



2022 Impact Report

1 Oct 2021 - 30 Sept 2022

Variety – the Children's Charity SA





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Tanya Stratton
Chair, Variety SA

It is with great pleasure to present the Variety SA IMPACT Report of 2022 – and what a year it has been! IMPACT has been our focus and at the forefront of VSA's strategic plan. Our vision for purposeful impact, has been to increase grant recipient numbers, improve distribution, add value, and enhance the quality of life of the children in need and their families across South Australia.

This vision has been achieved through YOU, through the fundraising efforts of our passionate volunteers, entrants, participants, and donors, through the continued and solid support of our sponsors and corporate partnerships, all working cohesively with our dedicated staff.

It is through you, our trailblazers, and your generous gift of giving that we are collectively making a difference and igniting positive change in children's lives.

Congratulations to you all for an outstanding and impactful year.

On behalf of the board of Variety South Australia, we say THANK YOU.



Mark McGill
CEO, Variety SA

As an organisation we will always be measured on the impact we make on the lives of children in need in our communities.

Despite numerous challenges, we always remained focused on this responsibility as our end goal. Our responsibility to support those children who are sick, those who live with a disability or those who struggle with poverty, exclusion or isolation. With a concerted effort, we can be enormously proud of the record number of children Variety supported over the past 12 months although sadly it speaks volumes for the size of the task.

We lived our values – Equality, Action, Joy, and Community.

The respect and gratitude I have for the extraordinary people within our organisation is profound.

The passion and humility of everyone involved remains inspiring and draws likeminded people in daily; strengthening our cause. I congratulate and sincerely thank the Board, sponsors, entrants, donors, volunteers and stakeholders for your steadfast support and kindness and acknowledge the Variety SA staff for your selfless contribution.



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

**So we help
kids who are sick,
disadvantaged or
living with disability.**



Variety Mural

The image of grant recipient, Chloe and her twin sister Lily was chosen to represent the hope and joy that Variety shares through the grant program.

Variety grant recipient, Chloe was born prematurely and diagnosed with cerebral palsy shortly after. This condition increased her muscle tone, making movement difficult and causing significant pain.

Variety SA supported Chloe by funding Selective Dorsal Rhizotomy surgery at St Louis Children's Hospital in America. This life changing procedure resulted in a permanent reduction in her spasticity which has enabled her to live free of pain.

"This mural signifies the incredible work that Variety does, they improve children's lives, and provide a quality of life that they may not otherwise experience. Variety gives kids hope and that's what I wanted to capture."

Sam Brooks, Mural Artist

Mural based on the photograph on the front cover.



Mareike & Martin's Story

Nine-year-old Mareike and her younger brother Martin live on a remote sheep station 342kms from Pt Augusta (762km from Adelaide!). They have both been diagnosed with Autism Spectrum Disorder and suffer from emotional dysregulation, each in their own unique way.

Living so remotely means that the opportunities and services are limited for the kids.

This year, the SA Variety Bash visited the station and got to meet the kids, presenting them with a brand new trampoline! This trampoline will help both children with their social and emotional regulation and core body strength. The tent style will also offer a safe place to regulate anxiety and boost confidence.

Salty Harry
Martin H. Best
Child Entrepreneur
finding his own way to
earn a bit of pocket
money. Growing herbs
in mum's garden and
harvesting. Gwiler
Ranger. Salt from the
beach. Takes glue to the
beach.

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 disability or disadvantage.

KIDS' EXPERIENCES

We hold events to engage and bring joy to kids in need and their families.



We create lasting impact around Australia



Number of Aussie kids
impacted by Variety
this year

157,312

(55% in South Australia)

with a focus on a better life for the kids of SA



We granted:

\$4,796,625
to help kids
in need

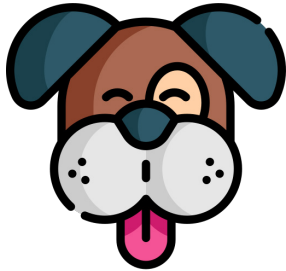
Through:

179
grants

We positively impacted:

