



Variety – the Children's Charity NSW/ ACT

Impact Report 2020/2021

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Front Cover: 'The Jungle Brothers' helped to bring the fun on our 2020 Resurrection Run. A team of three led by Marc Christowski, the team was a hit with students from Girilambone Public School when they rolled into town on Day 2 of the Run. We were thrilled to grant the school \$5000 worth of playground equipment, an absolute highlight of the event which brought together our Bashers and Adventurers after their events were cancelled in early 2020 and gave hope to all of our motoring enthusiasts that they would be able to get out on the dirt and drive with us again. Photo by Justin Worboys.

Chair/ Chief Barker Message

Well, let me state the obvious, that was quite a year, for all of us personally, and for this wonderful charity as a whole. We should celebrate our achievements. We have survived Covid, now we are reviving. Double taxed, doubling down on our workload and on the front line of recovery for our kids, families, and communities.

As a charity we are in great shape with a healthy cash position, and our events ready to go over the next 12 months. There is a sense of excitement and enthusiasm throughout the entire organisation.

I thank, on your behalf, our two CEO's this year, David and Vanessa, and the wonderful staff who have worked tirelessly in very difficult conditions. Always responsive and energetic, you can be very proud of the role you played.

A big thank you to our sponsors, both corporate and personal, with a special call out to Woolworths, our Bashers, our volunteers, and our families. My personal favourites were the virtual scholarship's presentation evening, encompassing all that is good in Tent 56 and the Christmas outing at Sydney Zoo.

And finally, a sincere thankyou to our Board, always there, always on mission. I thank you for the outstanding work we have achieved together.

I hope you all have a personal pride in being a Variety supporter. After 41 years supporting children in NSW and the ACT, I see Variety T56 standing for 'integrity, loyalty and respect'.

That trust we have in the community is from years of hard work, commitment, listening and keeping in close contact with the community. And we will continue to show compassion, kindness and empathy in what we do.

As an organisation, we commit to making the lives of children better, as only Variety can.

Warm regards,



Dr Greg Levenston

Chair/Chief Barker

Variety – the Children's Charity NSW/ ACT



CEO Message

I commenced in the role of CEO at Variety NSW/ACT in August 2021.

As I look towards the future, I thank and acknowledge the work of Acting General Manager, David Small, in navigating the organisation through the challenges of a year that saw many of our vital fundraising opportunities being cancelled or postponed.

Despite the setbacks, Variety NSW/ACT came through the year in a strong position. We were able to grant \$2.35m to children who needed it more than ever, and we saw the application rate for our We Learn grant break records as families adapted to home learning, needing help to keep their children connected to school.

I am proud to join an organisation that has maintained its ability to help children in the toughest of times. Now, as we consider a return to the way of life we previously took for granted, we are hopeful that events will return and our great Bash community will hit the road again to explore regional Australia and raise money for the kids who need it most.

Variety has an iconic culture and a group of supporters who have dedicated countless hours to fundraising and raising awareness of our work. Coming into Variety, I can't wait to build on the legacy of our great organisation and deliver it the next phase, helping all children reach their potential.

Warm regards,



Vanessa Barry

CEO

Variety – the Children's Charity NSW/ ACT



The Variety Vision

For 46 years Variety – the Children’s Charity NSW/ACT has been helping to give kids a fair go.

We deliver programs, kids experiences, grants and scholarships across NSW and the ACT to improve children’s lives.

Our work allows kids to gain mobility, to get out and about in the community, to communicate, achieve independence and increase their self-esteem.

We work together with donors, corporate partners, sponsors and volunteers to provide essential support where families need it most.



