



**variety**<sup>®</sup>  
the children's charity

# Fundraising Guide

# Fundraising for Variety

Thank you for fundraising for Variety - the Children's Charity and helping to give Aussie kids in need a fair go. This guide offers you support for your fundraising activities. Read on for ideas, handy hints and a few basic rules you can follow to make the most of your efforts.

We are with you every step of the way and are always here to help! If you have any questions, need some advice, or more information please feel free to contact us on (07) 3907 9300.

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

## thank you!



# About Variety

Since 1975, Variety has been helping Aussie kids who miss out due to disability, chronic illness or disadvantage. Our incredible supporters like you have changed the lives of thousands of kids, giving them the opportunity to fully participate in life with everyone else.

With your support, more kids can receive the assistance they need to achieve their full potential because all kids should be able to follow their dreams and be the best they can be. No matter what life throws at them. No matter what their ability.

Every dollar you raise will make an enormous difference to kids and families in need:

- ♥ **\$275=** Sensory equipment to a child with an intellectual disability.
- ♥ **\$972=** A modified bike for a child with special needs.
- ♥ **\$1,000=** iPad assistive software for a non-verbal child.

- ♥ **\$2,500=** Nutritional feeds for a child who requires tube feeding.
- ♥ **\$5,000=** Allow a child to follow their dreams with a scholarship in the arts, sport or education.
- ♥ **\$10,000=** Wheelchair accessible vehicle modifications to the family car.



# Our Mission & How We Help

Variety - the Children's Charity is a not-for-profit organisation committed to empowering Aussie kids who are sick, disadvantaged or have a disability to live, laugh and learn.

**We give kids who are sick, disadvantaged  
and who have a disability a fair go.**



**By delivering support in 5 key ways:**

**Grants**

**Services**

**Programs**

**Scholarships**

**Kids Events**



# Getting Started

## Online Fundraising Page

Start fundraising in minutes by creating an online Team Variety page at [teamvariety.raisely.com](https://teamvariety.raisely.com). You can personalise it with your photo, story and goal to share with your friends, family and colleagues via email and social media. The best part is it's easy, powerful and FREE!

## Engage your Workplace

Ask your employer if they will be a sponsor, match your donations, encourage your colleagues to sign up to the Workplace Giving program or have a casual dress day for a gold coin donation.

## Host an Event

There are many different fundraising events that you could organise to reach your goal. Think about how you can make your event different with themes and activities. Raffles and auctions are a great source of funding at events. There is a helpful checklist and event concepts in this guide to help get you started. The first step is to [register the fundraising activity/event](#) with us. We will provide you with an Authority to Fundraise letter, Proudly Supporting logos for promotional materials and our social media policy.

## Join or Participate in an Existing Event or Fundraising Campaign

Keep an eye out for local fun-runs, colour runs, cycling and other fitness events – and join our Caped Crusaders fundraising campaign. Check out our [events page](#) for some inspiration on runs that are coming up near you.



# Getting your fundraising event started

**Step 1: Decide on an event** e.g. Golf day, gala ball, high tea, garage sale, BBQ etc. If you have any other great ideas, please get in touch

**Step 2: Get support** Ask family, friends, schools, businesses, church etc. to support your efforts

**Step 3: Set fundraising goal** Don't forget to take your expenses into consideration

**Step 4: Let us know** by [registering your event](#) Make sure to attach your fundraising poster or flyer so that we can give you the okay and have your event included on our website! We have heaps of helpful resources for our fundraisers to use

**Step 5: Personalise your fundraising page** Let everyone know why you are fundraising for Variety – The Children's Charity

**Step 6: Promote, promote, promote** Use your support network and your social media to spread the word about your event

**Step 7: Make sure you look over our event checklist**

**Step 8: Host your event**

**Step 9: Deposit the funds and then send us your receipt** See managing the money page for more details

**Step 10: Sit back and relax knowing you have impacted the lives of Aussie kids and their families**

For handy tips, guides templates and other resources check out our fundraising toolboxes for each of our events:



# Checklist for organising a fundraising event



- ♥ **WHEN** Pick a date and time that doesn't coincide with any other events and leaves plenty of time for planning.
- ♥ **WHERE** Where will the event take place? Take into consideration size, accessibility, cost, parking and public transport.
- ♥ **WHO** Select your target market for the event. Is it a public or private event? How many people are you wanting to attend?
- ♥ **ENTERTAINMENT** When planning entertainment for an event, think of themes, performances, music and other fun activities. Raffles and auctions are a great way to engage guests and raise funds, think about where you can source prizes from and how you will promote them on the night.
- ♥ **CATERING** If you're having food at the event, think about what type of food to have (cocktail or sit down dinner), where you will source it from and do you have any contacts who could donate food services?
- ♥ **BUDGET** Ensure costs are reasonable and a large portion of funds raised go towards kids in need. Can you get a discount or free items and services? How much are you aiming to raise? Will ticket prices cover the costs for the event?

