

## HOW TO FUNDRAISE

Once you make the commitment to join the 4WD Challenge you will want to start fundraising. There are many different ways to do this from selling chocolates to creating your own fundraising event. Variety staff are available to assist with questions and advice regarding your fundraising and can provide marketing material such as banners and corflutes.

*"We have found organising a couple big events for friends and family is the best fun and easiest way to meet our goals"*

Josh Pugh



## IMPORTANCE OF SPONSORSHIP

Next to the children, the sponsors are our most important group. Whether it be a car in the Variety SA 4WD Challenge or support for other events and special projects, it is the sponsors therefore, who are really helping the children and without this support there would not be an event.

Over the past twenty-three years the Variety SA 4WD Challenge has raised in excess of \$6 million dollars net.

There are thousands of children in South Australia who would benefit from your involvement as a sponsor of a vehicle in the Variety SA 4WD Challenge.

Many major companies including Jarvis Toyota, Kennards Hire, Vilis Cakes, Stratco, Tim Adams Wines, Adelaide Brighton Cement and the Adelaide Convention Centre have chosen Variety as their 'preferred charity' over the years and proudly publicise this.

Not only is the company seen as a good corporate citizen, but by investing in Variety, you are investing in over 50 charities and organisations around the state. It enables the receptionist or personal assistant to advise those ringing for a donation that Variety is it's preferred charity with a simple explanation 'please phone Variety, if your grant fits the guidelines Variety may fund your request'.

## Major Projects over the past 31 years...

GRANTS	AMOUNT (approx)
<b>Child Health Research Institute (CHRI)</b>	<b>\$1,950,000</b>
Establishment	
Equipment	
<b>Royal Flying Doctor Service</b>	<b>\$1,100,000</b>
Medically equip new aircraft	
<b>Novita Children's Services</b>	<b>\$1,940,000</b>
Splints Program	
Various Equipment	
<b>Variety Cochlear Implant Program</b>	<b>\$349,000</b>
<b>Women's and Children's Hospital</b>	<b>\$3,710,000</b>
Variety Adolescent Ward	
Cardiac Surgery Unit	
High Dependency Unit	
Equipment for Paediatric Operating Theatres	
Hydrotherapy Pool	
CUSA Machine	
Medical Videoconferencing equipment	
Orthopaedic Clinic	
<b>Respite Housing</b>	<b>\$975,000</b>
Autism	
Minda	
<b>Flinders Medical Centre</b>	<b>\$1,700,000</b>
Neonatal Intensive Care Unit & Research Lab	
Paediatric Outpatients Facility	
Paediatric Ward upgrade	
<b>Life Education Caravans</b>	<b>\$255,025</b>
<b>Ronald McDonald House</b>	<b>\$520,000</b>
Accommodation Wing	
Housing Facility	
<b>Adelaide Dental School</b>	<b>\$400,000</b>
Refurbishment of Paediatric Area	
<b>Myoletric Prosthesis Program</b>	<b>\$184,000</b>
<b>Riding for the Disabled</b>	<b>\$1,656,080</b>
<b>Canteen Teenage Camps</b>	<b>\$150,000</b>
<b>McGuinness McDermott Little Heroes</b>	<b>\$326,000</b>
MRI machine in WCH	
<b>Sparc Disability Foundation</b>	<b>\$20,000</b>
<b>Cora Barclay Centre</b>	<b>\$896,420</b>
<b>SOS Children's Village</b>	<b>\$214,000</b>
<b>Can Do for Kids &amp; Townsend House</b>	<b>\$79,000</b>
Hearing & Vision Projects	
Early Intervention Toy Library	
Specialised Equipment	
<b>Australian Cranio Facial Foundation</b>	<b>\$83,000</b>
Medical Equipment	
Dolphin Imaging Equipment	
<b>Bone Growth Foundation</b>	<b>\$20,000</b>
Fit Bone Device	
<b>Youth at Risk Personal Development Projects</b>	
- Operation Flinders	\$1,218,640
- Police Blue Light	\$538,000
- Time for Kids	\$746,360
- Cavan Education Centre	\$82,000
- Youth Opportunities	\$246,240
- Riverland Youth Ministries	\$50,000
- SA Tall Ships - One & All	\$540,000
- Zoos SA	\$322,963
<b>Variety Scholarships</b>	<b>\$560,921</b>
<b>Ladies of Variety - Variety@Work</b>	<b>\$3,787,398</b>



