hospital instead of all the way to the 'city' – and to make that decision safely.

While the initial few Variety funded units cost over \$40,000 each, as the program and technology developed and was refined, the unit cost reduced to \$10,000 each.

Ultimately, Variety funded 96 cameras across 53 hospitals, expanding this program to encompass cameras in NETS ambulances operating in Sydney, the Hunter region, Riverina and Shoalhaven. In some areas other systems were introduced by local health

authorities using a variety of devices and technologies. In a unique partnership with Government, NSW Health supported the central hub, connections and software while Variety purchased the cameras and NETS educated the staff in their use.

By 2020, a total of 254 cameras across the State were used by NETS in some 145 hospitals for over 6,500 patients annually to great effect.

It became obvious however that a single camera in an emergency department or special care nursery or children's ward wasn't always able to view every patient referred to NETS. Security and technology issues together with hospitals desperate to acquire this technology (including private hospitals), compelled the NSW Government to eventually step in with a government funded solution.

During 2020, the NSW Government recognized the value and effectiveness demonstrated by the NETS system for children along with the need to upgrade, standardise and expand the network.

The template pioneered by Variety with NETS was used to design the new system, a key feature of which is its ease of use - particularly for the local hospital. The experience of NETS partnering with Variety to support children in need prompted a decision to extend the technology making it available for all calls to NETS and to expand it to cover more hospitals and extend its application to adult patients as well.

In October 2020, NSW Health purchased 500 new ultrahigh definition cameras to replace all existing cameras and expand the system to more locations within each hospital and more hospitals across NSW.

This was a proud moment because the concept made possible by Variety - the Children's Charity NSW/ ACT has now become mainstream, fully funded by government and will grow into normal daily practice to the benefit of all sick patients.

As exciting as it was to find a gap in the care of children and to fill it, our longer-term success, outcome and impact has been to make that self-sustaining – improving the quality of life and care of children (and in this case adults) in need.



# How our community supported Variety - Motoring Events

Over the years, our motoring events have become the quintessential Variety experience. Many Australians know us for the Bash, and the small remote communities are the ones where we received the warmest welcome and create incredible memories with our mates. NSW has a busy motoring calendar - Variety runs a 4WD event in March; the NSW Bash over a week in May; the Variety Brydens Lawyers B to B Bash in August and the Postie Bike Dash in November. In 2020 we also introduced the Adventure Ride.

From the exceptional breakfasts and lunches prepared by country towns and P&Cs, to strangers stopping us along the way to make a donation or cheer our convoy, to the kids and their grateful smiles, there's plenty to cherish. But if the fun and camaraderie of these events was not enough, there is also another important aspect to consider. As a charity that does not rely on government funding, Variety has over the years relied heavily on the fundraising success of our iconic motoring events. Bushfires and COVID-19 sought to challenge that, though not the resolve of entrants, to support kids however they could.

For the first time in the Bashes 35-year history it was decided to cancel the event. A heartbreaking but important decision to make, it was one of three motoring events cancelled due to COVID which were expected to raise \$2.9million for kids in need. But when we could get out on the road, boy did our community step up and remind us why the motoring events community has been the backbone of Variety for years.

In late 2019 the Postie Bike Dash took 64 Dashers who rode over 1,500kms and raised more than \$150,000. The event itself happened during the start of the Black Summer bushfire season in gravely affected areas, meaning road closures and extra miles on postie bikes. By the end of July we tentatively started to prepare to venture back onto the road. Not surprisingly, we weren't the only ones keen to get back out. We also found that our events staying within NSW borders meant a new group of bike enthusiasts experienced for the first time why people fall in love with a Variety motoring event.

Launching the inaugural Variety Adventure Ride, 35 adventure bike riders stepped up to raise over \$100,000 for kids. We also found that NSW border restrictions enabled a new group of Adventure bike enthusiasts join in on the fun. The 2020 Variety Postie Bike Dash saw similar results with our biggest contingent of riders to date. Our big-hearted community of supporters still found a way to support us, contributing over \$1.5million towards our 2020 fundraising revenue.



# How our community supported Variety - Hair With Heart

Apparently, there is something about a pandemic that makes people want a new look. Many of those seeking a new look in 2020 also wanted to see their hair put to good use. A quick Google led them to Hair with Heart.

In 2020 Hair with Heart saw its biggest year since its inception! We received 5,547 donations of hair that raised \$1.5 million across the country with \$866,000 retained in NSW/ACT enabling us to grant wigs, support the Variety Alopecia Areata Adventure Camp and our other grants.