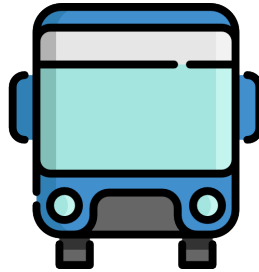
85,738
kids in
SA

The Facts



3

companion/therapy dogs



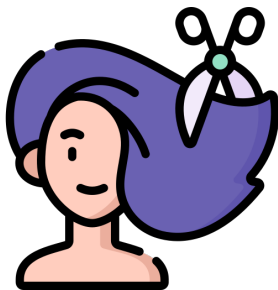
25

transport grants



3,179

kids positively impacted
by Showdown
Partnership



\$1.2m

raised through the Hair
with Heart program
nationally



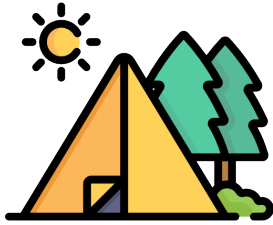
\$750k

invested in the Variety
Sprout Fund 2



\$1.5m

granted to
support other kids
organisations



3560

kids enjoyed camping
experiences



10

accessible vehicles



481

xmas gifts



5

home modifications



6

sunshine coaches



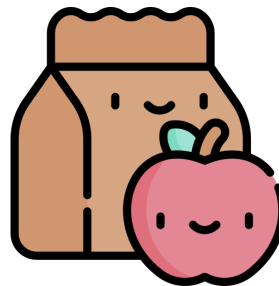
19

learning aids



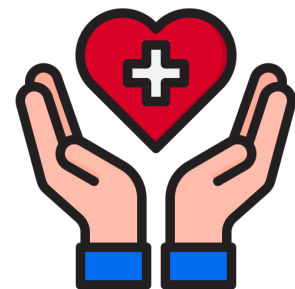
28

scholarships in sport
and arts



7667

kids were provided
food security



19

therapy/sensory
equipment



Joint Major Sponsors



FAST FACTS

- Raised **RECORD** \$531,000 (net)
- 21 - 24 October, 2021
 - 85 entrants
- 15 Official Volunteers
 - 32 cars
 - 7 bikes
- 1 helicopter
- 1,300 km
- 4 days
- Event Chair: Ron Barton

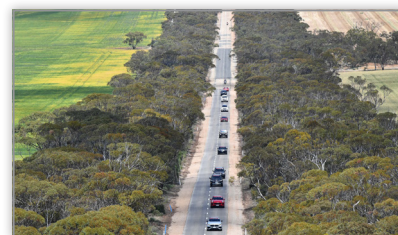
Variety Moto Run (2021)

This year marked the 14th anniversary of Variety SA's Moto Run which is open to entrants with luxury vehicles and touring motorcycles. Thirty two eye-catching cars and seven motorcycles departed from WEST by Commercial & General for the four-day event of camaraderie and fun. This event toured more than 1300km across South Australia, travelling through the Barossa Valley, Murraylands, Clare Valley and Fleurieu Peninsula before finishing in McLaren Vale.

The Variety Moto Run proudly and jointly sponsored by Adbri and Aussiefast Transport Solutions raised a record breaking \$531,000 for SA kids who are sick, disadvantaged or living with disability.

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 evening, all in the name of fundraising for kids in need.

Entrants got to see the impact of their fundraising efforts first-hand, with more than \$135,000 worth of grants presented on the route. Murray Bridge North Primary School was one of the grant recipients, receiving \$40,000 funding to upgrade their junior primary special options playground, ensuring the area is more engaging, accessible and safe.



Variety SA 4WD Adventure (2022)

The 27th annual Variety 4WD Adventure proudly sponsored by Jarvis Toyota successfully hit the road (or off road to be exact) in April of 2022. Across seven days, 99 Variety 4WD Adventurers and 44 Official Volunteers travelled across the Victorian High Country from Bright to Marysville.

Despite challenging weather conditions, spirits weren't dampened, and the event was a great success. Living up to the event's name, entrants lived "the High Life" and were treated to a high country experience that took 4WD vehicles and their owners off the bitumen and into the stunning mountains, emphasising style and comfort.

Alongside adventurous four-wheel-driving, the group enjoyed three nights in the Dargo region followed by three nights in Sheepyard Flat, a performance from Chart topping singer & songwriter, Courtney Keil and a day of horse riding the trail of 'The Man from Snowy River'.

