



Impact Report 2017/18

Variety – the Children’s Charity SA





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The Why



Rob Kerin

Chair, Variety - the Children's Charity SA

Variety SA has a central aim of maximising the impact of the dollars entrusted to us. People are generous in their financial support and we take very seriously the responsibility of ensuring that we allocate the money in a way which makes as much difference to the lives of young South Australians as possible.

Our partnership with the Adelaide and Port Adelaide Football Clubs, and the value driven allocations through the Sprout Fund represent innovation and imagination which are leading to great outcomes.

We greatly appreciate the support we receive and the opportunities this creates for us to make a huge difference.



Mark McGill

CEO, Variety - the Children's Charity SA

One of the really admirable strengths of Variety in creating positive impact on a child's life is that no two are really the same. Unique individuals with unique needs.

As the great Dr. Seuss would say "You are You. Now isn't that pleasant" – every child in need is equally important. And, sadly, that need runs to tens of thousands within our state.

Through the generosity of so many individuals, corporate partners and businesses the needs of these children have been addressed in the past 12 months although we know our collective work continues as the task is ever present.

Thank you to all for your compassion and care as you are making a difference everyday and you all own this success.



**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 and bring joy** to kids in need and their families.



To create lasting impact around Australia



**Number of Aussie kids
impacted by Variety
this year**

111,712

And a better life for the kids of SA



We granted:

\$3,863,360
to help kids
in need

Through:

189
grants

We positively impacted:

41,168
kids in
SA

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

Meet Henry



Henry is a cheeky and happy seven-year-old boy living with cerebral palsy. He loves playing with his brother and sister but fatigues when walking short distances with his walker and relies on a wheelchair. Variety granted a swim spa so that Henry could continue his hydrotherapy at home without having to travel, and also specialist SDR surgery which will reduce the spasticity in his muscles enabling him to move more freely and without pain.

Meet Juno

Juno is a six-year-old girl living with multiple chronic issues including severe vision impairment, global developmental delay, spina bifida and sensory processing disorder. She still manages a happy smile and loves cooking and family outings. However, as she requires a manual wheelchair for her mobility, she is unable to independently transfer in and out of the family car. Variety granted the family a wheelchair accessible vehicle to enable them to get out and about to her medical appointments safely and easily.





Meet Bella

Bella is an outgoing 16-year-old who loves to sing and also lives with Down Syndrome. She is required to have her own laptop computer as a part of her studies at a mainstream school. Variety granted Bella an i-Pad that allowed her to access programs and technology to assist with her studies and personal development, providing her with similar possibilities and opportunities as other students.

Meet Abby

Abby is a cheeky and smiley three-year-old with a diagnosis of cerebral palsy spastic diplegia with dysphasia, which affects her balance, strength and stamina. She suffers frequent falls, reduced mobility and fatigue. Variety funded Abby to undergo Selective Dorsal Rhizotomy Surgery (SDR) at St Louis Children's Hospital in the USA. This life changing surgery has permanently removed her spasticity, improved her mobility and enabled her to walk independently.



Motoring Events



Bash

The 30th Anniversary of the SA Variety Bash, sponsored by Tim Adams Wines + Mr Mick took place on 11 – 18 August, raising \$1.76 million (net) for kids in need. Nearly 100 themed cars and 300 costumed crew travelled the 2,420km from Adelaide to Port Lincoln in honour of the original SA Bash route in 1989, with seven of the original entrants along for the ride.

Over the last 30 years, hardworking SA Bash entrants have raised more than \$41 million (net) from our generous community to directly benefit kids in need and injected millions into regional communities through the purchase of meals, accommodation and fuel.

The SA Variety Bash has travelled 83,033 km during this time, that is equivalent to more than twice around the world!



4WD Adventure

The 4WD Adventure, sponsored by Jarvis Toyota, raised a record breaking \$741,000 (net) to assist kids in need. 70 cars and a nearly 150 people enjoyed the breathtaking scenery from Esperance to Streaky Bay across the Great Australian Bight from 7 – 15 April.

V2 Motorcycle Run

The 2017 Variety V2 Motorcycle Run, sponsored by Adelaide Brighton Cement, marked the tenth anniversary of the event with 29 bikes, 6 support vehicles a coach and a helicopter travelling the beautiful south east of South Australia raising \$205,000 (net) for kids in need.