Variety Hair with Heart is a unique program that provides a range of ways for the community to engage with our work. We help hair get a second life, being made into a wig for someone who has lost their hair due to a long-term medical condition – giving back the gift of confidence and self-esteem.

Thanks to a long-standing partnership with Freedom Wigs, hair that meets their strict guidelines is sold to be made into human hair wigs, proving a reliable revenue stream for Variety.

A new partnership with McPherson's Lady Jayne range saw our first foray for some time into product placement with the Lady Jayne Double Bar Slides helping to give the gift of confidence with 100% profits of the sale of the product coming to Variety Hair with Heart.

Not all who donate their hair choose to fundraise for kids as well but for those that do, many are surprised by how supportive their family and friends are of their desire to help kids in need.

*"I decided to donate my hair because I know mine will grow back and for others it won't. To be able to make such a big impact on someone's life by donating/fundraising and chopping my hair is really a privilege"* Lucy, 2019 Hair with Heart fundraiser.



# How our community supported Variety

## Variety of Trivia

Who knew our Variety community was so full of trivia buffs?

With loads of multiple-choice questions, celebrity quizmasters and special Bash-themed editions, these online events entertained our community when the lockdown meant social gatherings were not possible. The five Variety of Trivia evenings raised over \$10,000 - not bad for a few rounds of trivia.

Special thanks to event partners Brydens Lawyers, Swysh and Woolworths and to all the personalities, including the always glamorous Karen Ledbury (pictured right) who donated their time to delight and entertain.



## Variety Santa Fun Run

The popular Variety Santa Fun Run returned to Newcastle Foreshore in November 2019, welcoming over 300 runners, walkers and rollers. Choosing from a 5km and a 10km option, they donned their Santa suits, braved the heat and helped paint Newcastle red, all for the kids.

Variety Santa Fun Run was proudly supported by Newcastle Family and Sports Podiatry, a good group to know when you're sending people dressed as Santa for a run.



## Bad Hair May

Let's be honest, the pandemic meant we were all having bad hair. So, we decided why not celebrate a whole month of Bad Hair to raise urgently needed funds for Variety.

70 big-hearted supporters, including Variety Ambassador Melanie Dyer, signed up for the challenge and went crazy with their hair, raising just shy of \$39,000 for children and their families across Australia.

Across Australia we think all who took part can agree, there has never been a better reason to have a bad hair day.

**bad  
hair  
May**



## Community Donations

During the most difficult time in the history of our organisation, our community responded to our cry for help by stepping up and donating vital funds. Our two appeals campaigns raised over \$58,000, ensuring we could stay true to our mission.

Our Tax Appeal, the most successful Variety has run to date, helped partially fund 300 Tech 4 School Grants.

We are continuously amazed by the generosity of individuals and organisations to continue to support the work of Variety.



# Corporate Partnerships

## Woolworths

We are so proud of our long-term partnership with Woolworths, who have been part of the Variety community since 2013 raising over \$10 million for kids in need. From sausage sizzles to bake sales, bucket collections and token sales, there's a whole host of dedicated team members willing to go above and beyond to raise vital funds for Variety. For much of the year, for the safety of Woolworths customers, we weren't able to run these traditional fundraising activities. Despite that, Woolworths stepped in to ensure the vital funds raised by their customers was still able to get to kids.



## Brydens Lawyers

Brydens Lawyers has supported Variety for years. Starting as a bash car sponsor they're now the Naming Rights Sponsor of the iconic Variety Brydens Lawyers B to B Bash and have confirmed their continued support for the 2021 event. Brydens also partnered with Variety to create Variety Community Connects, a series of family information events and resources providing free expert advice to families in need.



## FGX

FGX has been supporting Variety since 2015 by donating a portion of their management and performance fees. Their generosity has contributed to fund Variety Just Like You. The disability awareness program had previously been delivered only in metropolitan Sydney; however, thanks to the additional funding from FGX, the program has expanded to Newcastle, Central Coast and ACT. Since this initiative started, FGX have contributed a staggering \$700,000+ to help primary school aged children understand that kids living with disability are just like them.



# Corporate Partnerships

## Sydney Zoo

At Variety we're passionate about inclusion and are thrilled to have partnered with the brand new Sydney Zoo. The three-year partnership has already seen a Variety Musical Picnic session on opening day and a free Variety Family Fun Day for kids. We look forward to the Sydney Zoo hosting the start line of the Variety Brydens Lawyers B to B Bash in 2021 and the launch of an inclusive Variety Livvi's Place within the Zoo's grounds.



