



2021 Impact Report

1 Oct 2020 - 30 Sept 2021

Variety – the Children's Charity SA





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Brenton Ramsey
Chair, Variety SA

The last two years as your Chair have probably been the most challenging in Variety SA's history. Although, some say you make your own luck and our determination to do what we could when we could, against the odds, has contributed to that.

In times like this we find out what a great organisation Variety SA is. Thanks go to our sponsors who stuck with us, the Board who thought outside the square, the office staff who remained dedicated and nimble, and to all our committees who continued to function to deliver the best outcomes.

But mostly thank you to our volunteers and event participants who just kept on fundraising. Your dedication to helping kids in need in SA is very humbling. Great work!

Variety SA is an extremely well run organisation, coupled with a support base which is the envy of the nation, setting us on a path for success going forward. Again well done and thank you.



Mark McGill
CEO, Variety SA

The most important thing we do collectively is change lives; for the better.

Supporting children in need in SA is why we exist and never has the challenge been greater, yet, we rose to seemingly impossible heights. Organisationally and in turn individually, we accepted the responsibility of always being in the corner for the child, family or community doing it really tough. It is difficult to truly express my admiration for our organisation and the people within it over the past two years.

The passion, the positivity and the resilience remains inspiring and must fill everyone with a great sense of pride in getting the job done. From Board down, the 'we will do it if we are permitted' attitude had us delivering revenue to meet the obligation we have to these children. I congratulate and sincerely thank the Board, sponsors, entrants, donors, volunteers and stakeholders for your unwavering generosity of spirit and I echo the Chair's acknowledgement of the Variety staff for your amazing commitment.

What a kind and caring bunch you are.



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

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



Olivia's Story

Eight-year-old Olivia loves the water, although after a near drowning at the age of five, swimming was an essential life skill for her to learn. Across two grants Variety SA has provided funding to Olivia and her mum, to cover the cost of swimming lessons for two years, as well as a set of bathers, goggles and a backpack. These grants have allowed Olivia to develop a sense of confidence around water, as she progresses through the classes, and has also taught Olivia's mum about water safety.



Lincoln's Story

Lincoln is a happy eight-year-old who loves to play. At four months old he was diagnosed with a rare and severe type of epilepsy, Dravet syndrome. This condition impacts his life in many ways, with a slight change in body temperature triggering a seizure. Lincoln also lives with autism spectrum disorder, and Global Developmental Delay. Variety SA granted equipment valued at \$13,900 to ensure a safe backyard. The equipment included a camera monitor for safe play, a harness system, a seizure monitor, and mister fan to help regulate temperature. The equipment has given Lincoln more independence in his everyday life, and has created an area which encourages calm and safe play.

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 living with a disability or disadvantage.

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

75,275

(40% in South Australia)

And a better life for the kids of SA



We granted:
\$2,865,379
to help kids
in need

Through:
135
grants

We positively impacted:
29,993
kids in
SA

The Facts



3000

kids impacted from
Showdown Partnership



28

scholarships in sport
and arts



5000

kids enjoyed Xmas
parties / activities



1613

Xmas gifts



15

bikes / tricycles



5

sunshine coaches



\$1.6m

granted to other
children's charities /
programs



\$78k

raised through the Hair
with Heart program in
SA



505

kids enjoyed various
camping experiences



6

home modifications



20

laptops or tablets



14

transport grants



2

medical assessments /
speech therapy



3

companion dogs



19

playgrounds / play
equipment



FACTS

- Raised \$1.5m (net)
- 07 - 12 November, 2020
- 1,630km
- 250 entrants
- 67 officials / supporters
- 73 vehicles
- 5 days

Variety SA Bash (2020) - 'K.I. to the Capital'

For the first time in the event's history, the 32nd Bash was postponed. Due to COVID-19 border closures, the 'Little Italy to Big Italy' Bash was replaced with a shorter event that travelled within the South Australian borders from 7 - 12 November.

