



Impact Report 2016/17

Variety – the Children’s Charity SA



variety
the children's charity



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The Why



Dr Kathryn Zeitz

Chair, Variety - the Children's Charity SA

To make an impact on as many children's lives as we can, we have to be innovative in our fundraising, look after our diverse range of supporters and treat with the highest regard every single dollar we raise, and in turn grant to the kids.

I am very proud of what Variety SA has achieved since my involvement commenced in 1989 and more specifically the impact Variety has made in the 2 years I have been Chair. We have planned to create impact, developed a strong giving strategy, created a recognition program, reviewed our constitution to ensure contemporary governance and we launched Variety Sprout Fund to help more kids. Our sensational financial result this last 12 months provides a base to help more kids next year.



Mark McGill

CEO, Variety - the Children's Charity SA

"There can be no keener revelation of a society's soul than the way in which it treats its children,"
— Nelson Mandela

In the past 12 months Variety has supported more than 33,000 children in our State. Almost every single one of them different and every one of them certainly unique. Yet the one thing they all share is an unmet need. A need that inhibits their health, their independence, their safety, their potential and their future. This is our collective challenge; to contribute to the positive changes in these children's lives. How do we do this? In any way we can! So, we understand the why. We understand the how. The time for action is now.



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

**So we help
kids who are sick,
disadvantaged or
who have 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.



SCHOLARSHIPS

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



KIDS' EVENTS

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



To create lasting impact around Australia



Number of Aussie kids
impacted by Variety
this year

108,107

And a better life for the kids of SA



We granted:

\$3,580,221
to help kids
in need

Through:

239
grants

We positively impacted:

33,604
kids in
SA

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

Amelia



Amelia is 9 years old living with cerebral palsy. She requires regular botox injections at the Women's and Children's Hospital to assist with muscle relaxing and regular casting to stretch out tight muscles. Amelia attends hydrotherapy sessions for muscle strengthening and attends regular occupational therapy sessions. Amelia recently underwent muscle lengthening lower limb surgery, which will require increased therapy. Variety funded vehicle repairs at more than \$9,000 to assist the family to get Amelia, her siblings and her cousin, who also lives with them, to school and Amelia to all her appointments.

Kosta & Anthony

Kosta, 13, lives with autism but does not let that stop his passion for sport and Judo. Like his brother, Anthony 10, who has been diagnosed with Asperger's Syndrome, also loves Judo and was ranked as the Australian Kodakan Judo Champion in 2016. Thanks to a Heart Scholarship from Variety, both boys have been able to continue their passion, assisting with their self-esteem and confidence in everyday life.





Emily

Emily, 9, and her two brothers are all living with autism. Emily often experiences sensory overload and struggles to self-regulate her emotions, which leads to tantrums and melt downs. Variety funded a trampoline to assist all three children with physical development, stress relief, meeting sensory needs, and self-regulation, besides the fact it is fun!

Jarrood

Jarrood is 15 years old and has Down Syndrome. Jarrood started off just watching basketball, but with encouragement he began to join and has become more comfortable in this environment. His skills improve every week and, thanks to Variety, he participated in the Junior Special Olympics in Queensland in July 2017; his very first opportunity to travel and compete. He overcame a lot of anxiety to reach the point of participating in basketball and this opportunity increased his confidence outta sight! Way to go Jarrood!



Motoring Events



Bash

The 29th SA Variety Bash, raised a sensational \$2.537 million (net!). 100 cars and 330 participants travelled 1,875km over eight days from Mt Barker to Mt Gambier (Pastures to Pines). Regional areas benefitted as the group distributed more than \$443,000 in grants during the journey, as well as injecting thousands of dollars into the local communities through the purchase of fuel, accommodation, meals and supplies.

The colourful costumed contingent covered themes such as Wiggles, Avengers, Minions, Muppets and Pirates. Included were 10 official vehicles, 9 mobile workshops, 3 medical vehicles, 2 trucks, 3 media and 2 communications teams all operated by hardworking volunteers who give their own time and pay their own way to help out on the event.

This result brings the total amount raised by the SA Variety Bash to nearly \$40 million (net) since its inception. Special thanks to the SA Variety Bash Platinum Sponsor: Tim Adams Wines and Mr Mick.



4WD Challenge

Congratulations to all our 4WD Challenge entrants on a fantastic event raising \$577,000 (net) for SA kids in need. The 23rd Variety SA 4WD Challenge – ‘Secret Tracks of SA’ was an incredible 7-day journey from Port Pirie in the Southern Flinders Ranges to the iconic Barossa Valley.

Thanks to Platinum Sponsor Jarvis Toyota.


V2 Motorcycle Run

This year's Variety SA V2 Motorcycle Run started in the Adelaide Hills on 19 October and over four days riders travelled through the beautiful south east of South Australia to mark the 10th anniversary of the event. 29 bikes, 6 support vehicles, a coach and a helicopter travelled the journey raising an impressive \$211,000 (net) for children in need! Thanks to Platinum Sponsor Adelaide Brighton Cement



Variety Events

Variety Vintage




The 2016 Variety Vintage Wine Auction Luncheon at the National Wine Centre was a great success. Guests thoroughly enjoyed the weather, brilliant wine and stunning food raising \$190,000 (net) for South Australian children in need.