The entrants got to experience another remarkable week away tackling some of Australia's best off road tracks in the famous and iconic high country, courtesy of supportive land owners and a wonderful group of devoted volunteers.



Platinum Sponsor

Jarvis Toyota 

FAST FACTS

- Raised \$744,000 (net)
 - 2 - 8 April, 2022
 - 99 entrants
- 44 Official Volunteers
 - 46 4WDs
 - 1,095km
 - 7 days
- Event Chairs: Mandy Madgen & Deon Otto



Platinum Sponsor



FAST FACTS

- Raised \$2.3m (net)
- 13 - 20 August, 2022
 - 238 entrants
- 87 Official Volunteers
 - 107 vehicles
 - 2,469km
 - 5 days
- Event Chair: George Belperio

SA Variety Bash (2022) - 'Town to Tannins'

This year marked the 34th anniversary of the SA Variety Bash in South Australia. Starting at the Brickworks Marketplace, the event travelled 2469km around South Australia and crossed the finish line in the Barossa Valley, coining the name 'Town to Tannins'.

The eight-day event, proudly sponsored by Tim Adams Wines/Mr Mick saw 238 crazily costumed entrants, 107 colourful vehicles and 87 hard-working volunteers travel through regional towns such as Roxby Downs, Glendambo, Ceduna, and Whyalla.

The event raised a truly staggering \$2.3 million (net) to support kids in need. The event 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.

"The excitement and joy on kids' faces was by far the best part of being involved – every time we entered a town or visited a remote school we got to see firsthand what the Variety Bash means to communities and why it is so important." – Car 786 'Arabian Nights'



Variety Aussie Muscle Car Run (2022)

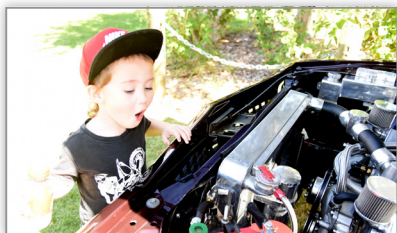
The inaugural Variety Aussie Muscle Car Run raised an incredible \$510,000! 50 Muscle cars, 101 entrants, 21 Official Volunteers travelled 1,363 km over eight days from Adelaide through Clare and Port Augusta to finish in Glenelg.

This was the first year Variety SA hosted the Aussie Muscle Car Run. Initially hoping to raise \$250,000, fundraisers went above and beyond, raising over half a million dollars.

The Variety Aussie Muscle Car Run attracts entrants from all across the country and features vehicles built from 1963 -1977 - the glory days of Bathurst, including models such as the Monaro, Torana, Charger and the Falcon GT-HO to name a few.



Entrants took in racetracks at Mallala and The Bend in between and engaged with regional towns along the way. Event highlights included drag racing in Whyalla and the Willunga Hill Climb.



This year, Port Adelaide footballer and car enthusiast Charlie Dixon and Australian supercar driver Todd Hazelwood came on board as Variety Aussie Muscle Car Ambassadors.



Proudly Supported by



FAST FACTS

- Raised \$510,000 (net)
- 25 - 1 April, 2022
 - 101 entrants
- 21 Official Volunteers
 - 50 vehicles
 - 1,363km
 - 8 days
- Event Chair: Brenton Ramsey

Variety Events

Melbourne Cup (2021)

The 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. 400 guests enjoyed the festivities, which included Variety SA Ambassador, Brett Clappis as MC, tips from bookmaker Greg McAtee, and fantastic live entertainment from local band The Cast.



Radiothon (2021)

The Variety SA Radiothon was held on Friday, 26 November in collaboration with radio station FIVEaa raising a record-breaking \$158,555 for kids in need.

This day would not be possible without our generous sponsors; Australian Outdoor Living, Jayco Adelaide, Adelaide Outdoor Kitchens, NRG Solar and Woolworths for donating the fantastic auction items. 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.





Jack's Story

Jack is a cheeky nine-year-old who was diagnosed with spastic quadriplegic cerebral palsy at only eight days old. Jack loves Star Wars and AC/DC and has dreams of being a rock star when he grows up.

His condition greatly affects his fine and gross motor skills, and he finds it very difficult to walk, run, jump, perform daily tasks and communicate with his peers. Jack also has a visual impairment and limited peripheral vision, making it hard for him to judge distance, heights and spatial awareness.