- ♥ **COMMUNICATION** How will you communicate your event to people? How will you get the message of the cause across? Write press releases, print flyers, etc.
- ♥ **APPROVAL** Make sure you have registered your fundraising event with us and be sure to send through any marketing material for approval.
- ♥ **REGULATIONS** Ensure that you adhere to safety and legal regulations; where necessary apply for permits and insurance.
- ♥ **ORGANISING** On the day or night of your fundraising event, ensure you have a runsheet outlining timings and who is responsible for what.
- ♥ **RETURNING FUNDS** Deposit your funds raised from the event to us and notifying us of the details, such as total fundraising amount.
- ♥ **THANKS** Thank your supporters/guests for their help/attendance and let them know the overall fundraising amount. Remember – keeping a sponsor happy is much easier than finding new sponsors every year!

# Managing the Money

Keeping an accurate record of the finances, managing the funds and depositing those funds to Variety is a big part of your fundraising process. We know this can be tricky, so to help you out we've outlined a few important things to keep in mind:

- ♥ Remember that the reason your raising money is to give Aussie kids in need a fair go. This means your expenses should not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. To keep it simple, the majority of what you raise goes to the kids.
- ♥ If you have any donors ask for a receipt, simply email [finance@varietyqld.org.au](mailto:finance@varietyqld.org.au) the details such as their name, address and contact details when you remit your money. Receipts cannot be issued for donated goods or services, however a letter acknowledging the type and value of the supporters contribution can be provided
- ♥ Thank your supporters!

## Depositing Funds into our Bank Account

Westpac: Variety Queensland General Account

BSB Number: 034 072

Account Number: 201 739

Reference Number: Community Fundraising

Email remittance to: [finance@varietyqld.org.au](mailto:finance@varietyqld.org.au)

## Online Fundraising Profile:

You can set up an online fundraising page at [teamvariety.raisely.com](https://teamvariety.raisely.com). All of the donated funds will be received by Variety! You can personalise the page with your photo, story and fundraising and share via email and social media. You can also post photos and updates to your supporters.





One option you might consider with your fundraising is to join our Caped Crusaders program to fundraise for Aussie kids in need when you participate in your next fund run.

Get active and fundraise by taking part in your local walkathons, fun-runs, cycling events and marathons, all year round. What a great way to challenge yourself, get fit and help more Aussie kids have a fair go!

It's easy to get started:

1. Find an event and register
2. To create an online fundraising profile, get in contact with us by [registering your event](#)
3. Recruit team members to join you
4. Share your profile with friends, family and colleagues!
5. Reach \$100 to receive a running singlet and \$250 for the CAPE!

# #CapedCrusaders



# Meet Brydi

Brydi was born paraplegic due to a tumour that was crushing her spinal cord. But being reliant on a wheelchair has never stopped her... she has big dreams of becoming a Paralympian and competing in swimming, track wheelchair racing and triathlons.

In 2018, Brydi received a Variety Heart Scholarship, allowing her to pursue her dreams of competing at the Paralympics.

Come hail or shine, young Brydi trains several times a week and competes in triathlons most weekends. Brydi led our Caped Crusaders as the Team Captain for the last 3 years in Bridge to Brisbane, where the team completed the 5 km course and fundraised in support of giving other Aussie kids in need a fair go.

What an inspirational young lady!

You can [read more](#) stories like Brydi's and learn more about the impact Variety has on Aussie kids.



# #Containers for Change

Containers for change awards you with a 10 cent refund for each eligible container returned to a refund point. You can use the money from your eligible containers you raise to help kids who are sick, disadvantaged or have a disability.

Here is how it works:

1. Check out the [containers for change website](#) to see where your closest refund point is!
2. Start collecting eligible containers.



3. Engage your local businesses, workplace, schools or other community groups.
4. When returning the containers to a refund point you can donate in 2 ways
  - Variety – The Children Charity of Queensland's **Scheme ID: C10147093**
  - Receive the amount in cash and deposit funds into our account. Contact us for more information.

