

How the money has been spent

In 2016/2017 financial year, Variety SA made available 239 grants to the value of \$3.58 million through our programs, benefiting over 33,600 children in South Australia.

EXAMPLES OF MAJOR GRANTS 2016/17

Kickstart for Kids
\$200,000 – Office Training Facility & Warehouse

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

Booborowie 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

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 alone raised in excess of \$56 million net. Thousands of children have benefited from funds raised through our events.

Where does the money go?

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.

How to Fundraise

Once you make the commitment to join the 4WD Adventure you will want to start fundraising. Here are a few ideas to help you get started:

- Set up a personal fundraising page - family, friends and supporters can donate online
- Email a letter (available from the office) to your database asking them for support
- Use social media like Facebook and Twitter to spread the word.
- Approach friends who may have their own business and ask them to sponsor your car (you can affix their company logo)
- Ask friends and colleagues to make Variety the beneficiary of casual days, social club events, a special morning tea or BBQ.
- Shaking tins in a high traffic area in your local community (available from the office)
- Pub collections, ask a local bar to collect \$1 for water and donate the money to Variety
- Sell product e.g. chocolates, wine, lamingtons

Variety staff are available to assist with questions and advice regarding your fundraising and can provide marketing material such as banners and corflutes.

Importance of Sponsorship

Next to the children, the sponsors are our most important group. Whether it be a car in the Variety SA 4WD Adventure 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-four years the Variety SA 4WD Adventure has raised in excess of \$7.7 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 Adventure.

Many major companies including Jarvis Toyota, Kennards Hire, Vilis Cakes, Stratco, Tim Adams Wines, Adelaide Brighton Cement, the Adelaide Convention Centre, Discovery Parks and Woolworths SA NT 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 your preferred charity with a simple explanation 'please phone Variety, if your grant fits the guidelines Variety may fund your request'.

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

Event Manager: Alex Richards

Variety SA: PO Box 1235, Marlestone, SA 5033

Phone: (08) 8293 8744

Email: alex@variety.sa.gov.au

Facebook: www.facebook.com/variety.samotoring

Twitter: www.twitter.com/variety.sa

www.variety.sa.gov.au



Platinum Sponsor

Jarvis Toyota



6 - 12 April 2019

Parachilna to Laura

'Prairie to the Dairy'

25th Anniversary Event



Gold Sponsors



Tim Adams
CLARE VALLEY



CODAN

RAMSEY BROS
PARTNERING FARMERS SINCE 1950

Commercial & General

Silver Sponsors



Variety - the Children's Charity enriches the lives of South Australian children who are sick, disadvantaged or have special needs by providing practical equipment and programs.

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 Adventure 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 Adventure.

Crew

You will need a minimum of two people per car: some bring their partners others their mates and it 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 four people in a car.

Support Systems

The event is run by a team of volunteer officials which include medical support, mechanical 4WD specialists and a tyre expert. The officials communicate using a Codan HF radio network ensuring the event is safe and enables them to coordinate all vehicles and aircraft on the event.

Costs

Entry Fee - \$550 entry fee is payable per vehicle to guarantee your spot on the event.

Participation Fee - \$1,100 per crew member this fee covers all gourmet meals and entertainment, along with nightly sunset parties for the duration of the 7 day event, 2 nights accommodation (mid-week and final night) and event merchandise.

Fundraising

A minimum of \$7,000 per vehicle of fundraising or sponsorship is required to participate. For vehicles with 3 or more crew members, an additional \$1,500 fundraising per person is required.

As with all Variety events, you are encouraged to raise as much as possible and the Variety office is here to assist you with this. Please talk to the 4WD events team for ideas and resources.

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 no value in return for the donation.

What is not?

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.



Gear you will need:

To ensure your vehicle meets the challenge, it will need to have 4WD with high and low range and quality all terrain tyres. Most 4WD are ready to go off the showroom floor and you are also able to hire them for the event.

Additional items you will require are:

- Rated recovery points** on front and rear of your vehicle
- Snatch strap** and suitable bow shackles (min 4.7t rated)
- 2 x Recovery tracks** (Maxtrax or similar)
- Two spare tyres** on rims
- Air compressor**
- UHF radio, fitted to vehicle**
- First Aid kit & Fire extinguisher**
- Dust light**
- Spare air filters; it can be a lot of dust at times.**
- Suitable spares and tools** as your experience of the vehicle dictates
- Camping gear, swags/tent**
- Shovel & toilet paper**
- 20L container of water**
- Fuel container** – the ability to carry additional fuel if required in an approved container

You will receive a full event handbook on event registration. Visit variety.org.au to register your interest today!



Parachilna to Laura 'Prairie to the Dairy' 25th Anniversary Event

4WD Adventure 2019

Day 1: Starting from the small Flinders Ranges township of Parachilna, on the side of the Leigh Creek to Port Augusta railway, the event will be heading south to Moralana, a property managed by Tom and Rhiannon Smart.