OUR VISION

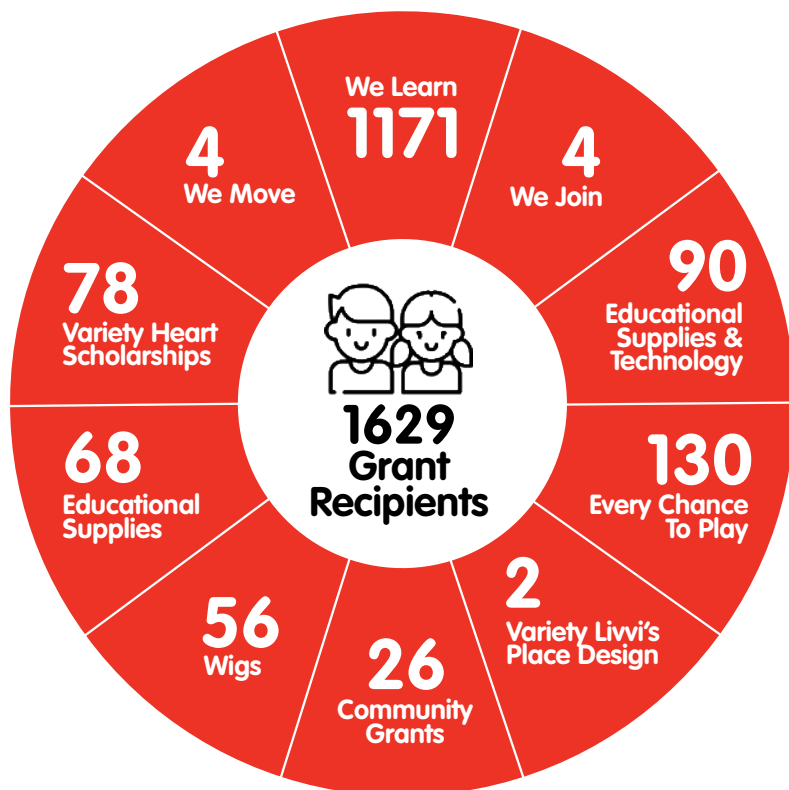
For all Australian children to attain their full potential, regardless of ability or background.



OUR MISSION

To empower Australian children who are sick, experiencing disadvantage or living with a disability to live, laugh and learn.

Our Year at a Glance



6,420 Hair with Heart Donations



13,302 students across 70 NSW & ACT schools attended Just Like You



607 motoring participants – 499 in cars & 108 on bikes



Variety at Work and Play



Variety is committed to working hard across our various program areas to ensure kids who miss out, can always join in. We do the work, so that all kids can play!

Variety Just Like You

Our 'Just Like You' program empowers primary school students to develop understanding, acceptance and inclusion of people living with a disability. The program delivers interactive workshops where students are encouraged to reflect on their own roles and actions as a citizen in their school and community.

The program reached 13,302 students across 70 NSW and ACT schools in 2021. A number of workshops were delivered online after the program pivoted during Covid-19 restrictions in 2020. The new digital delivery option enabled us to reach schools in the ACT for the first time. The program continues to receive high teacher and student satisfaction with positive changes in student knowledge and behaviour.

"Excellent facilitator! Presented well and responded to students' questions and responses in a sensitive and appropriate manner. A valuable learning experience for teachers and students!" - Teacher, Five Dock Public School, Sydney

"This workshop should be compulsory in all schools" - Teacher, Blackhurst Public School, Sydney

Variety Inclusive Play

Inclusive Play continued to work with kids, communities, Councils and developers to create Variety Livvi's Place inclusive playspaces, where we can all play together. In December 2020, we celebrated the opening of Variety Livvi's Place Edgebrook in Clyde (VIC) and in April 2021 we came together with kids and families for the opening of Variety Livvi's Place Glenfield in Campbelltown (NSW). We engaged with 10 councils – from the Tweed Shire to Gundagai – on a number of projects in the final stages of design and due to begin construction. We also awarded Variety Livvi's Place Design grants to both Moree Plains and Balranald Shire Councils.

Throughout the year, we continued to connect kids (who we know are the real play experts), families and community members with playspace designers. We take pride in our playful and inclusive engagement process where we bring everyone together to build awareness, understanding and appreciation for each other as they build something truly amazing.





Variety Every Chance to Play

The Variety Every Chance to Play Grant helps kids in the ACT to access their favourite sports. Children aged 5 – 18 receive financial assistance to cover the costs involved in getting out on the pitch or the court to take part in a team and get involved in their local communities. Our Every Chance to Play Grant covered sport registration costs for 130 ACT children in 2021.