## Need somewhere to store your eligible containers?

We can help arrange the bin for you and Queensland Container Recycling (QCR) collect the containers and organise the refunds if you are in the Brisbane, Sunshine Coast or Gold Coast area. It is super easy and convenient for our fundraisers, all you have to do is keep putting your eligible containers into your QCR bin!

Please feel free to get in contact if you would like some more information.

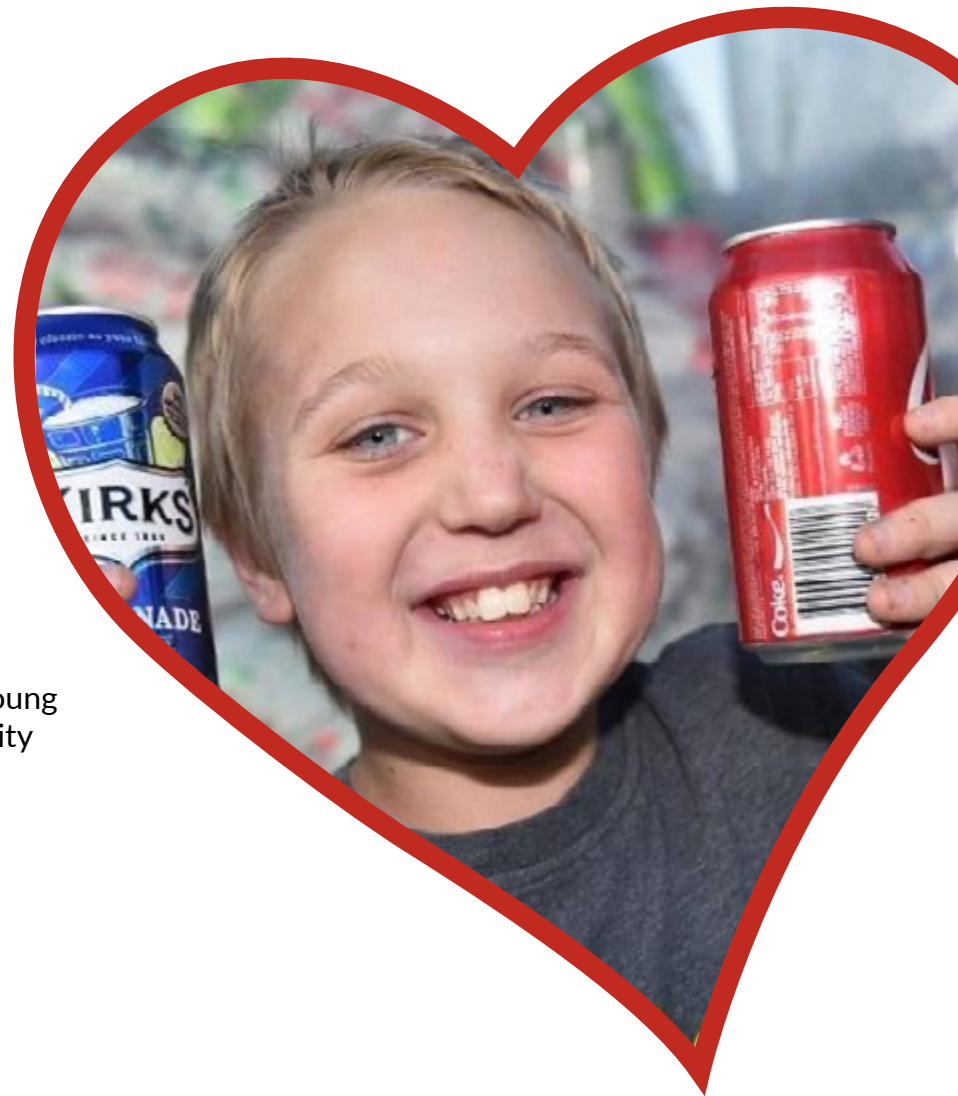
# Meet Reegan

Reegan is our recycling fundraising superstar who is on a mission to change one kids life at a time. Reegan and his family are dedicated to raising funds through the Containers for Change scheme. Reegan has fundraised over \$16,000 for Variety – The Children's Charity of Queensland!

Reegan had a great start to 2021 with his fundraising, having reached his goal to fundraise the money to fund the first Variety Activate Inclusion Sports Day for 2021. Thanks to Reegan, Variety was able to provide 144 kids living with disability the chance to play a range of modified sports.

Reegan's hard work does not go unnoticed! Early 2021 Reegan received Young Citizen of the Year for the Moreton Bay Region for his incredible community fundraising work.