Initially we will be covering some wonderfully hilly terrain with views over Lake Torrens before we travel closer to the lake and transverse some of the creek beds on the property.

We then head back to Parachilna to enjoy the atmosphere of the Prairie Hotel and our hosts Jane and Ross Fargher, with a night of wonderful entertainment and the chance to reacquaint with old friends and the chance to make new ones. We will have the opportunity to mix with many of the locals who have assisted to put this wonderful event together.

Day 2: Heading North from Parachilna we pass through the township of Beltana, a small but very quaint town and then travel through Sliding Rock. Sliding Rock was originally a mining town which focused on copper before its final days providing water to Leigh Creek.

From there we head to Warraweena, run by Stony & Gina Steiner. Once one of the homes of Operation Flinders, who actually put on lunch for the BASH in 2005, it is has been a popular location for 4WD drivers for many years.

And you will find out why! We head to Mt Gill, where you will almost be able to see the entire world from the summit. It is so high, steep and small that we will have to arrange for the entrants to go up in groups. And when you get there the views are breathtaking and we are certain the cameras and phones will be out in force taking some wonderful shots of the views on offer.

This is one of the more challenging tracks on the event, with rocky and tight tracks, steep ascents and even steeper descents, it will require slow and cautious driving.

Once you arrive at the end of the day, you will appreciate the calm of the evening and a chance to learn about the night sky and what the stars have to offer!

Day 3: Heading north out of Waraweena, we head to Copley and Leigh Creek and the chance to refuel. We then head east to Yankannina, the current home of Operation Flinders at Owiendana Station.

There will be an opportunity in the afternoon for the more adventurous of you to try your hand at abseiling under the guidance of suitably trained instructors. For those less daring, you will be able to enjoy some refreshments and watch those dangling off ropes from a vantage point at the bottom.

We then head to the Sutherland Talisker Chimney for our night stop.

Day 4: Again heading east, we travel through the fantastic Gammon Ranges travelling along the Wortupa Ring Road and have a chance to visit Grindell Hut. We head to Balanoona, next to the National Parks Headquarters for another wonderful lunch.

An easy afternoon travelling past Blinman, well for those who can resist slipping into the Blinman Hotel for 'one off the wood', we head to Ikara. We do divert to Alpana Station and the chance to again visit the wonderful and scenic Blinman Pools, courtesy of Sally & David Henery. Hopefully you can enjoy swimming in the sensationally clear water and a dive or two from the adjacent rock walls.

At Ikara, also known as Wilpena Pound, we provide a night's accommodation and a chance for the entrants to leave their tents and swags on the roofs of their 4WDS.

Day 5: A quick drive to Hawker to refuel, we head to the west of the Wyacca Range and Mount Arden, and travel to Wilkatana, a property that has been run for many years by Tom & Rachel Smart. We again see the Leigh Creek to Port August Railway.

We will be enjoying lunch at the shearer's quarters, but not before heading to the edge of Lake Torrens and across some salt flats.

After lunch we head east through Thompson's Gap, on a trail that had never had a 4WD travel across it until the initial 4WD Adventure survey. What you will be travelling on is a fire track and this opportunity is only available due to the generosity of the Smarts. This is an outstanding track, and this area was considered for a movie set about Afghanistan but they were unable to get the equipment in.

The views are truly spectacular, which will include those of The Dutchmens Stern, from a viewpoint few will ever get to see. We even have a 'hill climb' challenge for those who want to test their courage, and the opportunity for spectators to watch on.

Through Quorn we head for our overnight stop at Saltia, with some special plans for dinner.

Day 6: From Saltia we do an easy drive to the start of the Bendleby Ranges. We will then be heading along the boundary of Minburra before taking you along some exciting tracks including Link, North South Ridge & Kokada. Then it's along Black Oak Drive to 'The Camp' for the night. We thank the Cook family, the Rasheeds and Warren & Jane Luckcraft, for allowing us to use their properties. For those who haven't been in the helicopter the scenery for the next two days will be truly awesome.

Day 7: Our final day will still be full of adventure and challenges as we travel through the Hungry Ranges on a great mix of tracks which include Ridge Top, East Fence, North Fence and Quartz Gorge before heading south to our final check in at Golden North at Laura.

We then head onto Clare to our final night's accommodation, with a wonderful experience of having our final dinner with our hosts Tim Adams and Pam Goldsack.

**What are you waiting for?
Register today at variety.org.au!**



Chair's Message

Welcome to the Variety 4WD Adventure proudly sponsored by Jarvis Toyota!

This change is just in time to celebrate the 25th Anniversary of this great event, which like all the Variety motoring events, provides an enormous amount of Variety's income used to assist those children of South Australia who have illnesses, disadvantages or special needs. The financial assistance not only supports the child but enhances the lives of their families, carers and the community as a whole, and provides a smile to all their faces.

And who doesn't like to see a child smile!