Variety Activate Inclusion Sports Days

We were thrilled to see Variety Activate Inclusion Sports Days return in 2021, in partnership with Sport NSW, and for the first time delivered in collaboration with Disability Sports Australia. These days give kids living with physical, sensory and intellectual disabilities a chance to try sports they may otherwise miss out on.

Unfortunately, due to the ongoing Covid-19 lockdowns in 2021, only 50% of the planned sessions were delivered but the program still reached an impressive 1,789 kids in NSW.

The program celebrated a milestone in June when the 50th Variety Activate Inclusion Sports Day took place at Sydney Olympic Park. This special event gave 300 primary and high school students the chance to build their sporting confidence while making new friends.

Since launching in 2017, the program has reached more than 8,500 students in over 500 NSW schools.

New Grant Breaks Records



New For 2021

At Variety, we're not afraid to do things a little differently – especially when we know it will enable us to help more kids and families in need.

In early 2021, we undertook a grants review process to ensure we were providing help where help was needed. We compared our systems to those in Variety offices across the USA, Canada, UK, Ireland and throughout Australia. After analysing the results, we used the information to revamp our Kids Support framework and launch four new grants: We Move, We Join, We Care and We Learn.

When we launched our We Learn Grant in July, we expected it to be popular but not even we predicted the overwhelming response we would receive.

The Grant gives NSW and ACT families experiencing financial hardship the chance to apply for support for educational supplies and technology.

When the Grant closed in September, we were stunned to have received over 1,000 applications – a huge increase in demand for support from the 158 applications we received for a similar grant in 2020 and a record for any grant we have ever offered!

The grant opened at a time when students across the country were learning from home given ongoing Covid-19 lockdowns. As learning moved online, so too did doctors and specialists'

appointments placing additional strain on families desperately needing access to technology.

A total of 1,171 grants were given out across NSW and the ACT – 859 Educational Technology and 312 Educational Supplies – valued at over \$450,000.

Laptops and chromebooks were sent directly from our supplier, Harvey Norman Technology for Business, while Big W gift cards were supplied for Educational Supplies including school uniforms, stationery, textbooks, lunch boxes and drink bottles.

Canberra mum Lisa, has four boys and two of her sons, Dylan (9) and Braden (6), were among those who received laptops.

"We are just so grateful to Variety. You don't know what's happening behind closed doors or just how hard it is for some people so to have Variety step in and offer a way out of that stress, it's just incredible."

In other new grant news for 2021, four We Move Grants were approved and four We Join Grants were given.

The We Move Grant is open all year round. The We Learn and We Join Grants will open again in 2022. For more information, visit variety.org.au/nsw/how-we-help/