Thanks to each of the twelve participating wineries for donating a barrel of their previous year's vintage for auction.

Footy Jet

On Sunday 30 July, this year's Variety SA Footy Jet guests enjoyed same-day return flights to Melbourne to see the Adelaide Crows take on the Collingwood Magpies at the Melbourne Cricket Ground (MCG).




In a nail-biting finish, the Crows were fortunate to recover from 50 points behind to draw the match.

Annual Themed Ball

Yeeha! Variety's Boots and Bling – a Western Fling, the sixteenth Annual Themed Ball held at the Adelaide Convention Centre on Friday 16th June, was quite the hoedown. With 650 golden horse shoes to bring everyone luck and the 12m long saloon bar, quenching the thirst of the 2,200 cowboys, cowgirls and trail bosses, it was a fun-filled night for all.



Melbourne Cup (2016)



Jane Reilly (OAM) hosted another fabulous event held in the stunning Panorama Ballroom at the Adelaide Convention Centre. Thank you to everyone who attended and helped make the day such a great success.

A huge thank you goes to our sponsors, Burke Urban Developments, Adelaide Convention Centre and Wicks Estate Wines, together with James Boag and GretaKate.

Special Events

Radiothon

The Variety SA Radiothon on Friday 28 July, 2017 was a great success, raising invaluable awareness for Variety SA and funds for South Australian children in need!

Special thanks to FIVEaa for their support in hosting our live Radiothon and online auction on air and to all our generous sponsors who donated auction items, especially Australian Outdoor Living for donating another swimming pool package!



Variety Kid's Parties

Ladies of Variety is a committee that run movie days, discos and three large parties for children aged 5 – 16 years in South Australia, with funding from Variety – the Children's Charity.

Each year, the Ladies of Variety team enriches the lives of thousands of children who are sick, disadvantaged or have special needs through wonderful, entertaining and educational experiences. Ladies of Variety functions offer children an opportunity to be a part of activities and events that due to disability or financial hardship, they otherwise would not be able to experience.

- Easter Picnic
- Discos
- Surprise Party
- Movie Days
- Christmas Parties



New Initiatives

Variety Sprout Fund

In September this year, Variety SA launched the inaugural Variety Sprout Fund and committed to granting \$1.2m over three years to eight organisations in a bid to further increase the impact of Variety SA in the state and make positive changes in the lives of more children in need.

After a fantastic response to calls for applications, and consideration by a sub committee comprised of Adelaide community leaders, the following successful organisations and programs were announced:

- **The Institute of Child and Adolescent Obesity Management** – lifestyle education and support program
- **Autism SA** – Sensory and social spaces for children and teens
- **The Carly Ryan Foundation** – Project Connect - aiming to reduce violence against women and children
- **Foodbank SA** – Fresh food packs for school children
- **Encounter Youth** – Party Safe Education Program
- **Still Aware** – lowering the number of stillbirths in Australia
- **Multicultural Youth SA** - Prevention program for refugee children with special needs
- **Down Syndrome SA** - Provision of a consultant for regional SA



We look forward to working closely with these organisations over the next three years!

Event Sponsors

Adelaide Convention Centre

The Adelaide Convention Centre has been the major sponsor of the Variety Ball for sixteen years and also hosts our Variety Kid's Surprise Party and our Melbourne Cup function each year. On behalf of all the children they assist us to help, we say thank you!

ADELAIDE
CONVENTION
CENTRE

Jarvis Toyota

Variety congratulates Jarvis Toyota for their commitment as the platinum sponsor of our 4WD Challenge over the past 20 years. Their involvement has spanned 26 years commencing with the Bash and encompassing all aspects of Variety. We are so thankful for their support that enables us to continue our great work for kids!

Jarvis Toyota | 

Tim Adams Wines

Tim Adams Wines has been a dedicated sponsor of Variety since 2001, raising much needed money through its event participation, event sponsorship and general involvement. In 2013 Tim Adams Wines was awarded the Variety International Corporate Award in recognition of the contribution of over \$1 million to help SA kids.

Tim Adams
CLARE VALLEY



MR. MICK

Adelaide Brighton Cement

For the tenth consecutive year Adelaide Brighton Cement continues as the platinum sponsor of the Variety V2 Motorcycle Run. Their involvement with Variety has grown over the years with ABC staff donating through the Workplace Giving program, helping more children in need. Thank you Adelaide Brighton Cement!


Adelaide Brighton Cement Ltd

Partners & Sponsors

Alliance Airlines

Alliance Airlines generously donated the Fokker 100 jet to Variety for the third year in a row in 2017. Flying 100 passengers safely from Adelaide to Melbourne for the famous Variety Footy Jet, all guests on board appreciated the hospitality and service, but more importantly they appreciated knowing that the proceeds of the trip were going to help SA kids. We look forward to taking flight again next year!