# 4WD challenge

PLATINUM SPONSOR

Jarvis Toyota



25 - 31 MARCH 2017

VARIETY SA

# 4WD CHALLENGE

The Secret Tracks of SA

2017 Southern Flinders to the Barossa

## HOW THE MONEY HAS BEEN SPENT

In 2015 Variety SA funded 213 grants and distributed \$3.752 million to help 49,716 children who are sick disadvantaged or have special needs. Here are some examples of how your fundraising can help make a difference to the lives of children in need.

**variety** **caring for kids program**  
hospital care, services & equipment **\$185,404**

The Variety Caring for Kids Program provides essential medical and care equipment for families at home as well as for South Australian health services including hospitals, intensive care units and specialised medical services. Variety finances the purchase of much needed medical equipment in addition to recreational equipment, which can be utilised by children during their recovery.

**variety** **future kids program**  
education, experiences & play **\$1,210,543**

The Variety Future Kids Program helps kids who are disadvantaged or have special needs to fulfill their dreams and reach their full potential including the education, the arts and sport - including the provision of specialist computer packages and communication devices as well as providing a variety of experiences for children. Variety is also a supporter of special education and disadvantaged schools throughout the state.

**variety** **freedom program**  
mobility, communications & experiences **\$2,356,385**

The Variety Freedom Program enables children with physical disabilities to participate in daily activities by providing wheelchairs, custom tricycles, walking frames, standing frames, leg splints, wheelchair lifters and more to help children gain independence and freedom.

**variety** **LOV**  
Ladies of Variety

The Variety @ Work program and Ladies of Variety (LOV) provide an array of outings and fun activities throughout the year, including the Children's Easter Picnic at the Zoo, the LOV a Surprise Party at the Adelaide Convention Centre and the Children's Christmas Party at the Adelaide Event and Exhibition Centre along with hundreds of smaller activities for schools, organisations and individuals.

**variety** **sunshine coaches**  
**\$604,802**

Variety, the Children's Charity brings sunshine to the lives of thousands of children through Sunshine Coaches. Special schools and other organisations have been grateful recipients of a fleet of more than 1,100 coaches travelling across Australia, transporting children to their daily activities and other special life experiences.

**variety** **show of hearts**  
scholarship fund **\$100,000**

The Variety Show of Hearts Scholarships Program fosters talent in sport, art, drama, music and self-development for children who are sick or disadvantaged and are already showing talent in their chosen area of interest.

## WORKPLACE GIVING PROGRAM

### A GREAT FUNDRAISING INITIATIVE

#### What will you give?

The message in our 'Workplace Giving' campaign is simple. For as little as \$2 per week, an individual can make a real difference to the life of a child in SA.

By signing up your organisation's employees to Variety's Workplace Giving Program, donations received from organisations and individuals can be attributed to a chosen 4WD vehicle, not only helping the car's fundraising tally but helping kids in need in SA!

For just \$8 per month over a year, your regular gift could assist with the purchase of glasses for a child with visual impairment.

Workplace Giving Brochures are available from the office. Please contact **8293 8744**.

## CONTACT

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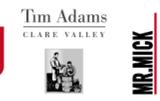
www.variety.org.au



*"Without the support of Variety our daughter Chloe would not have had the opportunity to travel to the US for life changing surgery. We will be forever grateful"*

Jennie, Chloe's Mother

GOLD SPONSORS



SILVER SPONSORS



Variety - the Children's Charity enriches the lives of South Australian children who are sick, disadvantaged or have special needs by assisting them to live, laugh and learn.



## CHAIRMAN'S MESSAGE

The Variety 4WD Challenge is a reward for the fundraising that you do for children who are sick or disadvantaged in our community. This year's reward is 'The Secret Tracks of SA' and I am pleased to welcome you to the 2017 event, proudly supported by Jarvis Toyota. Back for my 4th term in the driver's seat, it is indeed an honour to be at the helm again for such a great event, and 2017 promises to be no exception.