Regional Spotlight



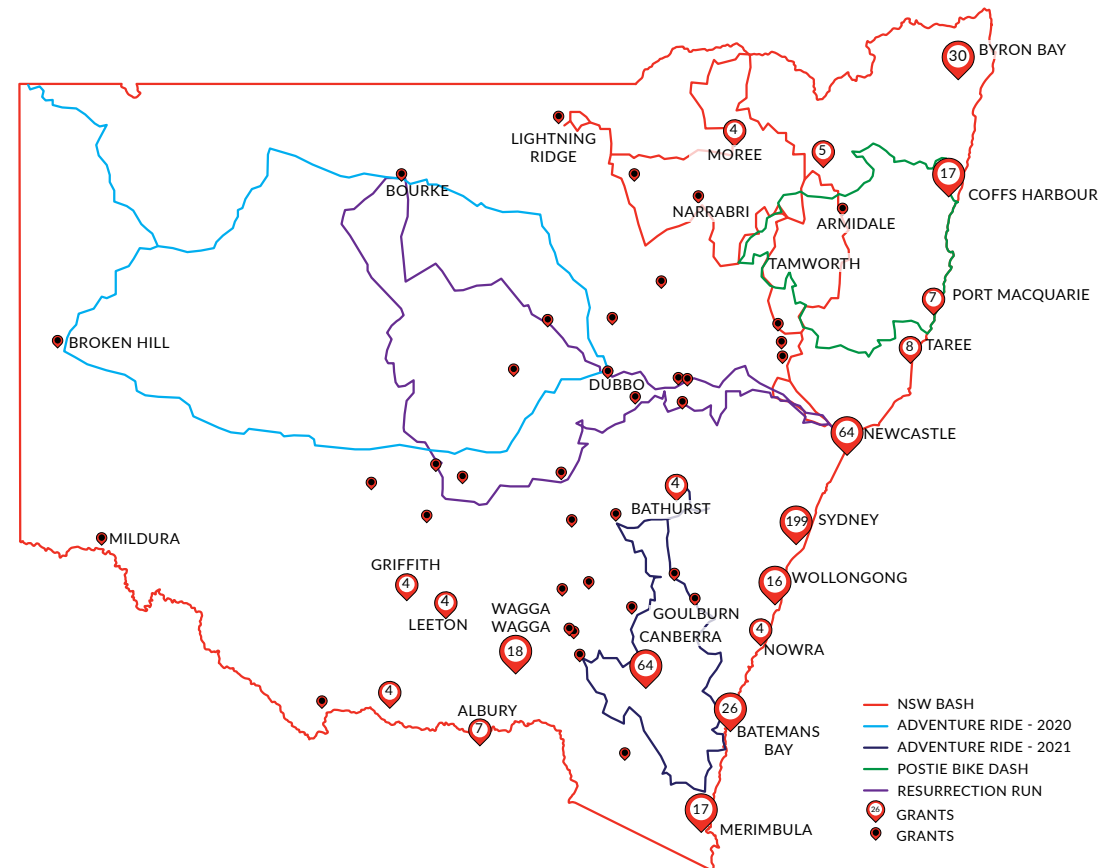
We are grateful to our regional supporters who welcome us with open arms and understand the big difference we make in little communities.

We continue to focus on reaching all kids and supporting families and communities, regardless of how remote or regional they may be. Children who have to travel great distances for medical appointments, educational opportunities and sporting competitions often face particular challenges and that's where we come in - making sure that all kids can attain their full potential, regardless of their background.

In 2021, we impacted widespread areas of NSW and the ACT with both our grants and our motoring events.

More than 1,600 grants were given out to children as far west as Broken Hill.

Our motoring events have a long tradition of giving participants the chance to explore country towns that aren't always on the map. Our bash cars are renown for bringing fun and excitement to far-flung corners of the country and bringing smiles to the faces of local families who rarely have visitors. Moreover, we also bring thousands of dollars in grants to local schools for much needed technology, playground equipment and educational resources. Not to mention the tourism dollars injected into regional communities with lunch and overnight stops along the routes.



Variety on the Road



There is no doubt our iconic motoring events are the key to our fundraising success and we certainly rely on – and look forward to – every opportunity to get out on the road with our big-hearted community of Bashers, Dashers, Riders and Adventurers.

While 2021 presented some challenges with the 2021 Variety 4WD Adventure cancelled due to floods on the NSW North Coast and the 2021 Variety Brydens Lawyers B to B Bash cancelled due to Covid-19 restrictions, we did manage to get off the beaten track with more than 600 of our mates new and old across five events during the year.

Variety Adventure Ride

The inaugural Variety Adventure Ride covered 2,700km of hot and dusty roads in October 2020. 35 riders departed from Dubbo on day one and headed out to remote Cameron Corner and six days later they returned, dusty but proud having ticked off an amazing bucket list item with the assistance of our support crews. We backed this up by running a second Variety Adventure Ride just six months later in March 2021 through the beautiful Snowy Mountains region. Across both Rides, we raised \$150,000 for kids in need – an extraordinary effort with a new and promising event.

Variety Postie Bike Dash

Back for its 7th year, 73 postie bike riders rode out of Tamworth in November 2020 – many of them on their first-ever Dash. A highlight for everyone was the chance to present grants to two schools along the route – Gloucester Public School received funds to upgrade their beloved Peace Park and Comboyne Public School were granted new educational technology to help improve literacy and numeracy skills. Our Dashers are passionate about supporting kids in need and raised over \$230,000 in 2020 – the highest ever for our Postie Bike Dash.





