



2020 Impact Report

1 Oct 2019 - 30 Sept 2020

Variety – the Children's Charity SA





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The Why



Brenton Ramsey

Chair, Variety - the Children's Charity SA

Never has Variety in South Australia been more challenged than in the past year. It will be remembered for our willingness to modify our thinking, to be flexible and be prepared to try new things. We have put our energies into making things happen, trying new things and broadening our opportunities in a year when we thought our traditional motoring events had all but disappeared.

My heartfelt thanks go to our Variety family and supporters for doing everything you possibly could to support the kids in South Australia. Your hard work has allowed us to continue our history of excellence in helping kids in need.

Thanks again to you all. I tip my hat to you.



Mark McGill

CEO, Variety - the Children's Charity SA

"Adversity does not build character; it reveals it"

This quote encapsulates Variety as an organisation over the past 12 months. Our business model has faced great challenges; firstly, from the halo effect of the bushfire disaster fundraising and then the COVID-19 pandemic crisis.

However, despite this, the Variety family and supporters have shown their resilience by rallying to meet the ever increasing requirements of kids in need in South Australia. The hard work and dedication to the cause will see tens of thousands of children impacted positively and this is a wonderful reward for effort.

So to each individual, business partner, corporate sponsor, volunteer and donor we offer our sincere thanks and genuine appreciation for your continuing support. It has never been more important.



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' EXPERIENCES

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

81,244

And a better life for the kids of SA



We granted:
\$2,450,460
to help kids
in need

Through:
183
grants

We positively impacted:
24,668
kids in
SA

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

Meet Keira



Keira is a determined and optimistic 13-year-old who is passionate about sport. Keira lives with left-sided hemiplegia after she sustained a life-threatening head injury which led to bleeding on the brain and a skull fracture at seven months of age. Doctor's didn't expect Keira to walk or talk and told Keira's mum she will never lead a normal life. As the days following her brain injury went by, she began exceeding all expectations and continues to do so to this day. Keira received a Variety Heart Scholarship for athletics, which helps cover costs for twice weekly coaching fees, uniforms, and interstate travel. Keira is a current 12-year-old Australian record holder in the T38 Long Jump and is the current SA Under 16 state champion in the 100m and 200m sprint and long jump.

Meet Hannah

Hannah is a friendly 10-year old who loves animals. Hannah lives with multiple health conditions and disorders, including autism spectrum disorder, sensory processing disorder, oppositional defiant disorder and a heart murmur. Variety SA granted a swing set to Hannah valued at \$2,287. Not only is the swing set a great source of fun, it also helps self-regulate Hannah's behaviour and improve her motor skills and behavioural issues. As a result, she is able to engage positively with her family and friends within her home environment.



Meet Robbie



Robbie is a cheeky five-year-old. Robbie has been diagnosed with autism, which means he struggles trying to keep up with his peers in terms of playgrounds and play centres. Robbie's mum struggled to find a playground which was appropriate and safe for Robbie. Variety SA granted an outdoor play set/gym to Robbie and his family which has helped him regulate his behaviour, build confidence to learn new skills and strengthen his coordination and core strength. Most importantly, it has given Robbie a chance to spend quality time with his younger sister, Willow.

Meet Joshua

Joshua is a 13-year-old, who loves to perform and to bring happiness to others. Joshua has been diagnosed with sensory processing disorder, auditory processing oral dyspraxia and autism spectrum disorder. Joshua has been a Variety SA Scholarship recipient since 2018 for guitar, drum, singing and dance. Joshua has a passion for musical theatre and admits that acting does have its challenges but gives him a platform to be who he really wants to be. Over the past three years, the scholarship has provided Joshua and his family financial assistance with a range of items including music tuition, singing and dancing lessons, costumes and the purchase of a brand new electric drum set. Joshua believes he has mastered the drums and his next goal is to explore voice acting.



Variety Events

Variety Vintage

The 11th annual Variety Vintage Wine Auction Luncheon held on 15 November, 2019 at the National Wine Centre was a great success, thanks to major sponsor A.P. John Coopers. Hosted by Jeremy Oliver, one of Australia's foremost wine authorities, guests enjoyed a delicious lunch and got to taste a selection of stunning wines. Twelve prominent South Australian Wineries each donated their finest 2018 vintage which was bottled, exclusively labelled and auctioned for this special event.