The event was dubbed 'KI to the Capital' and was again proudly sponsored by Tim Adams Wines / Mr Mick. Starting in Kingscote, Kangaroo Island, 250 passionate entrants in 73 Bash cars travelled over five fun-filled days, through Robe, Mt Gambier, Loxton, and finished in Glenelg.

The event raised \$1.5 million (net) for our kids in need whilst injecting many hundreds of thousands of dollars in economic benefit to regional areas of South Australia through the Bash staples of accommodation, fuel, repairs and of course over 5,000 meals.

Great credit to the Variety Events Team and Event Chair to get this entirely new event on the road.

The Variety Bash distributed nearly \$300,000 in grants over the five days reinforcing the fundraising efforts of our Bash entrants and sponsors.

*Proudly supported by a grant from the South Australian government.



Variety SA Bash (2021) - 'Fruit II the Vine'

This year marked the 33rd anniversary of the Variety Bash in South Australia. Starting in Pooraka at the South Australian Produce Markets, the event travelled 2,410km around South Australia and finished in the Clare Valley, coining the name 'Fruit II the Vine'.

The eight-day event, proudly sponsored by Tim Adams Wines / Mr Mick, saw 245 themed entrants in 75 equally colourful Bash

cars travel through regional towns such as Quorn, Leigh Creek, Innamincka, Port Augusta, Peterborough and Clare.

The event raised a truly staggering \$2.076 million (net) to support our SAKids in need and with the borders closed brought much needed economic benefit to regional areas of South Australia through supplies, meals, and accommodation. As we do on every Bash, our entrants were part of the grants process along the way witnessing first-hand how their enthusiastic fundraising efforts help children in remote and rural communities.

Over 350 people participated in this Bash including entrants and officials and all are to be congratulated for the way in

which they adhered to the rigorous COVID-19 protocols of the day ensuring they and the communities we visited were safe.



FACTS

- Raised \$2.076m (net)
- 14 - 21 August, 2021
- 2,410km
- 245 entrants
- 81 officials / supporters
- 109 vehicles
- 8 days



Platinum Sponsor



FACTS

- Raised RECORD \$435,000 (net)
- 15 - 18 October, 2020
 - 1,667km
 - 53 entrants
- 18 officials / supporters
 - 27 vehicles
 - 11 bikes
 - 1 helicopter
 - 4 days

Variety Moto Run (2020)

Incredibly, against the COVID-19 backdrop, the Variety Moto Run broke the fundraising record in 2020, and raised an incredible \$435,000 (net) to support SA kids. The Variety Moto Run entrants had a fantastic time travelling through the 'Best of the West' for the 13th annual event.

31 eye-catching cars and motorcycles departed Mr Mick Cellar Door and Kitchen in Clare, then travelled through Port Lincoln and Port Augusta before finishing in Wallaroo after four days of camaraderie and fun.

The event allowed entrants to explore some of South Australia's most interesting roads during the day, and enjoy the best food and wine the state has to offer in the evenings.

The 2020 event held great emphasis on supporting local communities. Morning tea and lunch stops were catered by local sporting clubs and organisations, as well as endeavouring to source local entertainment from each destination.

Variety Moto Run entrants got to see their fundraising efforts first hand, with almost \$100,000 worth of grants being presented on the route. A range of specialised equipment and services were provided to local families, schools, and organisations, including an all abilities access playground in Lucky Bay, 10 iPads for Nicolson Avenue Primary School, and a grant valued at \$41,700 to fund horse riding lessons for children with disabilities across South Australia.



Variety SA 4WD Adventure (2021)

After the disappointment of having the 2020 Variety 4WD Adventure cancelled due to COVID-19, the 26th annual event proudly sponsored by Jarvis Toyota successfully hit the road in March of 2021. Across seven days, 135 Variety 4WD Adventurers travelled from Kulgera to Coober Pedy via Uluru and a myriad of natural wonders.

Despite the events name, "Between a Rock and a Hard Place" entrants were treated to an amazing seven-day outback experience that took the 4WD vehicles and their owners off the bitumen and into the heart of Australia taking in the icons with an emphasis on style and comfort.