Join us on the road in 2022. Check out page 20 for our upcoming motoring events.

Variety Resurrection Run

This unique 'one time only' event was developed to enable our long-time supporters to get out for a drive with their mates after the cancellation of the NSW Bash, B to B Bash and 4WD Adventure events in early 2020. 206 motoring enthusiasts took part in the November 2020 event which injected much-needed tourism dollars into regional NSW and helped to raise over \$220,000.



Variety NSW Bash

Newcastle turned on a glorious morning when 293 Bashers in 105 cars left the foreshore on our 29th NSW Bash in May. The NSW Bash visited 12 regional schools, giving more than \$60,000 in grants on their week-long adventure through the red-dust roads of outback NSW via Lightning Ridge. After the cancellation of the NSW Bash in 2020, these passionate Bashers were thrilled to take part and their excitement showed in their fundraising efforts with an incredible result of \$1.2 million!

"I did my first Bash seven years ago and had the best time of my life. I just fell in love with it! It's so inspiring to watch the kids faces when the schools receive thousands of dollars in grants for things like swing sets, library books, musical instruments and sports equipment. It really pulls on your heart strings and makes you appreciate all the awesome work that Variety do".

Paula Graham, long time NSW Basher

Variety in the Community

There is nothing we love more than getting out into the community and connecting with our supporters. Whether it's through events, donations or fundraising campaigns, we love coming together with people who share our passion for kids in need.

Variety Spin 4 Kids

Given ongoing Covid-19 restrictions, we hosted our very first virtual version of Variety Spin 4 Kids Newcastle in October 2020. 13 teams participated in the annual spin bike challenge, raising \$29,000. Fortunately, as restrictions eased we were able to bring teams together at the Newcastle Foreshore for the April 2021 event with 25 teams nailing their kilometres – and their fundraising efforts – to raise more than \$70,000. Major sponsors, Newcastle Coal Infrastructure Group, who have participated and sponsored now for five years have committed to ongoing sponsorship for the next three years. Spin 4 Kids also debuted in Sydney in June, taking the harbour city by storm and raising over \$26,000. Team Endeavour Energy scooped the pool on the day taking out both the highest fundraising team and the award for Kings and Queens of Spin.

"There's just no downside to participating in an event like Spin 4 Kids, and I would urge any corporate to pull together a team and get behind Variety NSW/ACT. It's fun, it's a meaningful way to contribute something positive to our communities, and it delivers a lot of positive wellbeing for your people. There's no other way to look at it – it's a win-win" – Endeavour Energy CEO, Guy Chalkley.

Variety Christmas Parties

When Covid-19 restrictions forced the cancellation of our annual Christmas parties in 2020, we knew we needed to do something to bring some festive fun. So, we dreamed up a drive-thru celebration for our Newcastle families. More than 1,000 kids in more than 400 cars enjoyed a festive spectacle as they passed by roving characters and enjoyed a wave from Santa and Mrs Claus before receiving their free Variety gift – all without leaving their vehicle! In Sydney, 1,000 kids and their families enjoyed a Variety Xmas Evening at Sydney Zoo including a special photo opportunity with the jolly old man in red!





Variety Rocks 4 All

Sunshine and smiles were on show in May when our Variety Rocks 4 All Concert took over Tumbalong Park in Sydney. Families and friends enjoyed a beautiful afternoon of entertainment with some of Australia's best performers taking centre stage. Kids loved singing along with Mel Dyer and former yellow Wiggle and children's entertainer, Sam Moran, while ABC Playschool presenter, Rachael Coopes, got everyone on their feet to join in the fun. Country music fans were not forgotten with amazing performances from Four Times Golden Guitar Winner, Amber Lawrence, and multi-ARIA nominated singer-songwriter, Jasmine Rae. This inclusive event was brought to life via a City of Sydney Covid-19 Recovery CBD Activation Grant.