Variety Melbourne Cup

A fantastic day of racing, fine dining and fashion, while at the same time raising funds for kids in need. More than 450 guests enjoyed the festivities at the Adelaide Convention Centre on 3 November, 2019 which included: Variety Ambassador Jane Reilly OAM as MC, tips from celebrity bookmaker "Hollywood" Syd McDonald, a fabulous showcase of the latest fashions from The Moose Collective, before dancing and partying the afternoon away with live band – The Cast.

Variety Showdown Shield Luncheon

The third Variety Showdown Shield Luncheon proudly presented by Jarvis Toyota held on 13 March, 2020 at Adelaide Oval, offered guests exclusive pre-match insight from Port Adelaide Football Club and Adelaide Football Club coaches Ken Hinkley and Matthew Nicks, Club captains Tom Jonas and Rory Sloane, plus guest panellists Mark Ricciuto and Dom Cassisi. Hosted by Mark Soderstrom, the Luncheon offered a look into one of Australia's biggest sporting rivalries. Comedian, Lawrence Mooney, capped off a fantastic day out.

Variety Trivia Night

The effects of the COVID-19 pandemic meant that Variety SA had to explore alternative fundraising to our traditional events. The social isolation restrictions required an adaption to virtual events. Variety friend and international quiz master Josh Pugh, hosted a virtual quiz night for a night of fun and friendly competition live from New York. The Variety Virtual quiz night was a great way to stay social, be entertained and raise some much needed funds for SA kids in need.

Motoring Events

Variety Moto Run

The 2019 Variety Moto Run, sponsored by Adbri Ltd, included 61 entrants, 15 bikes, 17 luxury cars, an SA Care bus and of course the Helistar chopper for the event's 12th year. Raising an impressive \$338,000 (net) for SA kids in need, this result is the second highest in event history. Departing Adelaide Harley Davidson Bike Works on Thursday 17 October, entrants enjoyed the four day, 1,446km journey travelling through the Riverland and Barossa before finishing at the Glynde Hotel on Sunday 20 October.

There was no greater highlight than the multiple opportunities for entrants to see their fundraising efforts first hand, with a range of education, health and mobility equipment provided to local schools and organisations along the route totalling more than \$78,000.

Variety 4WD Adventure

The 2020 Variety 4WD Adventure, proudly sponsored by Jarvis Toyota, was postponed to 2021 due to COVID-19 restrictions. This event was replaced with an online auction with hundreds of unique items and experiences on offer. All proceeds helped to support SA kids in need.

Variety SA Bash

Whilst the 2020 SA Variety Bash was delivered outside of our financial year, the bulk of the fundraising was generated in the 2020 financial year.

This year marked the 32nd anniversary of the Variety Bash in South Australia. For the first time in the event's history, the Bash was postponed and, due to COVID-19 restrictions, was replaced with a shorter event that travelled within the South Australian borders from 7 – 12 November.

The 'KI to the Capital' event, sponsored by Tim Adams Wines/Mr Mick, saw around 300 crazily costumed entrants and 100 colourful vehicles start in Kingscote, Kangaroo Island and over five fun-filled days, make its way through Robe, Mt Gambier and Loxton, to finish in Glenelg.

The event raised \$1.5 million (net) for kids in need and brought much needed economic benefit to regional areas of South Australia through supplies, meals, and accommodation.

Variety Bash entrants saw their fundraising efforts first hand, with grants totalling \$290,673 presented along the route, including \$50K from Bendigo Bank funded by the generous donors of the South Australian Bushfire Appeal.

Variety Kids' Experiences

Variety Kids' Experiences 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. Thank you to the 'Variety in Action' (VIA) committee for making these experiences possible.

Adelaide Kids' Xmas Party

More than 3,000 children, carers and volunteers celebrated Christmas at the Variety Kids Xmas Party held at the Adelaide Showgrounds on 27 November, 2019. The room was full of smiles from the kids as they were entertained by The Cast, as well as princesses, face painters, temporary tattoo artists, a fire engine, police car, magic cave bus, a large post box for letters to Santa, balloon artists and photo booths for the kids to capture their special day. Of course the day would not have been complete without a visit from Santa, who in typical Variety style, arrived on the back of a motorcycle.