Special thanks to our sponsors as their generous support allows us to maximise the impact of the entrants fundraising.



Variety Events

Variety Vintage



The 2017 Variety Vintage Wine Auction Luncheon, sponsored by A.P. John Coopers, was held at the National Wine Centre on 17 November with guest speaker Byron Stuut, Principal of Adelaide North Special School, and raised more than \$200k. Thanks to all the sponsors including the 12 participating wineries for donating a barrel of their previous year's vintage for auction.

Footy Jet

The 2018 Footy Jet took flight on Sunday, 15 April to watch the Power take on the Bombers at Etihad Stadium. Judging by the great atmosphere on board, the 22-point loss by Port Adelaide was quickly forgotten and a great time had by all. Thank you to Alliance Airlines as well as the AFL and SITA Coaches for making this trip possible.



Annual Themed Ball

Variety's Annual Themed Ball, sponsored by the Adelaide Convention Centre on Friday 15 June saw many guests embrace the "Too Cool 4 School" theme. It was a great night out with a Billy Joel Tribute Band supported by The Cast and Audio Box.

A big thank you to everyone who contributed items for the silent auction to make this night a success, raising \$225,000 (net).



Melbourne Cup (2017)

Variety Ambassador, Jane Reilly OAM, hosted another fabulous event in the stunning Panorama Ballroom at the Adelaide Convention Centre. Thank you to everyone who attended to make the day a great success. Thank you to our sponsors, Burke Urban Developments, Adelaide Convention Centre, Wicks Estate Wines, Class A Jewellers and Lion.



Special Events

Radiothon

The Variety Radiothon, thanks to FIVEaa, was held on Friday 25 May and raised more than \$111,000 for kids in need – kids just like Abby who was born with cerebral palsy and was approved for an operation to reduce the spasticity in her muscles and prevent future deterioration. Thank you to Australian Outdoor Living who generously donated a pool package for the fourth consecutive year, and to Adelaide Outdoor Kitchens for an outdoor kitchen package.



Variety Kids Parties

Variety operates a range of kids parties and outings each year to provide experiences for kids who are sick, disadvantaged or who have special needs through the volunteer Ladies of Variety Committee.

These parties and outings provide opportunities that some children might otherwise not have and enables them to relax in a supportive environment.

- Regional Kids Christmas Party – 23 November, 2017 – Port Lincoln Hotel
- Kids Christmas Party – 29 November, 2017 at the Adelaide Showgrounds
- Easter Picnic – 27 March, 2018 at the Adelaide Zoo
- Surprise Party – 13 June, 2018 at the Adelaide Convention Centre



New Initiatives

Variety Showdown Shield

On 8 May 2018, Variety SA, in conjunction with Port Adelaide and Adelaide Football Clubs, was proud to announce a three-year partnership that will make a great impact in the lives of kids in need.

This partnership is multifaceted and delivers two major objectives for Variety in SA.

The first, importantly, delivers positive impact to more than 2,000 children and young adults. Variety's partnership with the Crows Children's Foundation and Power Community Limited will expand core programs focused on improving health, wellbeing, education and future pathways for disadvantaged children and youth, the great majority in regional areas.

The second objective delivers a longer term benefit. The bi-annual Showdown matches are the biggest sporting events in our state and the Clubs will play for the Variety Showdown Shield. This is a priceless and innovative platform for Variety to educate the broader South Australian community on the assistance it provides to local children in need.

Another major bi-product is the official Variety Showdown Shield Luncheon, proudly presented by Jarvis Toyota, that will provide additional commercial benefits complementing the promotional and marketing campaign.



Event Sponsors

Adelaide Convention Centre

The Adelaide Convention Centre has been the major sponsor of the Variety Ball for seventeen years and also hosts our Variety Kids' Surprise Party and our Melbourne Cup Luncheon 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 Adventure over the past 20 years. Their involvement has spanned 27 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 2016 Tim and Pam were awarded with Variety life memberships for their and the businesses outstanding contribution to Variety.

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. In 2017 Adelaide Brighton Cement joined Adelaide Convention Centre, Jarvis Toyota and Tim Adams Wines as deserving recipients of the Variety International Corporate Award.