Variety Dine 4 Kids

Following the cancellation of Variety of Chefs Newcastle, Dine 4 Kids was designed as an intimate fundraising dinner at the Newcastle Club in November 2020. 70 guests enjoyed a delicious meal with entertainment from past Variety Heart Scholarship recipient and talented pianist, Ayesha. The event raised \$40,000 for kids and families in need.

Variety Easter Family Fun Day

Variety kids and their families had the opportunity to spend a great day at the Sydney Family Show in April. Everyone enjoyed fun activities in our inclusive activation area which brought smiles to so many little faces. We couldn't put on wonderful days like these if it wasn't for our amazing community of supporters. Our thanks also for our partnership with Sydney Family Show and all of our sponsors.



Variety Hair With Heart

We always try to look on the bright side of life and if there was a positive to take away from a global pandemic, it was that ongoing lockdowns across Australia led to a unique opportunity for people to stay home, grow their hair and raise funds for those in need!

Our Hair with Heart program gives hair a second life, with hair donations being made into wigs for those who have lost their hair due to a long-term medical condition such as alopecia. In 2021, we received 6,420 donations of hair and over \$1.8 million was raised across the country with over \$940,000 retained in NSW & ACT

These are record figures for the program with October 2020 being the biggest month we have ever seen – over \$215,000 was raised in that month alone!

The funds raised enabled us to grant 56 wigs, support the Variety Alopecia Areata Adventure Camp and other grants.

Show Us Ya Heart

Our Show Us Ya Heart fundraising appeal was launched in response to the overwhelming number of applications we received for our We Learn Grant in July. We challenged everyone to open their hearts and help us to raise as much money as possible to fund grants for families doing it really tough. Thanks to the generosity of our wonderful supporters, this campaign raised over \$10,000 – which put extra laptops and educational supplies into the hands of kids who really needed them!

Volunteers

We couldn't run all of our events and programs without the support provided by our dedicated volunteers so to everyone who has lent a hand during 2021, we say THANK YOU! From individual to corporate volunteering, we are always looking for enthusiastic people to join in the fun.

Visit variety.org.au/nsw/get-involved/ to find out more.

Stars in the Making



They say records are made to be broken and that was certainly true for Variety in 2021. Not done with breaking grant records, we raised the bar this year when we awarded a record number of Variety Heart Scholarships.

78 scholarship recipients across NSW and the ACT received more than \$300,000 in support this year. The scholarships enable children to pursue their sporting and artistic dreams while living with disabilities, chronic illness or financial hardship.

The 2021 recipients are aged from 7 – 18 and are accomplished across a diverse range of endeavours – from ice skating, alpine skiing and rodeo to violin, dance and photography.

Variety CEO Vanessa Barry said she was delighted to give the children the helping hand they need to focus on their goals, without worrying about the costs involved in achieving them.

"Variety is passionate about giving kids a fair go and our Variety Heart Scholarships are just one of the ways in which we are working to ensure that all children are able to attain their full potential, regardless of their background."

Talented alpine skier, Zac Bortoli, is just one of the 78 kids Variety is supporting on their journey from their hometown to the world stage – and Zac's mum Yvette is grateful for the financial assistance for what is a very expensive sport.

"Without Variety Zac could not compete on the international circuit. The scholarship is the difference between being able to afford to travel to overseas events or not going at all, it is the difference between adapting his skis or boots or struggling without adaptive equipment."

"As a single parent, it's a huge relief to know that Variety are there to provide the funding that will help Zac achieve his goals."

You can read more about Zac and follow his adventures on the slopes - variety.org.au/nsw/stories/zacs-story/

Variety Heart Scholarships are made possible thanks to the generous support of presenting partners, the Grahame Mapp Family Foundation in honour of the late Gillian Mapp.

The Variety Heart Scholarships will open again in 2022. For details, visit variety.org.au/nsw/variety-heart-scholarships/

Our Heroes



Each year, Variety International take submissions from Variety offices all over the world for their Presidential Citation Awards, Corporate Awards and Innovation Awards.

In August 2021, we were thrilled when members of the Variety NSW/ACT community were announced as winners of three of these awards!

