



2023 Impact Report

1 Oct 2022 - 30 Sept 2023

Variety – the Children's Charity SA





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Tanya Stratton
Chair, Variety SA

It is with great pleasure to present the Variety South Australia IMPACT report of 2023 - another incredible year for the Variety SA family - where records have, once again, been broken! 2023 has seen more children in need, and their families, positively impacted throughout the state. With a 5% increase on last year, 88,196 sick and disadvantaged children and children in need were positively impacted through your efforts.

Our Large Grants, Grants Committee, and our Grants Coordinator worked tirelessly this year, to distribute the \$6.2m of funds raised by our most dedicated and passionate Variety family. With distributions up 39% and an even spread across supporting individuals and organisational programs, the Variety family is extremely proud. It is because of YOU, our trailblazers, our volunteers, our entrants, our supporters, sponsors and donors, that WE are collectively and collaboratively igniting positive change in our states most vulnerable children's lives. The work that you do, the effort that you elicit, the contributions that you make - ARE making a difference.

Congratulations to you all, for another outstanding and impactful year. On behalf of the Board of Variety South Australia, we say THANK YOU.



Mark McGill
CEO, Variety SA

In 2022 we impacted on the lives of over 85,000 children in need across our State and our lofty goal for 2023 was to exceed that number. This impact is measured in two ways so quality must run parallel with quantity and as a consequence the specific needs of children and their families was always considered and prioritised.

Social and economic challenges changed the landscape of need as financial disadvantage extended its tentacles further on the back of a dozen mortgage rate increases, rental pressure and rises in cost of living. The outcomes for children who are sick, living with a disability or struggling with disadvantage is isolation and exclusion and this is where the magnificent Variety family stood up.

We achieved our goals as more children were impacted this year than ever before and whilst that speaks to the need, it speaks volumes for the effort to achieve that goal. We sprung to ACTION, created more EQUALITY, did it all with a great sense of JOY, and made a more inclusive COMMUNITY as a consequence - these are our VALUES. It is impossible not to greatly admire and respect the extraordinary people within our organisation who created this impact and I extend my heartfelt thanks. To our Board, sponsors, entrants, volunteers, donors and stakeholders I extend my sincere congratulations for your generosity in all forms and recognise the Variety staff for their ongoing passionate commitment.



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

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



Maddison

Meet Maddison...6yrs old, lives with cerebral palsy, epilepsy & CVI. Maddison can only walk assisted over short distances, tires easily and has outgrown all of the mainstream prams. Maddison needed a bigger and more supportive pram. The new stroller is being used to get involved in the community, therapy, playgroups, family outings and even birthdays! Variety granted Maddison \$9,844 for a modified stroller.

"Variety has been such a blessing, Maddison was too big for mainstream prams and too big to be carried, so having the funding for the stroller is unbelievable. Maddison is able to access anywhere she wishes safely now! I can't thank Variety enough! It's changed our lives."

Megan – Maddison's Mother.



Annalise's Story

Annalise, now nine years of age, was born with a rare genetic disorder - Angelman syndrome. Living with the difficulties of global developmental delay, impaired movement and balance, lack of speech, seizures and feeding and sleep difficulties, create many challenges, ever changing, as Annalise continues to grow.

Annalise loves getting out and about, seeing new places and socialising with friends and family. Travelling in the car, became both difficult and dangerous, as she continued to outgrow

conventional car seats. Variety came to Annalise's family's rescue by funding two Careva Harnesses, allowing Annalise to travel in the back seat of a car. Not only does the Harness provide a safe way for Annalise to travel, but ensures her inclusion with her family and even pet dog, Hogi. Annalise now thoroughly enjoys her car rides, and having the flexibility in multiple vehicles, and promoting easier transfers, she can now continue to explore the world that awaits her.

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

181,281

(49% in South Australia)

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



We granted:

\$6,238,430
to help kids
in need

Through:

244
grants

We positively impacted:

88,196
kids in
SA

The Facts



7

In Home Therapy



6

Sensory Rooms /
Equipment



33,867 kids

Outings / Experiences
Transport



7

Youth at Risk Programs



14

Playgrounds



8

Bikes / Modified
Scooter & Prams



11

Education Programs



7

Assessments ASD &
AHAD



2472

Xmas Gifts



10

Accessible Vehicles



9

Sunshine Coaches



22

Hearing Devices



38

Scholarships in Sport
& Arts



Platinum Sponsor

Tim Adams
CLARE VALLEY

MR. MICK

Joint Major Sponsors



FAST FACTS

- Raised \$568,000 (net)
- 13th – 16th October 2022
 - 72 entrants
- 17 Official Volunteers
 - 29 cars
 - 8 bikes
 - 1 helicopter
 - 1 bus
 - 1005km
 - 4 days
- Chairs: Nicole Haack and Anthony Scott

Variety Moto Run (2022)

The 2022 Moto Run was the first motoring event in our financial year and it kicked started our year with an amazing result.

Event Chairs Anthony Scott and Nicole Haack were meticulous in their planning and created a stunning journey for entrants to savour through the Adelaide Hills, Barossa Valley and the Riverland. The start line at Adelaide Oval proved to be a standout moment for participants, offering a unique opportunity to connect with our inspiring Special Olympic athletes. National Board member Jehad Rasheed made a passionate speech about the positive impact Variety's support brings.