This year, we approved funding of more than \$80,000 for Jack to have Selective Dorsal Rhizotomy (SDR) and PERCS surgeries in the US. Alongside his mum and grandparents, Jack travelled to St Louis, Missouri for this specialised procedure in September.

"Variety paid for Jack's surgery in full, which not only made the decision to go to the US much easier but it has completely changed Jack's life as well as mine. To know that so far I have done everything I possibly can to ensure Jack reaches his full potential is incredibly rewarding and it is in no small part, thanks to Variety."

Skye, Jack's Mum

Variety Events

Variety Annual Themed Ball (2022)

Over 2000 guests were transported to an enchanting Christmas Wonderland for the 20th Variety Annual Themed Ball. Special thanks to our hosts and Major Sponsor, Adelaide Convention Centre.

Guests enjoyed a tree-mendous night of fine dining, dancing and fantastic live entertainment: Enharmonic Choir, Elton & Billy Tribute Concert and Witts End.

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



Major Sponsor



Showdown Shield Luncheon (2022)

Ahead of the first Showdown of the year, we hosted The Official Showdown Shield Luncheon at Adelaide Oval. Hosted by Mark Soderstrom, more than 350 footy fans received exclusive insight from Adelaide Football Club and Port Adelaide Football Club captains: Rory Sloane & Tom Jonas and coaches: Matthew Nicks & Ken Hinkley as well as guest panellists: Mark Bickley & Chris Dittmar. The 2022 Variety Showdown Luncheon would not have been possible without our presenting partner Jarvis Toyota.



Major Sponsor

Jarvis Toyota



Variety Events

Variety Vintage (2022)

The 13th annual Variety Vintage Wine Auction Luncheon 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 2021 vintage, which was bottled, exclusively labelled and auctioned for this special event.

Since the events' inception, the Variety Vintage has raised in excess of \$2.4m and it stands alone as the most successful charity wine event in Australia.



Major Sponsor



Participating Wineries



CHARLES MELTON
FINE BAROSSA RED WINES



PARKER
ESTATE



PETER LEHMANN
Barossa



WICKS
ESTATE



Showdown Partnership

The Adelaide Football Club and Port Adelaide Football Club have joined forces to support Variety – the Children's Charity of South Australia and help make a greater impact on the lives of local kids in need. Variety SA is providing grant funding of \$100,000 to each club per annum over 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.

This year, Variety SA was also given the exciting opportunity to present the Showdown Shield to the winners at both Showdown events.

Adelaide Crows Foundation Inclusive Academy

The Adelaide Crows Foundation Inclusive Academy provides up to 100 children with an intellectual disability the opportunity to participate in a four-week football program. The program, held at AFL Max includes tuition from AFL + AFLW players and football staff. Children participating in the program benefit from a transformation in confidence, enthusiasm, and football skills.



The Power Community Youth Program

The Power Community Youth Program, an initiative established by four-time Magarey Medallist and club legend, Russell Ebert as the first educational in-schools program administered by an AFL club. Port Adelaide Football Club players, staff and female athletes from a variety of sports, promote messages on healthy lifestyle choices, encourage inclusive and respectful relationships, promote inclusion and develop young people's understanding and skills in problem solving.



Combined the two club's community programs have positively impacted 3,179 children this year.



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.

Adelaide Kids' Xmas Parties (2021)

Variety SA was still able to spread Christmas joy across South Australia to kids in need despite having to cancel the Kids Christmas Party due to COVID-19 restrictions. Thousands of children who are sick, disadvantaged or living with disability were very much looking forward to this annual day out, so Variety SA instead provided funding to the schools and organisations who would have attended to instead host their own celebrations.

More than \$119,000 was granted to schools and support organisations, which positively impacted more than 5000 children. Schools celebrated in a variety of different ways including Christmas lunches, bowling, cinema visits, rock climbing, baking and even visits from Santa!



Variety Kids' Easter Picnic (2022)

More than five hundred children in need enjoyed a trip to the Adelaide Zoo for the annual Variety Kids' Easter Picnic. Kids in attendance were entertained by the Easter Bunny, Variety Mascot, as well as all of the resident zoo animals. 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.