We are extremely lucky to have Reegan as part of our Variety family.







Hair with Heart uses donated hair to make specialised wigs for kids who have lost their hair due to a medical condition such as alopecia.

The donated hair helps in more ways than one! Your donated hair is given a second life by giving back the gift of confidence and self-esteem to a child in need. Plus, through your fundraising efforts we can also help other kids who are sick, disadvantaged or have special needs by providing equipment and services.

Get started now by creating an [online fundraising page](#).

You may also like to consider involving your school or workplace by encouraging a crazy hair day or themed Variety Day in exchange for a gold coin donation.

To read the guidelines and get some helpful fundraising resources please [visit our website](#).



# #HairWithHeart



# Please Help Us Help You

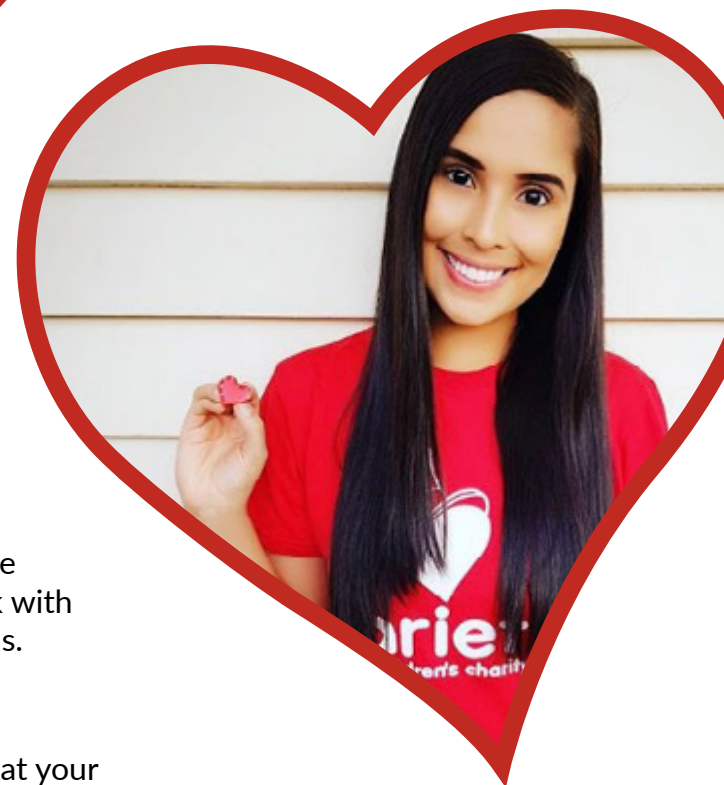
We love helping our fabulous supporters with their fundraising activities as much as possible but we also need your help! Our logo and our brand mean a lot to us and they help to define us all as a collective group of wonderful volunteers, fundraisers and staff all with the common goal of helping to give Aussie kids a fair go.

In order for us to provide you the highest level of support possible, we do have a few things we need to ask of you to ensure we also meet our national guidelines and keep everyone on track with consistent branding and clear messaging about the incredible things we're all doing for the kids.

## Use of Variety Logo & Content

You've worked hard to pull your event together and deserve all the credit! To differentiate that your fundraising event is raising funds for Variety - the Children's Charity, and is not a Variety event, please:

- ♥ Label your event as 'an event supporting Variety - the Children's Charity'
- ♥ Use our 'Proudly Supporting' logo in all fundraising promotions and on all printing and advertising material. We can send you a copy of this when you [register your event with us](#). This logo cannot be modified in any way
- ♥ Please use our full name, **Variety - the Children's Charity**, in its whole phrase for headings. You can refer to us as Variety in basic content thereafter. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in marketing material
- ♥ Any marketing materials or advertisements must be submitted to Variety for approval prior to advertising your fundraising event. This includes any printing, artwork proofs, online Facebook pages and website advertising. Approval can be given within a day in most cases. Please email this to [info@varietyqld.org.au](mailto:info@varietyqld.org.au)





# Thank you!

Thank you so much for your wonderful support!

Whether you need a little more inspiration for a fundraising activity, you aren't quite sure about something, you'd like further details on our work, or anything in between - we'd love to hear from you!

Give us a call on 07 3907 9300 or send an email to [cortney.ginivan@varietyqld.org.au](mailto:cortney.ginivan@varietyqld.org.au)

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



**W** [variety.org.au/qld](http://variety.org.au/qld)

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**Variety – the Children's Charity of Queensland**

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