## Pickles Auctions

When we decided to add an additional motoring event to the annual schedule, there was one partner that we went to initially for guidance who eventually came on as the inaugural partner of the Variety Adventure Ride. Our partnership with Pickles commenced years ago, with the regular entry of a Pickles staff team in the B to B Bash. Today they are a key workplace giving partner and have provided countless volunteers to ensure our kids experiences run smoothly.

Pickles are also great people to know if you are in the market for an adventure bike, postie bike or Bash appropriate old car.



## McPherson's

McPherson's is a leading supplier of health, wellness, beauty, household and personal care in Australasia. McPherson's Lady Jayne brand and Variety's Hair with Heart program joined together in late 2019 to give the gift of confidence to people who have lost their hair due to a long-term medical condition. Lady Jayne's popular Double Bar Slides have been given a make-over and co-branded with Variety Hair with Heart with 100% of the profit from the sale of the product donated to Variety. The Double Bar Slides continue to prove popular, generating significant funds for Variety, including granting wigs to kids.



# Thank you to all our Major Partners



# Thank you to all our Valued Partners

10,000 Hours  
Acrobat removalists  
Allied Express  
Altis  
ARA Car Rentals  
Australia Post  
Australian Traffic Network  
Blacktown City Council  
Campbelltown City Council  
Carlton & United Breweries  
CBA Regional and Agri Business Banking  
Central Coast Council  
Cerner  
City Of Canada Bay  
City of Geelong  
City of Newcastle  
City of Sydney  
Cootamundra-Gundagai Regional Council  
Cullos Pty Ltd  
Dee Vine Estate Wine  
DRO Mechanical Services  
Explore Housing World  
First National Real Estate  
Ford Corporation  
Form 1  
Frost Catering Group  
Gabes Trades  
Greater Bank  
Greg Tapp Printing  
HIT FM

Hunter Valley Coal Chain Coordinator  
Hunter Valley Santa  
iCap  
John Sands  
Justin North and Concept Hospitality  
Justin Worboys Photography  
Lenny Muddle  
Lisa McGuigan Wine  
Liverpool City Council  
Markey Insurance  
McDonald Jones Stadium  
Media Opps  
Mid-Coast Council  
Mini-Tankers  
Morelife Films  
Mounties Group  
NCP  
Newcastle Coal Infrastructure Group  
Newcastle Family and Sports Podiatry  
Nine Cares  
Omega Home Services  
Orica  
Peter Drayton Wines  
Pfizer  
Pickles Auctions  
Pirelli  
Pivotel  
PKF  
Play Australia  
Port of Newcastle

Prime Media Group  
Pro Collect Pty Ltd  
Progressive Financial Planners  
Qudos Bank  
Rarity Wholesale  
Rascal  
Restaurant Mason  
SAAB Australia Pt Ltd  
Sage  
Shoalhaven City Council  
Southern Highlands Tourism  
Stag & Hunter Hotel  
State Medical Assistance  
Sumitomo  
Summernats  
Tamex Transport  
The Apollo  
The Forum  
The HOYTS Group  
The Shirley Ward Foundation  
Toshiba (Australia) Pty Limited  
Total Steel of Australia Pty Ltd  
Tweed Shire Regional Council  
TyreRight  
Vamp Cosmetics  
Venues NSW  
Weekenda  
West's Group  
Zoom Photography



# Australian Volunteer honoured with a Variety International Presidential Citation

Con Pieterse is a bit of a volunteer legend in our office, he can always be counted on for a good chat, to work incredibly hard and be willing to take on any volunteering challenge. But we wanted you to meet Con because he has just been honoured with the Variety International Presidential Citation, the only Australian to be honoured this year.

VI presents Presidential Citations once per year and they are designed for “unsung heroes” who do a lot for Variety around the world but don’t necessarily sit on boards or committees. That definitely sounds like Con and we are beyond thrilled to hear he was honoured in 2020.

Con has been involved with Variety for nearly 20 years. He’s one of our most active volunteers in Sydney, covering a very diverse range of roles. From gala events to sausage sizzles, kids xmas parties to selling raffle tickets, we know we can always count on Con’s participation and enthusiasm.

Con started his involvement with Variety on the organising committee for an event called Hot To Trot at Harold Park Paceway, which no longer exists. When he retired nearly 9 years ago, Con decided he wanted to spend more of his available time helping out Variety with various fundraising activities. “I came to realise there was a tremendous need out there and I wanted to play a small role in trying to make life easier for the children and families we look after”.

A highlight for Con every year is the Variety Kids Xmas Party “It is just about the best day of the year for me. I get so much pleasure from seeing all the smiling faces on this day and the joy we can give to the families at this time of the year. There is such an incredible amount of love and goodwill under the one roof”.