Unseasonal torrential rain saw a very different experience for our entrants. On the first night, Adventurers enjoyed the "Sounds of Silence"

dinner under a wet-weather poncho, at the Field of Lights overlooking the Uluru-Kata Tjuta National Park. Spirits weren't dampened, as entrants witnessed a rare site of waterfalls cascading Uluru and the Finke River and Palm Valley in flood. A truly once in a life time experience.

Congratulations Mandy and Deon as Event Chairs and to all who participated, setting an event fundraising record whilst requiring endless patience and determination to complete the Adventure despite the unexpected rain downfall.



Platinum Sponsor



FACTS

- Raised \$876,000 (net)
- 20 - 26 March, 2021
 - 3,085km
 - 87 entrants
- 48 officials / supporters
 - 64 vehicles
 - 7 days
- 2 States / Territories
 - 58mm Rain

Variety Events

Variety Seafood Jet (2021)

With our famous Footy Jet grounded the inaugural Variety Seafood Jet took flight from Adelaide to Port Lincoln on June 27, thanks again to our wonderful partners Alliance Airlines. Guests enjoyed a spectacular four course lunch prepared by renowned seafood chef Kris Bunder, served in the region's most beautiful surroundings at the Port Lincoln Yacht Club. This was the 6th time Alliance Airlines generously donated the aircraft and crew at no cost and this allowed us to offer our 90 guests an amazing 'rock star' day sampling Australia's finest seafood.



Variety Melbourne Cup (2020)

The sold out Variety SA annual Melbourne Cup Charity Luncheon at the Adelaide Convention Centre was another great success! A fantastic day of racing, fine dining and fun, while at the same time giving kids in South Australia a fair go. Our 380 guests enjoyed the festivities which included: Tim Noonan as MC, tips from celebrity bookmaker 'Hollywood' Syd McDonald, and fantastic live entertainment from The Cast Band although they did their best to dance whilst seated!



Hannahrose' Story

Hannahrose has been a Variety Scholarship recipient for four years, embracing her musical talent playing the French Horn and Cornet. The funding has covered the cost and maintenance of her instruments, fees, music, travelling, uniform and tuition. The scholarship has enabled her to further her music studies and at only 10 years of age, was made an official member of the junior Adelaide Symphony Orchestra. Music enables Hannahrose to gain confidence, build friendships and connect with her community. Wanting to give back to Variety SA, Hannahrose spends her free time busking and fundraising for kids in need.



Variety Events

Variety Annual Themed Ball (2021)

Sadly our famous Ball was cancelled the year prior so it was a lovely surprise to have Variety's 19th Annual Themed Ball such a huge success! Hosted by our long-term event sponsor, the Adelaide Convention Centre, the sold-out event celebrated the undeniable character of the Aussie bush, with nearly 2000 Ball-goers following a 'Bush Black Tie' dress code.

Guests had a cracking good time in the outback with the night including entertainment by local band The Cast, headline act Ciaran Gribbin (former lead singer of INXS) performing with Audiobox and support act The Finns Tribute Band.

Country chart-topping singer and previous Variety Scholarship recipient, Melanie Dyer also performed on the night.

The night raised a record \$390k for kids in need and Peter 'Curly' Curtis and his committee are to be congratulated. These vital funds will go directly towards expanding our grants program to fund experiences and equipment for kids who are sick, disadvantaged or have special needs in our state.

Thank you to our generous sponsors, auction donors, supporters and fabulous guests who made this night possible.

Keep an eye on your emails for the 'Save the Date' to secure your table at Adelaide's premier themed charity Ball, a night not to be missed.



Variety Events

Variety Vintage (2021)

The 12th annual Variety Vintage Wine Auction Luncheon held on 9 April, 2021 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 2019 vintage which was bottled, exclusively labelled and auctioned for this special event.

Since the events' inception, the Variety Vintage has raised in excess of \$2m and it stands alone as the most successful charity wine event in Australia. The generosity of the industry through this event and all Variety events should not be underestimated and we are eternally grateful.