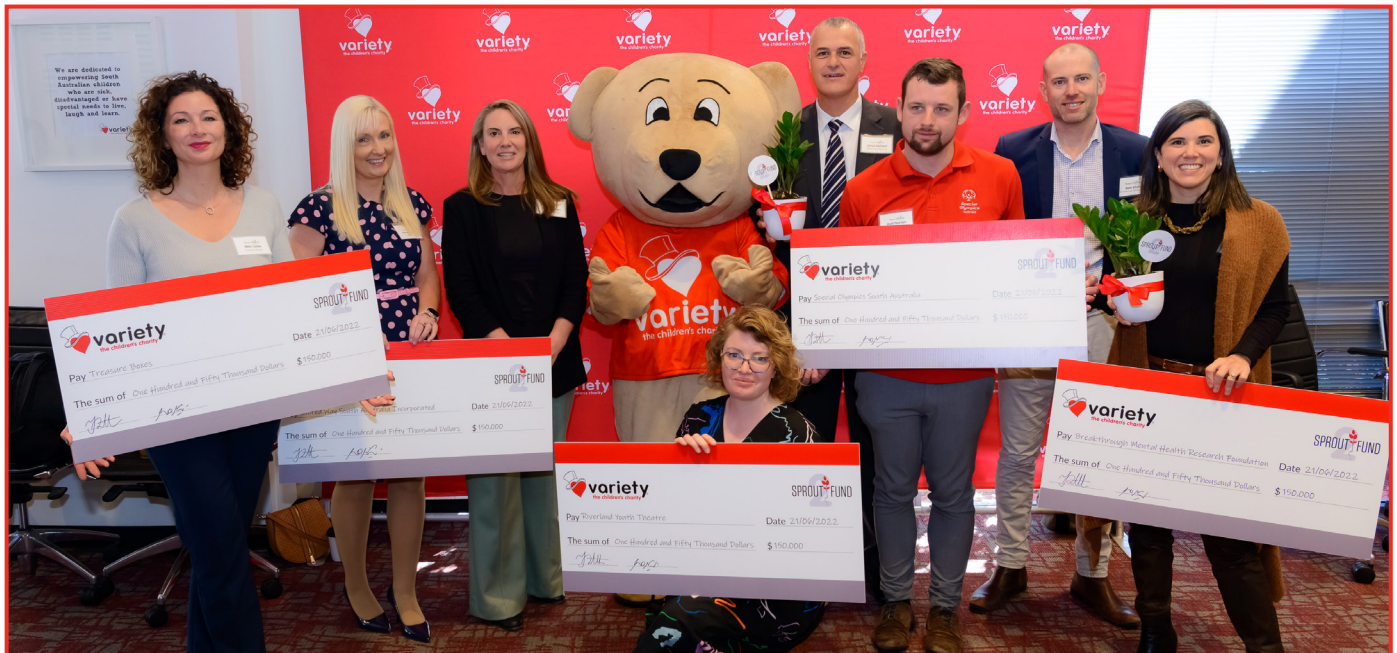
Across the three picnics 1,382 kids enjoyed a day out at the zoo.

Sprout Fund 2

In 2018, Variety – the children’s charity of SA launched its innovative ‘Sprout Fund’ program with the intention to provide certainty of funding over a three-year period to innovative programs focusing on unmet needs for children in our community. The impact of the initial Sprout Fund program was profound and as such, Variety SA introduced ‘Sprout Fund 2’ in 2022.

Over the next three years, the fund will see a combined \$750,000 invested into five South Australian children’s organisations to expand their positive impact. Each organisation will receive \$150,000 each over three years to support a new initiative that helps meet unmet needs for children in SA. This will enable these organisations to focus on service delivery having secured long-term funding, covering some costs not currently considered under the usual Variety grant criteria.

The innovative programs combined are estimated to positively impact the lives of up to 13,650 children in South Australia.



Special Olympics

Special Olympics has grown from a backyard camp into a global movement that has been transforming the lives of people with an intellectual disability for almost 50 years. The Variety funding will appoint a part-time Sports Development Officer whose primary focus is to work with schools, coordinate the range of competitions and programs for children here in SA and invest the time needed to get more participants into community programs. This increased staffed presence will directly increase the impact and engagement, ultimately providing an opportunity for children with intellectual disabilities to live active, healthy and fulfilling lives.