Clipsal by Schneider Electric

Clipsal by Schneider Electric loyalty club members (Club Clipsal) chose Variety as their charity of choice from 2016 -2018. With more than 7,000 industry members, this is Australia's largest industry loyalty club and has been successful in raising more than \$120,000 to date, through auctions, golf days and other fundraising activities. A huge thanks to the members.



Discovery Parks

Discovery Parks are the largest owner and operator of lifestyle holiday parks in Australia (and a great place to stay!) and Variety is very excited to have signed a three-year partnership with them. Having already raised more than \$100,000 in the first year, we look forward to seeing what the future will bring, to help enrich the lives of more Aussie kids. Thank you Discovery Parks!



Seeley International

Frank Seeley, AM, Executive Chairman and Founder of Seeley International, through this company, became a gold sponsor of the Variety SA, NSW, QLD, VIC & WA Bash for a three year term in 2014. We are excited to announce that Seeley has re-signed for a further 3 year term and we look forward to working with them to continue to raise awareness and support for children in need.



Major Supporters

Woolworths

Wow, what a year with Woolworths! They kicked off the first year of their three-year partnership with Variety SA/NT with a brilliant \$351,506 contribution. Stores have supported Variety through raffles, sausage sizzles and token fundraisers, as well as being involved with the Bash, volunteering for the Kid's Christmas party and running staff fundraising initiatives. As a result of their contribution, Variety has provided Sunshine Coaches for North Adelaide Special School and Melaleuca Park Primary School in Mount Gambier. Thank you Woolworths for helping us to assist more children in need!



National Sponsors and Partners



SA Key Sponsors & Partners (in alphabetical order)



Thank you also goes to...

VARIETY VINTAGE SPONSORS

A.P. John-Coopers
National Wine Centre
University of Adelaide
Prowine
Brothers in Arms
Charles Melton
dÁrenberg
Di Giorgio Family Wines
Elderton Wines
Kaesler
Parker Coonawarra Estate
Penny's Hill
Peter Lehmann
St Hallett
Tim Adams Wines
Wicks Estate

SILVER SPONSORS

Accord Property
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Adelaide Showgrounds
Argoweld
Aussiefast Transport Solutions
Badge
Beasley Solar Pool Heating
Bianco Reinforcing
Big-O-4X4
Canon
Central Audio Visual
GFC Contractors
O'Brien Group Australia
Quality Catering
Stringer Roofing
Terry Howe Printing

BUSINESS PARTNERS

Catapult Foundation
Aussiefast Transport Solutions
Big Bucket Carwash
CMV Group
Domain Project Developments
Enrite Solutions
FMG Engineering
Masterplan
Zeitz Enterprises

Major Grants

Did you know?

Variety is an umbrella charity, which means that we not only give grants to assist individual children and their families, but we also fund other children's organisations, making us South Australia's leading children's charity.

Know that when you give to Variety, you are giving to all children who are sick, disadvantaged or have special needs across the state!



Examples of Major Grants 2016/17

Kickstart for Kids \$200,000 - Warehouse Storage Facility

Riding for the Disabled \$140,616 - Horse Maintenance Program

Time for Kids \$125,000 - Child Support Program

Operation Flinders \$105,500 - Operation Flinders Program

Raising Literacy Australia \$100,000 - Read to Me Program

Boobowrie Primary School \$79,520 - Outdoor Learning Area

Melaleuca Park Primary School \$73,000 - Sunshine Coach

Country Health SA \$65,000 - Neonatal Cots

Mildura Specialist School \$59,281 - All Ability Play Equipment





Jake

Jake, 15, lives with Asperger's Syndrome and absolutely loves sport. Not stopping at one, Jake's impressive list of achievements spans tennis, soccer, basketball, table tennis and AFL. Phew! Luckily Jake was supported by a Variety Heart Scholarship to help him keep up with them all and become the best he can be.

Charlie

Charlie is seven years old and lives with cerebral palsy. The family had to travel 150km once a week for Charlie to attend hydrotherapy pool classes in Port Lincoln, which was their nearest location. The classes assisted Charlie with his mobility skills and muscle strengthening but the trip was stressful and exhausting until Variety funded his own swim spa. Now Charlie can continue his therapy at home and the family is so grateful.



Include Variety in your Will

By including a gift to Variety in your Will, you can make a huge impact on the lives of kids in need, now and into the future.

You can make sure Aussie kids who are sick, disadvantaged, or who have special needs get a fair go and attain their full potential.

It will change lives

Your gift will play a crucial role in ensuring Variety can continue to support kids when their families turn to us for help.

It creates a legacy

Leaving a gift in your Will is one of the most effective and long-lasting ways you can impact a cause that is close to your heart. You will make a difference.

It's easy

It doesn't take long to make a difference. A simple Will can take as little as one hour to complete.

For more information or to speak to someone about your intentions, please contact us today.



Memory from our community

The moment that made you smile this year

Variety, thanks to the sponsorship of Woolworths, funded a 22 seater Sunshine Coach to Adelaide North Special School.

What a great reception we had from all the students, who made this excellent Thank You poster!



W variety.org.au

P (08) 8293 8744

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