Each year we are always on the lookout for new sponsors, and it is not easy finding them in a tough economic environment so we are extremely grateful to have Richard Collins and the Jarvis Group back as our Platinum Sponsor for the 20th year in succession, a truly amazing commitment.

To our Gold Sponsors BTR Excavations, Tim Adams Wines, Codan, Ramsey Bros., SES Industrial Services and Stratco, a huge thanks. To our Silver Sponsors Accord Property, Advance Robes, Argoweld, Badge, Beasley Pool Heating, Bianco Reinforcing, Big O 4x4, Stringer Roofing and our new silver sponsor Frost Constructions, thank you for your continued support.

Let's not forget our hard working committee and band of volunteers who give up a huge amount of time, energy and money to bring you an amazing week of fine food, fine wines, fantastic scenery, great four wheel driving and above all great camaraderie. Without their support this event would not be the success that it is today.

Let's talk about this year's SA's Secret Tracks; our survey team have been busy putting together some 'once in a lifetime' experiences with access to spectacular scenery and four wheel driving, so get those entries in quickly to avoid missing out on what promises to be one of SA's best.

Each year, the demand for funds becomes greater. Therefore, we need to work harder to meet these needs and what better way than to enjoy a fantastic week away in the bush, with a great group of people as reward for your hard earned fundraising dollars.

I look forward to another fantastic year of fundraising leading up to the Challenge and seeing you on the tracks!

**David Ahola**  
4WD Challenge Chairman



## SPONSOR'S MESSAGE

It is my pleasure to be writing this sponsor's message as General Manager of Jarvis Toyota.

Since joining the Jarvis Toyota team in late 2013, I have been delighted to view the true dedication we have as an organisation to the 4WD Challenge and Variety itself.

As the platinum sponsor of the 4WD Challenge, it is wonderful to see we are providing ongoing assistance to help change the lives of South Australian children in need. Our commitment to the 4WD Challenge is driven by the knowledge that we are helping those in the community. It should also be noted that this event is run in such a professional, entertaining and outstanding manner by Variety and their team of volunteers, that the decision to continue our support is not a difficult one.

In its history, the 4WD Challenge has always strived for the absolute best. No amount of inclement weather or economic obstacles get in the way. Its great success is without doubt due to the hard work, dedication and determination by everyone involved. The outstanding fundraising results that we've seen over the years demonstrates the overwhelming support Variety has in the community.

Not only do we see the benefits flowing on to the children as a result of all the Challengers' efforts, we are also in the privileged position to be a part of the incredible network of businesses and individuals which make up the Variety family. The Jarvis Toyota 4WD Challenge has grown from year to year since its inception in 1995; not only in the funds it generates, but in its capacity as a memorable event for all who are associated with it. We are immensely proud to be involved and with your ongoing enthusiasm and commitment; I'm sure we will have another fantastic year that will enable us to touch the lives of even more children.

On behalf of all the team at Jarvis Toyota, we are looking forward to sponsoring the 2017 4WD Challenge, and what is sure to be another fantastic year.

**Robert Russo**  
General Manager, Jarvis Toyota

**Jarvis Toyota**



## 2017 4WD CHALLENGE

### 2017 ROUTE

We are proud to announce one of the most unique routes for this year's Variety 4WD Challenge. We will explore 'The Secret Tracks of SA' starting in Port Pirie Saturday 25th March 2017. The tracks will include access to private property and restricted access tracks that will be a once in a lifetime opportunity. This has been enabled by the reputation of Variety and as a reward for the fundraising efforts of our entrants. We will criss-cross the Southern Flinders, visiting many spots you have simply passed by over the years or have not been able to access.

Our support vehicles and catering crews have some very special meals and campsites planned, with unique dining experiences under the stars where you will enjoy the best of South Australia's delights on the menu. Camping is more glamping when you join the 4WD Challenge!

To refresh we will spend the night mid-week at the fabulous Clare Country Club before uncovering more of SA's secrets and then finishing in the Barossa Valley for the final night, 31st March 2017.