Breakthrough Foundation

Breakthrough Mental Health Research Foundation is a not-for-profit organisation dedicated to tackling mental health head on. Breakthrough has developed a new initiative for children called 'Camp Breakthrough'. The funding from Variety will support the running of 15 overnight Mental Health camps. This program aims to provide children with the tools to navigate a mental health conversation and support other children that may need help.

Treasure Boxes

Treasure Boxes is a South Australian NFP dedicated to increasing the safety and wellbeing of vulnerable and at-risk newborn babies and young people. Their core service provides essential children's goods to families at risk of poverty and homelessness, fleeing domestic violence and support for minority groups. The funding from Variety SA will support a Client Facing Model through a new warehouse outlet, expanding on their current two-outlet model. This new program will enable people in the community to directly access items from Treasure Boxes faster, allowing them to reach more children in need.

United Way SA

United Way SA supports vulnerable families with the first learning blocks required for a child to start school strong. UWSA supplies 500 children aged from birth to 5 years with a FREE book delivered to their homes each month in the Playford area. The Variety SA funding will allow United Way SA to expand the program to cover 500 children experiencing disadvantage in the Salisbury area.

Riverland Youth Theatre

RYT based in Renmark, enriches the lives of young people in the Riverland and Mallee through creativity, theatre and play. The Variety SA funding will employ a part-time Community and Digital Artist over three years, which will enable RYT to include many more children in creative programs and activities. Ultimately, giving young people experiencing significant disadvantage the option to participate in and benefit from creative projects.



Major Supporter

Woolworths

Woolworths have been a major supporter of Variety SA since the inception of our partnership in 2016. Through the token fundraisers, round up campaigns, and volunteering at the kids experiences across the year Woolworths team and customers have raised critical funds for children in need.

This year, Woolworths State Marketing Manager Anthea Halliday got the opportunity to join the SA Variety Bash as a special guest and see first-hand the benefits of Woolworths's fundraising year round.

Over the past seven years, the Woolworths team and customers have raised an incredible \$1.6 million dollars to help SA kids in need.

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.



"Caring for all Australians has always been a focus for us at Woolworths, and through our continued support of Variety we - along with our Woolworths team and customers - can help care for children and families in need in communities across South Australia."

Anthea Halliday – State Marketing Manager SA, NT and WA, Woolworths

Major Sponsors



Tim Adams
CLARE VALLEY

MR. MICK



RAMSEY BROS

"Looking after our regional communities is key to us, and in 25 years of partnership with Variety, we've been honoured to play a part in changing the lives of South Australian kids in need and their families, too. Every kid deserves the chance to soar."

Brenton Ramsey - Director Ramsey Bros and Variety SA Board Member

Key Sponsors & Supporters



Igniting opportunities for children, the elderly and the disadvantaged in SA.



Media Partners



Valued Variety Supporters

- Canon • Scene Change • Badge Constructions • Adelaide Online Computers • Beasley Pool Heating
- Beatwave • Bianco Reinforcing • Burke Urban • CMV Group • FMG Engineering • Frost Constructions
- Masterplan • TJM • Solar Depot • Terry Howe Printing • Zeitz Enterprises • Fotobase • Lion • Galabid
- Interpack • John Sands • Liquor Industry Golf Club • Multi-Colour Australia

Grant Partners



Professional Partners



MinterEllison

"Network 10 is very community focused and committed to giving back to South Australia and providing support wherever possible. Variety do outstanding work across so many areas supporting South Australians and Network 10 and 10 News First are proud to play a small part in assisting Variety to achieve their goals."

Frank Filosi – General Manager Adelaide, Network 10



Variety Activate Inclusion Sports Day

Variety Activate Inclusion Sports Days give kids the opportunity to try sports they might otherwise miss out on. Aimed at kids aged 5-18 with learning difficulties, intellectual, sensory and physical disabilities, the days are an opportunity to have a go in a fun and inclusive environment. The one-day programs are designed to promote the pathways for inclusive sport and active recreation programs in local community areas and encourage students with a disability to participate in community sport and active recreation on a regular basis.

In partnership with Disability Sports Australia, we delivered 11 across metro and regional South Australia.