Variety Kids' Easter

Variety SA joined forces with the Easter Bunny to bring joy to the kids who missed out after the annual Kids' Easter Picnic was cancelled due to COVID-19 restrictions. Thousands of children were looking forward to this day out, so Variety in Action delivered over 1,800 chocolate Easter bunnies to the schools and organisations. They were also granted funding to host their own Easter events in the hopes to bring some much needed cheer during a time of uncertainty. Special thanks to Woolworths for donating half of the chocolates and to Cochrane's transport for ensuring their safe delivery to the office.



Port Lincoln Kids' Xmas Party

Christmas came early for 89 children as well as 60 carers and teachers at Variety SA's sixth annual Port Lincoln Xmas Party on 21 November, 2019. The kids had a fun day with face painting, balloon creations, a photo booth, and a Christmas performance by 'The Marksmen', as well as a visit from Santa.



Hair with Heart

Hair with Heart is a national program by Variety – the Children's Charity, with donated hair made into specialised wigs for those who have lost their hair due to long-term medical conditions including cancer and alopecia. Variety raises funds through the sale of the hair and through donations, which are then used to provide equipment and services to kids in need.



Hair with Heart raised:

\$126,447

in South Australia

to help kids in need



Variety House



**STRUCTURAL
GROUP
AUSTRALIA**



PICKARD

25 McKell Street, Kidman Park

The Variety House was a unique commercial project undertaken by Variety SA to generate revenue from an alternate source to our traditional event fundraisers. Built at 35 McKell Street, Kidman Park through the amazing generosity of our sponsors and supporters.

Variety is incredibly grateful to all the companies and individuals who supported this project over the journey and as a consequence more children in need in SA will have a brighter future.

Thanks to our Generous Sponsors

- Jolong • Grand Kitchens • Masterplan • Stratco • Italia Ceramics
- CMV Group • Country Living Homes • ATBS • Astec Paints
- V Three Real Estate • Advance Robes
- Ardex Group • Bianco Reinforcing • CNW Electrical
- Davison Earthmovers • Gliderol Garage Doors
- Haneco Lighting • Mia Colours • Odyssey Carpet One
- realestate.com.au • Romaldi Constructions Pty Ltd
- Spectra Building Designers • StairLock
- Studio 2 Home Styling • Toro Industries

Volunteer Committees

Variety thanks our many volunteer committee members for the hard work and hours they put in to make Variety the successful organisation it is.



Event Sponsors

Tim Adams Wines

Tim Adams Wines has been a dedicated sponsor of Variety SA since 2001. As platinum sponsor of the Bash for the past nine years, gold sponsor of the 4WD Adventure for fourteen years and Variety Vintage Luncheon for eleven years; through to being committed participants in all Variety events and functions, the Tim Adams and Mr Mick team work tirelessly to raise funds for SA kids in need. The company is a proud recipient of the Variety International Corporate Award and Tim & Pam were recognised in 2016 with Variety's ultimate acknowledgement, Life Membership.

Tim Adams
CLARE VALLEY

MR. MICK

Jarvis Toyota

The Jarvis Group's involvement with Variety spans 29 years when owner Richard Collins joined the SA Variety Bash. As platinum sponsor of the Variety 4WD Adventure, originally under the Jarvis Ford banner and now the Jarvis Toyota brand, the company has just signed a further three year commitment taking their sponsorship of this event to 26 years. The company supply a Toyota Corolla for the Variety office and are also the presenting partner of the official Variety Showdown Shield Lunch.

Jarvis Toyota



Adbri Ltd

Adbri Ltd committed as the platinum sponsor of the inaugural Variety Moto Run in 2008 and continues in this role twelve years on. Over this time the event has raised nearly \$3 million net. The company was awarded a very well deserved Variety International Corporate Award in 2017 for its support of kids in need.



Pickard

The Pickard name has long been synonymous with philanthropy and sponsorship in SA. Variety continues to be a significant beneficiary of this generosity through event sponsorship and participation, the Variety House donations and extraordinary auction donations. This support is always offered graciously and with a high level of humility. This collective generosity will assist many hundreds of children across the state.