So what are we offering for 'The Prairie to the Dairy', which will be the entrant's reward for their year of fundraising? Starting in Parachilna - The Prairie Hotel, we finish in Laura - The Dairy, home of Golden North, after travelling to some wonderful locations.

We consider it to be a wonderful mix of genuine 4WD tracks complimented by some absolutely stunning scenery in some of the most iconic and historic areas of South Australia and the traditional home of the Adnyamathanha people.

All this and you don't even have to worry about getting a map out, wonder what you're going to eat for dinner or have to boil the billy for that morning cuppa! That's what our wonderful committee, supporters, volunteers and Variety Team are there to do and we all appreciate them for their efforts.

Besides the driving and eating, there will be a wide assortment of entertainment provided, some of it quite different from the previous years and we think this will add to the fun and laughter on the event.

In addition to your great fundraising efforts, the event's success over all these years owes a lot to all of our sponsors, and we thank them tremendously.

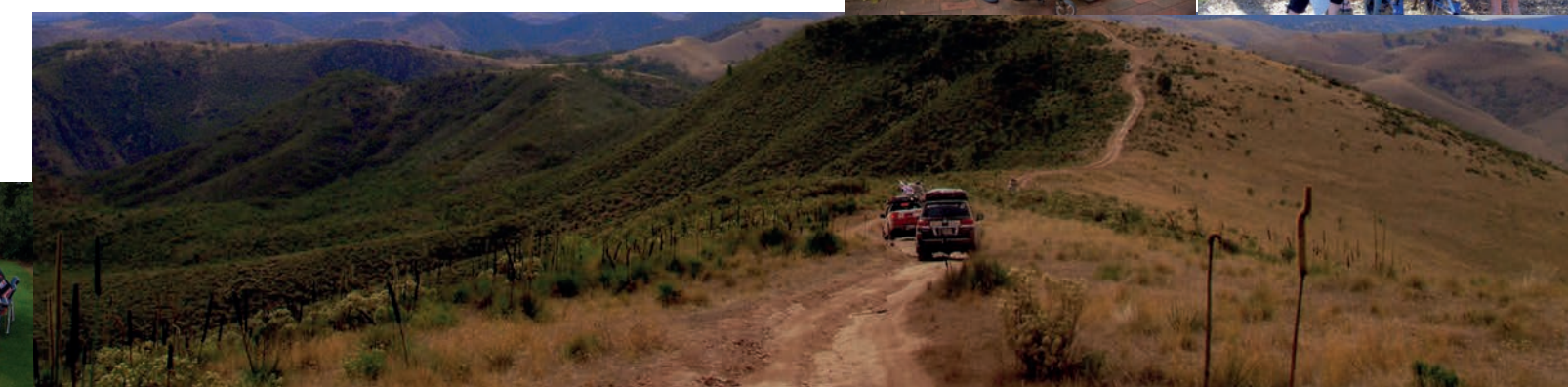
As long term entrants on this event, we think we appreciate why there is such a special bond and camaraderie between Variety participants and that is the likeminded spirit of the people who choose to support Variety. It's enlightening to spend time and socialise with so many philanthropic people. And on the event you certainly get to see different sides of people as we are all able to unwind and relax from the normal day to day lives most of us have. Ahhh, the serenity!

Yes, it's our first year as OV1 of this event and we look forward to providing you the best week we possibly can to reward you for your fundraising efforts and to thank you on behalf of all the wonderful recipients of Variety's efforts. That is our promise to all of you.

And just remember when fundraising, it can be the smallest of changes that brings out the biggest smile!

Thank you to all of our sponsors, especially platinum sponsor Jarvis Toyota. The event would not be possible without your generous support.

Mandy Madgen & Deon Otto
4WD Adventure - OV1



Sponsor's Message

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

I have been with The Jarvis Group for over 32 years and it has been an absolute delight to view the true dedication we, as an organisation, have to the 4WD Adventure and Variety itself.

Our commitment is driven by the knowledge that we are helping the community and providing ongoing assistance to benefit the lives of South Australian children in need.

In its history, the 4WD Adventure has always strived for the absolute best! No amount of inclement weather or economic obstacles get in their way. The 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. 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 Platinum sponsorship was not a difficult one.

The 4WD Adventure has grown from year to year since its inception in 1997; 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 honored to be involved and with unrelenting enthusiasm and commitment, I'm sure we will have another fantastic year that will enable us to touch the lives of even more children.

We believe our involvement with Variety has impacted extremely positively on our business and we would highly recommend Variety to companies who are considering sponsorship of, or alignment with, a charity. It is a great family to belong to.

We encourage anyone who is considering becoming a participant to come on board in 2019.

On behalf of all the team at Jarvis Toyota, we are looking forward to sponsoring the 2019 4WD Adventure and what is sure to be another fantastic event.

Robert Russo
General Manager, Jarvis Toyota

Jarvis Toyota 