Being close to home, there is no better event to get involved with and no better reason to fundraise for the children of South Australia.



## THE EVENT

### THE EVENT

Variety's premier 4WD event in Australia is a seven day outback adventure taking 4WD vehicles and their owners off the bitumen and into the outback, but doing it in style. The emphasis is on good tracks, fabulous scenery, great food and wine and of course, fun and entertainment.

### EXPERIENCED OR LOOKING FOR SOME?

The Challenge caters for both the experienced and inexperienced four-wheel drive enthusiasts. If you are looking for a seven-day outback adventure with all the excitement of 4WD driving, with a group of fun loving, like-minded people then consider Variety's 4WD Challenge.

### CREW

You will need a minimum of two people per car: some bring their partner others their mates and is also a great bonding experience to do with your son or daughter, providing they are over 18. With extra fundraising, you are also able to have up to 4 people in a car.

### SUPPORT SYSTEMS

The event is run by a team of volunteer officials which include medical support, mechanical 4WD specialist and a tyre expert. The officials communicate using a Codan HF radio network to ensure that the event is safe and coordinates all vehicles and aircraft on the event.



### WHAT IS TAX DEDUCTIBLE?

Monies donated to Variety are generally tax deductible under the Income Tax Assessment Act provided they qualify as an unfettered donation; that is, the donor can prove that they have received nothing of value in return for the donation.

### WHAT IS NOT TAX DEDUCTIBLE?

Sponsors and entrants should accordingly be aware that the following ARE NOT deductible as donations. These costs are met personally by the crew members.

1. The \$550 entry fee
2. Event participation fee (includes, meals, merchandise and accommodation costs etc)
3. Vehicle purchase, preparation, maintenance and running costs
4. Associated travel costs eg, return airfares, vehicle return transport or vehicle recovery costs
5. Additional merchandise purchases
6. Ticket sales, including raffle tickets
7. Auction items

Variety is not a tax consultant and therefore assumes no liability for action taken as a result of these guidelines. In any instances where an entrant or a sponsor is uncertain of the tax implications of their involvement, they should consult their own accountant or tax adviser.

### COSTS

#### ENTRY FEE

##### Vehicles with TWO crew members:

An event entry fee of \$550 (incl GST) payable by the entrants is required, along with a minimum payment of \$7,000 per vehicle, that can be raised via sponsorship or fundraising. For each additional crew member \$1,500 is payable via sponsorship or fundraising. Of course, as with all Variety events, you are encouraged to raise as much as possible over this.

#### EVENT PARTICIPATION FEE

Meals, merchandise, entertainment, accommodation (where available) along with nightly sunset parties are included in the fee, which is a cost of \$1,050 per person.

## VARIETY OVERVIEW

Variety is a worldwide volunteer organisation devoted to enriching the lives of children who are sick, disadvantaged or have special needs by assisting them to live, laugh and learn.

It all started in Pittsburgh, Pennsylvania in 1927 when a group of people, working in a theatre, formed a social club they called Variety. This Club took on the task of fostering and caring for an infant girl who was found in the stalls of the theatre.

Variety has been operating in South Australia since 1983 and has raised in excess of \$50 million net. Thousands of children have benefited from funds raised through our events.

### WHERE THE MONEY GOES

The Grants Committee, the Honorary Medical Panel and the Board of Variety ensure that all funds are used effectively to provide opportunities in life for as many children as possible, and particularly those who are least able to help themselves. Grants are made available to children's organisations, hospitals, special schools and individuals that meet Variety's funding criteria. Payment is direct to the supplier of the equipment or service and the emphasis is to support the communities in which the monies were raised.



"I really appreciate and thank Variety so much for supporting Ethan's swimming"

Denise, Ethan's grandmother



"Before having his surgery John would have to sit under a tree every lunchtime by himself. Now he can run around with all his friends - he is never left out!"

Lilly, John's sister



"Having this sensory play equipment at home, Poppy will now be able to exercise every day. We are eternally grateful to Variety for assisting Poppy to have a better quality of life, also to all the people who work hard to raise these funds"

Kerryn, Poppy's mum