Major Sponsor



Participating Wineries



CHARLES MELTON
FINE BAROSSA RED WINES



PARKER
COONAWARRA
ESTATE



PETER LEHMANN
Barossa



Special Events

Variety Radiothon (2020)

The Variety SA Radiothon was held on Friday, November 27 in collaboration with FIVEaa raising a record breaking \$151,664 for kids in need. This day would not be possible without our generous sponsors; Australian Outdoor Living, Adelaide Outdoor Kitchens, NRG Solar and AMPM Always for donating the fantastic auction items, as well as supporters Fasta Pasta and Aussiefast Transport Solutions. Cochrane's Transport dollar matched the Radiothon and donated \$30,000. Beyond the vital dollars raised, the Radiothon allows us to tell the stories of those families and children in need across SA and that is another wonderful outcome.



Variety Hike for Hope (2021)

On Friday, March 12, Triple M's Roo & Ditts (Mark Ricciuto and Chris Dittmar), together with Variety SA's CEO and a great bunch of listeners, took to the streets of Adelaide raising critical funds for Variety – the Children's Charity. Walking more than 33km's from Seacliff to Norwood then back to the CBD, listeners and businesses alike made donations throughout the day creating an amazing final tally of \$83,846.



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 and volunteers for making these experiences possible.

Variety Kids' Easter Picnic (2021)

Who doesn't enjoy a day at the zoo? For more than 200 children, it was a day to remember at the annual Variety Kids' Easter Picnic. Kids in attendance were entertained by the Easter Bunny, Variety Mascot, Bumbles the clown as well as all of the resident zoo animals who were still wondering what was going on! Everyone received a chocolate bunny generously donated by Woolworths to celebrate in true Easter style.

Due to the restricted numbers, the Variety in Action committee hosted two more Variety Zoo Picnics throughout the year to spread joy throughout SA to kids in need.



Adelaide Kids' Xmas (2020)

As with so many things in the past 12 months our annual Kids' Xmas Party had to be cancelled due to the restrictions of COVID-19. That said, there was no way Variety SA was going to let 'our' children down and we reworked the plan so we were still able to spread some much needed Christmas joy. We worked quickly with many dozens of schools to ensure the children living with a disability or who are disadvantaged had their special day delivered via in house events. Funding totaling \$119,550 was provided to schools and support organisations, positively impacting more than 5000 kids!



Showdown Partnership

Variety – the Children’s Charity of South Australia has further strengthened their commitment to supporting children in need in the South Australian community by re-signing partnership agreements with the Port Adelaide and Adelaide Football Clubs for another three years. This innovative community partnership was originally announced in 2018 as the very first charity driven partnership between the clubs, centering around the bi-annual showdown matches and with naming rights to the ‘Variety Showdown Shield’.



Variety – the Children’s Charity provided grant funding of \$100,000 (annually) for another three years to support the clubs’ highly respected and effective community programs; Adelaide Crows Foundation’s Inclusive Academy and Power Community Limited’s Community Youth Program; positively impacting the lives of children.

This year, an additional 3000 children were impacted as a result of these programs.



Gracie's Story

Eleven-year-old Gracie has been diagnosed with a language disorder and dyslexia. Variety SA granted speech therapy and a laptop to Gracie to assist with her schooling. She relies heavily on typing her school work and using spell check, because writing takes too much energy and concentration to produce the amount expected. Gracie’s speech therapist has commented how well she is doing and how her confidence is increasing with weekly sessions.

Gracie was lucky enough to join the Crows Inclusive Academy



Major Supporter



Woolworths

Woolworths have been a major supporter of Variety SA since the inception of our partnership in 2016. Through the Easter and Halloween token fundraisers, round up campaigns, sausage sizzles and volunteering, the Woolworths team and customers have raised critical funds for children who are sick, disadvantaged or living with special needs.

Over the past six years, the Woolworths team and customers have raised an incredible \$1.1 million!

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.