Greg and Janette Cocks won a Presidential Citation Award for their exceptional and sustained contribution to Variety. Greg and Janette are Variety's radio base for various Bashes and have been a crucial part of our motoring events since 2000. Most of the Bashers have never actually met them face-to-face but many of our officials will know their voices well.

Greg and Janette provide safety and communications. They mostly camp in the bush, setting up their communication towers and their bush office with computers, radios and all the essentials – including their infamous afternoon cheese platter! Before we leave on the Bash, they review the roads we will travel on, research where hospitals and emergency services are located and have maps on hand if we require a detour due to flooding, road closures or any other emergencies.

Their Bash Day starts around 5:30 am and doesn't finish until the Sweep gets to town and all Bashers and officials are accounted for, often late into the night.

These two volunteers provide the safest and most professional outback communications possible. Greg and Janette epitomise unsung heroes with their outstanding and continued contribution to Variety NSW/ACT and we simply couldn't run our motoring events without them.

Two of our valuable partners were also recognised with Corporate Awards. Both our long-time NSW partner, the Australian Hotels Association (AHA) Newcastle Hunter, and our Variety Australia partner, Swysh, were recognised for their high level of support for Variety. We are so lucky to have the support of corporations like these who share our commitment to helping families and kids in need.



Our Woolworths Partnership

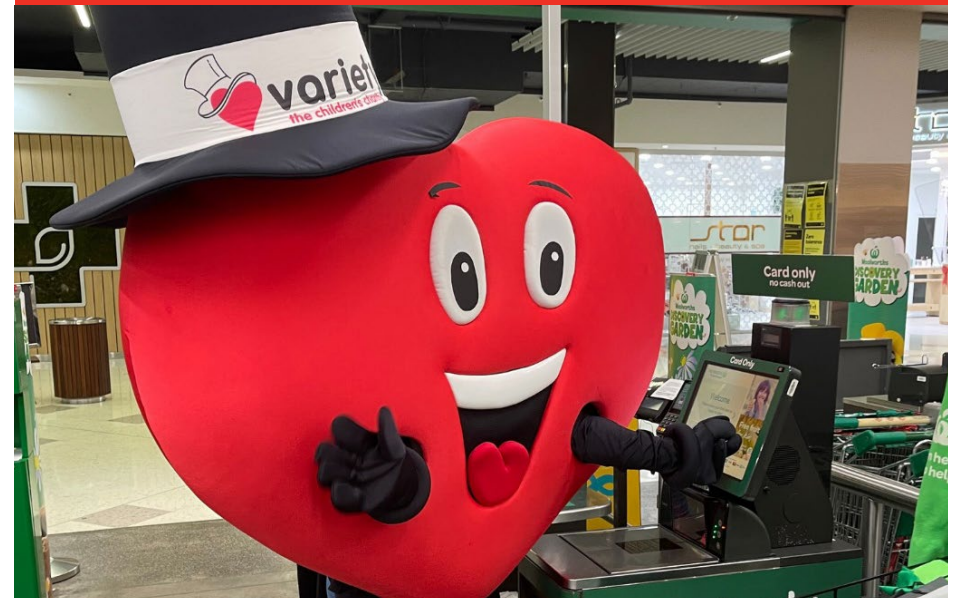


Since 2013 Woolworths teams and customers have gone above and beyond to provide vital funds to Variety through our incredible partnership, raising over \$11 million for kids in need. The passion of Woolies teams can be seen in stores across NSW and the ACT.

Woolworths has fundraised for Variety in many creative ways over the years. From cake stalls to sausage sizzles and fundraising morning teas. Customers too have shown their support by Rounding-Up at Woolworths checkouts, buying a \$2 Wall Token or making a donation in-store or on the Woolworths website.

In a first for the partnership, the Woolie-saurus made its NSW Bash debut in 2021 driving through regional NSW to raise funds for kids in need. Along the route, Woolworths stores donated supplies to the local schools and the Bashers stopped to feed the crowds. In many instances, Woolworths team members had some very early starts to help run the breakfast barbecues which fuel our entrants for a long day of driving. Crew members, including NSW/ACT General Manager Supermarkets Michael Mackenzie, are already talking about NSW Bash 2022.