PICKARD

Major Supporter

Woolworths

Variety's partnership with Woolworths SA continues to grow and impact positively on SA kids in need in our community. Over the past three years through token fundraisers, raffles and other in-store fundraisers, their store teams and customers have raised nearly \$1 million, a truly fantastic result.

These funds have purchased four Sunshine Coaches and have supported hundreds of kids and families with local grants. Woolworths store teams have also been heavily involved in the Variety Kids' Xmas and Easter parties and the SA Variety Bash, serving fresh fruit and promoting healthy eating.

Thank you Woolworths team and customers for your amazing support. Variety looks forward to continuing to build on this partnership to continue to support more kids in need in the SA community.



Key Sponsors (continued)



Media Partners



National Partners



Valued Variety Supporters

- Zeitz Enterprises • Wicks Estate Wines • Canon • Haigh's Chocolates • Liquor Industry Golf Club
- Brothers in Arms • Charles Melton Wines • DiGiorgio Family Wines • Hardy's
- Hentley Farm • Seppeltsfield • Kaesler • National Wine Centre • Parker Coonawarra Estate
- Penny's Hill • Peter Lehmann • Prowine • University of Adelaide • Scene Change
- Badge Constructions • Adelaide Online Computers • Beasley Pool Heating
- Bianco Reinforcing • Burke Urban • CMV Group • Fine Choice (Coffee) • FMG Engineering
- Frost Constructions • Masterplan • Sita Coaches • Stringer Roofing • Terry Howe Printing
- Fotobase • Galabid • Interpack • Multi-Colour Australia
- VI Packaging • Vinkem Packaging • Lion

Professional Partners



Grant Partners



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 kids organisations, making it 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.



Major Grants 2020

Operation Flinders Foundation - \$96,000

- Outback Program

Our Lady of La Vang - \$90,000

- Sunshine Coach

Raising Literacy Australia - \$60,000

- 'Read to Me' packs

Suneden Special School - \$50,725

- 22 seater bus modified for wheelchair access

Tenison Woods College - \$50,000

- Sunshine Coach

Riding For The Disabled Association - \$41,700

- Riding lessons for children with disabilities

Lucky Bay Shack Owner's Association - \$38,628

- All-inclusive swing, fencing, shade sail and soft-fall material for playground

Blue Light (SA) Inc - \$30,000

- Venue, DJ hire and equipment

Kangaroo Island Community Education (KICE) - \$27,500

- 2 playgrounds

Second Chances SA - \$26,000

- Christmas presents for kids of prisoners - \$26,000



Meet Chantelle



Chantelle is a happy-go-lucky twelve-year-old and a Variety Scholarship recipient for dance. When Chantelle was younger she was diagnosed with autism spectrum disorder, auditory processing disorder, ADHD and dyslexia. Chantelle finds school learning and social situations challenging, but finds that dance is a great way to regulate her sensory needs. Since receiving her scholarship Chantelle has participated in dance competitions and has worked hard to perform as part of a team in troupe performances. She practices every day and is very committed. The scholarship has helped Chantelle's mum pay for dance lessons, costumes and equipment, which has drastically improved their family life.

Meet Dominic

Dominic is a determined 15-year-old who loves cars and playing with playdough. Dominic was born without vision and lives with an intellectual disability, as well as autism spectrum disorder. Dominic's mum admits that life can be tough, and his outbursts can be physical. They found that hydro-therapy was beneficial for his behaviour management. Variety SA granted a swim spa to be installed in his family home to allow him to swim every day in a safe and familiar environment. Regular exercise in the spa has not only improved his temperament but also improved his core and upper limb strength, flexibility, and range of motion.



Would you consider including 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 Mark McGill (08) 8293 8744 today.



We couldn't do what we do, without you!

The heart of Variety is powered by a community who work incredibly hard to support kids in need.

Variety SA would like to thank our special sponsors, volunteers and fundraisers for their hard work and enormous generosity throughout the year.

Together we've created a place where kids and their families can turn to for help when times are tough and when there is nowhere else to turn.



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