Volunteer Committees

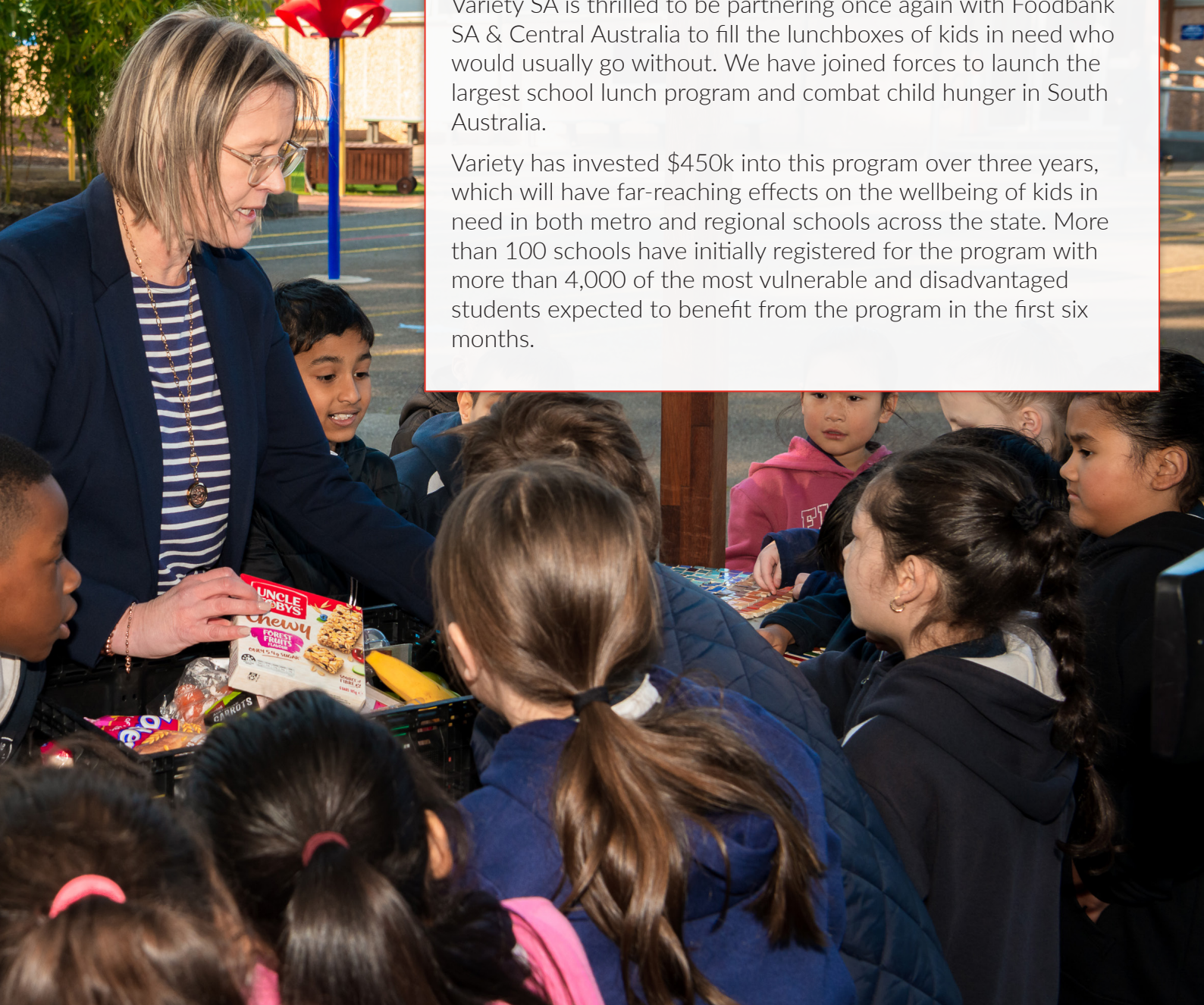
Variety thanks our many volunteer committee members for the hard work and hours they put in to make Variety the successful organisation it is.