Whenever the call goes out, Woolworths is always there to help. From helping at our Christmas Parties and Car Bash events, Woolworths generously lends a hand and has been a reliable supporter of ours over many years. Their enthusiasm to work in partnership with us has been invaluable in helping Variety achieve our goals.



Our Thanks

Major Partners



De Lambert
Largesse



swysh.



Our thanks to our Bashers, Dashers, Riders & Adventurers for your valued support.

Valued Partners

10,000 Hours
Acrobat Removalists
Active Muscles Active Minds
AirRoad Charitable Foundation
Altis
Ansarada
ARA Car Rentals
Australia Post
Australian Traffic Network
Blacktown City Council
Buslines Group
Campbelltown City Council
Carlton & United Breweries
CBA Regional and Agri Business Banking
Central Coast Council
Cerner
Chas Clarkson
Citrus Media
City of Geelong
City of Newcastle
City of Sydney
Cootamundra-Gundagai Regional Council
Dee Vine Estate Wine
DRO Mechanical Services
Explore Housing World
First National Real Estate
Form 1
Frost Catering Group
Gavin Little Photography
GJ Gardner
Greater Bank
Greg Tapp Printing
Grenada Promotions
Harvey Norman Technology for Business
Heartland Castle Hill
HIT FM

Hunt Hospitality Group
Hunter Valley Coal Chain Coordinator
Hunter Valley Santa
Hunters Heros
Infinite Cycle
John Sands
Justin North and Concept Hospitality
Justin Worboys Photography
Khorus Media
Kwik Kopy Chatswood
Lenny Muddle
Lisa McGuigan Wine
Liverpool City Council
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McDonald Jones Stadium
Media Opps
Mid-Coast Council
Mini-Tankers
Newcastle Coal Infrastructure Group
NSW Vehicle Wholesale
Omega Home Services
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Progressive Financial Planners
Qudos Bank
Rarity Wholesale
Rascal
Reel Story
Resqmed Services
Restaurant Mason
Russell Builders
SAAB Australia Pt Ltd
Sage
Send a Basket
Shoalhaven City Council
Southern Highlands Tourism
St Marys Rugby League Club
Stainless Services NSW
State Medical Assistance
Stove Bright Paints
Sumitomo
Sydney Family Show
Sydney Audio Visual Specialist
Syed Partners
TAMEX
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
Venues NSW
View By Sydney
Weekenda
West's Group
Zoom Photography



Save the Date

Join the Variety family in 2022

Taking part in a Variety event is a fun and feel-good way to raise funds for children in need so why not grab your diary, tell your friends and make a plan to join us in 2022! Visit variety.org.au/nsw/events to find out more!

18 February 2022

**Variety
Move 4 Kids
Challenge**

6-11 March 2022

**Variety Postie
Bike Dash**

20-25 March 2022

**Variety
Adventure
Ride**

1 April 2022

**Variety
Spin 4 Kids
Newcastle**

1-3 April 2022

**Variety Mini
Bash**

8-13 May 2022

**Variety 4WD
Adventure**

15-21 May 2022

**Variety NSW
Bash**

5 August 2022

**Variety of
Chefs 2022**

7-16 August 2022

**Variety
Brydens
Lawyers B to
B Bash**

Look out for the
Variety Tax Appeal
at the EOFY &
donate to make a
difference!



Every day we are grateful for the generous support of people who share our passion for giving kids in need a fair go. There are many ways you can become part of the Variety family. You may choose to volunteer, become a corporate partner, fundraise, host an event or make a donation. Why not start a conversation with us today and help us to help kids in need.



- W** variety.org.au/nsw
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- in** [varietyNSWact](https://www.linkedin.com/company/varietyNSWact)
- E** contactus@varietyNSW.org.au
- yt** [VarietyTheChildrensCharityNSWACT](https://www.youtube.com/channel/UCqj8K8K8K8K8K8K8K8K8K8K)