Major Sponsors



Jarvis Toyota



Tim Adams
CLARE VALLEY

MR. MICK



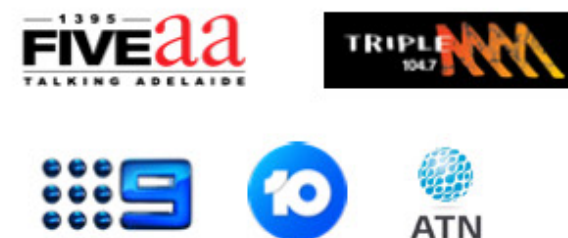
"We have enjoyed a wonderful relationship with Variety and Winston Churchill's quote - 'We make a living by what we get, but we make a life by what we give,' resonates strongly with us personally and professionally. This is what happened to us when we became part of the team at Variety."

Tim Adams & Pam Goldsack - Tim Adams Wines / Mr Mick

Key Sponsors & Supporters



Media Partners



Valued Variety Supporters

- Adelaide Outdoor Kitchens • Badge Constructions • Beasley Pool Heating • Bianco Reinforcing
- Burke Urban • Canon • CMV Group • FMG Engineering • Galabid • Haigh's Chocolates • Interpack
- John Sands • Lion • Liquor Industry Golf Club • Masterplan • Multi-Colour Australia
- National Wine Centre • NRG Solar • Prowine • Scene Change • Terry Howe Printing • Toyota Australia
- The University of Adelaide • VI Packaging • Vinkem Packaging • Zeitz Enterprises

Grant Partners



Professional Partners



"My initial impression of Variety has only been strengthened over the years as we've continued to collaborate on a number of events and become major partners in the Variety community."

Simon Burgess - General Manager
Adelaide Convention Centre

"Our heart is in South Australia and supporting our local community is important to us. We love the fact that all the money Variety raises in SA goes directly to help kids in need right here in SA."

Peter Cochrane OAM - Managing Director
Cochrane's Transport



Jenna's Story

Twelve-year-old Jenna, is an enthusiastic and dedicated young girl who lives with PTEN hamartoma syndrome and arteriovenous malformations. Jenna is passionate about dance and takes hip-hop lessons four times a week. She also volunteers her time as a teaching assistant for a mini hip-hop class, helping dancers aged 2-5. The Variety SA Scholarship has provided Jenna and her family financial assistance with dance lessons and merchandise.

"The Scholarship from Variety SA has removed the financial barrier we had as a family because of medical expenses. Jenna can now participate in her chosen activities and follow her dreams. She is more resilient and capable because of Variety SA."

Kate, Jenna's Mum

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.



Sunshine Coaches

Variety Sunshine Coaches provide transport to organisations that cater for children with physical disability, regional or social disadvantage, to enable them to access the community and to experience a range of special programs and activities.

The Variety Sunshine Coach program has been running since 1985 and in that time, Variety has helped over 135 schools and organisations with transport. Since inception, the Sunshine Coach funding from Variety SA has totalled \$6.7 million.

*In 2021, the Variety Sunshine Coach program was proudly supported by a grant from the South Australian government.



"We have been using Variety's fleet of Sunshine Coaches for the past 20 plus years and their service has allowed our students to participate and engage with the community in various activities - helping them to develop crucial skills and unlock their potential."

Byron Stuu - Principal, Adelaide North Special School

Major Grants 2021

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.

Orroroo Area School - \$150,000

Sunshine Coach

Riverland Special School - \$140,000

Sunshine Coach

St Patrick's Special School - \$120,000

Sunshine Coach

Suneden Special School - \$120,000

Sunshine Coach

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

Crows Inclusive Academy

Port Adelaide Football Club Foundation - \$100,000

The Power Community Youth Program

Operation Flinders - \$98,000

Outback Intervention Program

Riding for the Disabled - \$93,736

Riding lessons for children with disabilities

Hendon Primary School - \$65,500

Sunshine Coach

Treasure Boxes - \$52,500

Treasure Boxes of basic essentials for families in need



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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