We congratulate Con on this honour and are grateful to have the continued support of incredible volunteers to make our work possible.



# It's the people behind the scenes that make all the difference

Volunteers are the backbone of our organisation and our ability to deliver support to families in need. From office tasks to helping out with fundraising and events, to sharing their professional expertise as a Board member or motoring official, we couldn't help as many kids as we do without their hard work and dedication.

Thank you to our volunteers and committees who give so much to Variety and dedicate their time to help grow our impact for the kids and families we serve.

*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*

We wanted to recognise the important contribution of our community by introducing the Variety Heart Awards. The Awards are a celebration of the heroes in the Variety community, those who embody our values of Equality, Community, Action and Joy.



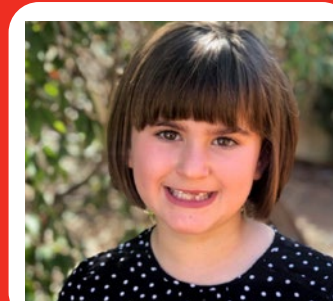
Chairman's Commendation Award –  
John Paul Young



Volunteer of the Year –  
June Coleman



Fundraiser of the Year –  
G.J. Gardner Homes Shoalhaven  
(Nathan Fay & Sean Vickery)



Young Fundraiser of the Year –  
Hayley Schofield



Governance Award –  
Amanda Mead

# Letter from the Chief Barker and Acting General Manager

2020 represented an extraordinarily challenging year for Variety. Notwithstanding the challenges we faced, 2020 also highlighted the passion, dedication and commitment our amazing community of fundraisers, staff, volunteers and corporate partners have towards supporting children in need.

Despite having to cancel all our major fundraising events, Variety continued to meet its core purpose of assisting Australian families and children.

In NSW/ ACT we reacted to school closures and remote learning by introducing our Tech 4 Schools Grant and changed our Just Like You program, delivered in person to some 8,000 primary school children prior to COVID restrictions, to an online delivery platform that will potentially reach far more children in the years ahead.

During the 2020 financial year we delivered nine Variety Sunshine Coaches (seven of which were approved in prior years) – an outstanding achievement.

We opened a new Variety Livvi's Place inclusive playspace in Taree and within Stockland Retail Centres in Shellharbour and Merrylands.

Our Tech 4 Schools Grants in June/ July supported over 300 children with new laptops for remote learning, with 83% of recipients from regional or remote areas.

Our Variety Heart Scholarships has supported hundreds of young Australians achieve their dreams over recent years. With COVID restrictions preventing face to face contact and learning for many it was decided to defer the 2020 Round and give the kids more time to use their full funding allocation.

From March 2020, the children's activities were also suspended due to COVID restrictions, however, in December 2019 we held our annual Kid's Xmas Parties in Sydney (ICC), run by the incredible Ladies of Variety volunteers, and Newcastle (McDonald Jones Stadium) for over 7,000 children, carers and their families and partnered with the new totally inclusive Sydney Zoo to provide amazing experiences for children we support.

This was all achieved because our fabulous supporters continued to secure donations and sponsorship funds, including our Motoring Events participants for events that were deferred for 12 months.

Variety seeks to fill the gaps where Government funding is either not available or simply not enough and creates the opportunity for all Australian children to experience greater equality, acceptance and inclusivity.

Most people tend to focus on the immediate impact of our Grants rather than the longer- term benefits achieved. Variety grants promote self esteem, independence and

confidence, improving physical and mental health over a lifetime.

Our case studies often show children and families directly benefiting from mobility equipment; the joy of being able to interact, learn and play with other children and we similarly hear of the immediate improvement to self-confidence and self-esteem Variety Heart Scholarships or Hair with Heart have on a child benefiting from equality and inclusivity.

Finally, thank you. If you are reading this report you are either a existing or prospective supporter of Variety the Children's Charity NSW/ ACT – whether as a volunteer, fundraiser, corporate partner or existing or prospective grants recipient.

We are grateful for your engagement and please, do not hesitate to reach out directly to our staff or Board to obtain more information on how we can work together to improve the lives of Australian children in need.



**John Dennis**  
Chairman (Chief Barker)



**David Small**  
Acting General Manager



## Our vision

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

## Our mission

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





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**E** [contactus@varietynsw.org.au](mailto:contactus@varietynsw.org.au)

**▶** [VarietyTheChildrensCharityNSWACT](https://www.youtube.com/VarietyTheChildrensCharityNSWACT)