Adelaide Brighton Cement Ltd

Partners & Sponsors

Alliance Airlines

Alliance Airlines generously donated a jet to Variety for the fourth year in a row in 2018. Flying 80 passengers safely from Adelaide to Melbourne for the famous Variety Footy Jet, all guests on board enjoyed 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 \$160,000 to date, through auctions, golf days and other fundraising activities. A huge thanks to all 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 partnership with them. Having already raised more than \$220,000 in the first two years, 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, has been a gold sponsor of the Variety SA, NSW, QLD, VIC & WA Bash for four years. We thank Seeley for their support, giving kids in need a fair go.



Major Supporters

Woolworths

Woolworths store teams and their customers have supported Variety through token fundraisers, raffles and sausage sizzles, as well as being involved with the Bash, volunteering for the Kids Christmas party and running staff fundraising initiatives. Variety received a cheque for \$315,091 (8 months of fundraising this year) at the Annual Themed Ball. As a result of their contribution, Variety has provided Sunshine Coaches for Adelaide North Special School and Melaleuca Park Primary School in Mount Gambier.

Thank you Woolworths for helping us to assist more kids in need.



Hair with Heart Program

The Hair with Heart program by Variety - the Children's Charity, has seen more than 6,000 long-haired Aussies take the big chop, with donated hair made into wigs for those with long term medical conditions.

Sale of the hair, along with fundraising by hair donors, has delivered a record \$1.5m over the past year.

Funds raised have helped provide support for Aussie kids who are sick, disadvantaged or have special needs.

Melissa, from Plympton (Rapunzel to her friends) was one of these generous donors who have cut off their hair this year to make wigs for those who have lost their hair due to long-term medical conditions, and in the process raised vital funds for kids who are sick, disadvantaged or have special needs.

Melissa was inspired to take part in the Hair with Heart program when her best friend's son was diagnosed with Microcephaly. Despite initially being nervous that she would only raise \$100, she raised more than \$5,000.

The big chop took place on the 10th of October at The Highway Hotel.

For more information go to variety.org.au/get-involved/hair-donation/



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- Wicks Estate Wines
- 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 2017/18

Variety Sprout Fund - \$400,000

• Autism SA • Carly Ryan Foundation • Danny's Place • Down Syndrome SA • Encounter Youth
• Food Bank SA • Multicultural Youth SA • Still Aware

Zoos South Australia - \$337,469

Contribution towards the new all abilities Variety Children's Zoo

KickStart For Kids - \$200,000

Contribution to new facility

Riding For The Disabled Association - \$140,616

Horse maintenance program

Adelaide East Education Centre - \$125,000

Sunshine Coach 22 seater with rear lifter - 4 to 5 wheelchairs

Time for Kids - \$125,000

Child Support Program (40 Children)

Trinity Gardens School: St Morris Unit - \$125,000

Sunshine Coach – converted to accommodate 5 wheelchairs, with lifter

Operation Flinders Foundation - \$105,500

Operation Flinders Program

Adelaide Crows Children's Foundation - \$100,000

Youth Programs

Power Community Limited - \$100,000

Empowering Youth Program

Raising Literacy Australia - \$100,000

Resources for Read to Me Project





Meet Emogen

Emogen is 16 years old, living with high functioning autism and schizophrenia but does not let these challenges get in the way of her love for Irish dancing, which makes her feel happy and confident and helps her self-esteem. Emogen was granted a Variety Heart Scholarship to cover the cost of costumes, shoes, competition fees, and travel, enabling her to pursue her dreams.

Meet James

James is nine years old and has been diagnosed with Charcot Marie Tooth, a disease of the nervous system. He can walk independently but has difficulties with balance, and he experiences increased pain and fatigue throughout the day. James also has difficulty regulating his body temperature and Variety granted his family ducted reverse cycle air-conditioning throughout their home to enable him to be more comfortable.



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

In May this year, Adelaide played host to the 78th Annual Variety World Conference, celebrating 90 years of Variety as an organisation.

Variety delegates from all around the world gathered for the five-day conference and as well as learning and sharing knowledge, they were treated to special performances from the Variety WA Youth Choir.



W variety.org.au

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the children's charity