Foodbank Variety School Lunch Program

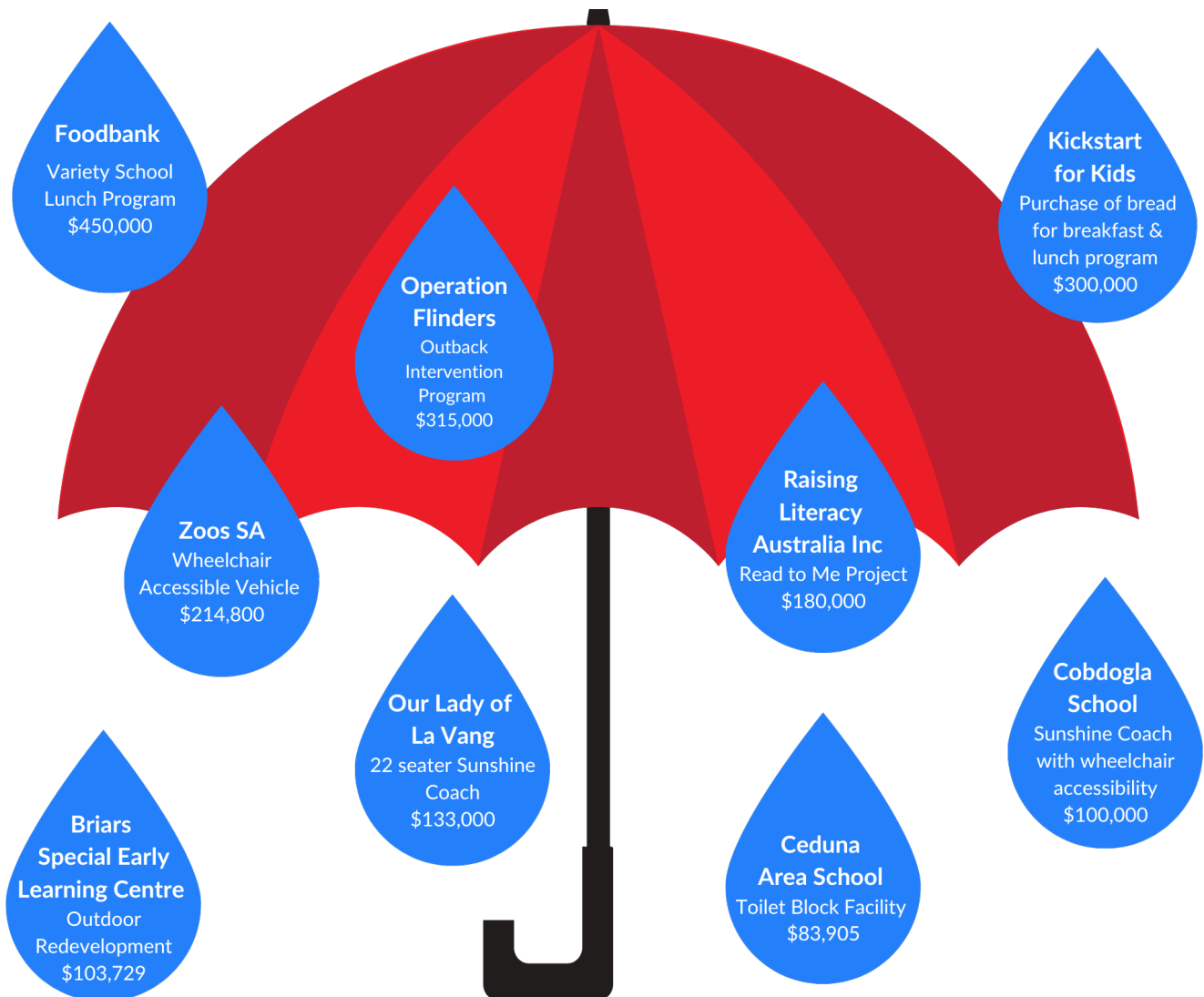
Variety SA is thrilled to be partnering once again with Foodbank SA & Central Australia to fill the lunchboxes of kids in need who would usually go without. We have joined forces to launch the largest school lunch program and combat child hunger in South Australia.

Variety has invested \$450k into this program over three years, which will have far-reaching effects on the wellbeing of kids in need in both metro and regional schools across the state. More than 100 schools have initially registered for the program with more than 4,000 of the most vulnerable and disadvantaged students expected to benefit from the program in the first six months.



Major Grants 2022

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 us South Australia's leading children's charity.



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.



W variety.org.au

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