With a field that included 8 bikes, 29 cars, a bus and a helicopter we left Adelaide Oval under police escort and headed into the beautiful hills. Entrants enjoyed the National Motor Museum, a fun stop at Melba's Chocolate Factory, lunch at Miranda Estate Winery before winding their way to Hahndorf for night 1 frivolities. Dinner was preceded by fresh oysters and sashimi and if all that wasn't enough in one day the fabulous Flaming Sambuca's had the dance floor full.

We enjoyed a stunning breakfast at Beerenburg Farm hosted by the Paech family before a big day's touring through Mannum, Pindarie Winery for lunch then overnight at the beautiful Tanunda Barossa Resort. Day three was into the Riverland to enjoy a traditional luncheon at Caudo Vineyard, across the Morgan ferry then back to the Novotel Barossa Valley for an amazing "Caddy Shack" theme night at the Tanunda Pines golf club.

Our last day was back into the Adelaide Hills enjoying the stunning spring scenery before finishing the run at the Inglewood Inn for lunch before everyone (reluctantly) journeyed home.

Sincere thanks to all who contributed including our fabulous volunteers and sponsors and it is a great credit to the passion and generosity of all within the Moto Run family that \$568,000 (net) was raised.



Variety SA 4WD Adventure (2023)

After tackling the High Country last year, Variety 4WD Adventure Event Chair Peter Cochrane took the 28th event to the stunning West Coast of our State. Before we left our start line in Port Augusta, Peter presented a major grant of \$150,000 to the local specialist school and our entrants were moved by the passionate response to their generous fundraising.

Over the seven days 156 participants in 72 vehicles experienced some unforgettable moments, from tackling sand dunes to raise the adrenaline to breathtaking scenery in limestone country to rare private tracks overlooking the majestic Southern Ocean. Our wonderful platinum sponsor Jarvis Toyota would be delighted as the bulk of our field were Land Cruisers.

The event is designed for maximum enjoyment and minimum fuss so two clover leaf routes were designed from our bases in Smoky Bay and Mikkara Station where we shared digs with the wild koala colony. There were so many highlights, however the oyster barge tour, the incredible local produce we savoured, the National Park tracks and the beach drives were particularly notable. The entire 7 days were a fabulous reminder of what we have for our off road community in our state.

To top everything off, the event broke the fundraising record by posting a stunning \$1,150,000 (net) ensuring a legacy for kids in need into the future.



Platinum Sponsor



FAST FACTS

- Raised: \$1.15 Million (net)
- 25th – 31st March 2023
 - 106 entrants
- 50 Official Volunteers
 - 72 vehicles
 - 1550kms
 - 7 days
- Chairs: Peter Cochrane & David Ahola



Platinum Sponsor

Tim Adams
CLARE VALLEY

MR. MICK



FAST FACTS

- Raised \$2.39m (net)
- 12th – 19th August 2023
 - 276 entrants
 - 79 Official Volunteers
 - 82 vehicles
 - 2,490kms
 - 8 days
- Event Chair: Lynton Pahl

SA Variety Bash (2023) - 'End Of The Line Tour'

The 35th edition of our famous Variety Bash proudly sponsored by Tim Adams Wines / Mr Mick started its 8 day journey in the heart of Port Adelaide and at 'the end of the line' finished in beautiful McLaren Vale.

Event Chair Lynton Pahl designed a fantastic tour taking the 276 entrants in 82 vehicles through an ever changing scenery as we ventured through the Riverland, crossed the NSW and Victorian borders before returning to South Australia via the Mallee country and into the Southern Vales.

The Bash entrants didn't let anyone down as they visited dozens of small communities along the way and brought a wonderful sense of joy in the process. This community interaction was complemented by a raft of grants being distributed daily and this showcased the direct impact the entrant fundraising has to individual children and families and community groups. The event would not be possible without the dedicated and selfless contribution of our volunteer event officials, mobile work shops, bag truck crew and RAD1 who make the event safe and successful.

All this combined led to an amazing financial result being announced on the last night of \$2.39m (net) which is testament to everyone's hard work and will change thousands of kids' lives in the future.



Variety Aussie Muscle Car Run

The inaugural Aussie Muscle Car Run concluded on 1st April 2022 and was a huge success with 50 vehicles, 101 entrants and travelled 1363 kilometers over eight days from Adelaide to Clare, through Port Augusta and concluded in Glenelg. The Variety Muscle Car Run attracts entrants from all over Australia and features built from 1963 – 1977 – the glory days of Bathurst. The initial event smashed the revenue goal and posted a wonderful \$485,212 (net) fundraising total.

The second event under the Variety banner coincided with the 10th anniversary of the run and as such there was a long held ambition to take the event to the mecca of muscle cars – Bathurst and such we had to move the event dates from March/April 2022 to October 2023 to fit in with the dates when the Bathurst track is available. In his trademark style, Event Chair Brenton 'Rambo' Ramsey threw himself into the challenge of delivering a signature event for the anniversary and arranged a day at Winton racetrack, drags at Heathcote, and a visit to Canberra in the lead up to arriving at Bathurst.

With the change in dates, we didn't have an Aussie Muscle Car Run fall inside the 2022/23 financial year and a full report on the October '23 event will be in next year's report.



Proudly Supported by



**Government
of South Australia**



Variety Events

Melbourne Cup (2022)

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 (2022)

The Variety SA Radiothon was held for the first time at the Adelaide Airport via an outside broadcast on Friday, 25 November through our long term partner in FIVEaa. This was our eighth event raising a fantastic \$133,310 for kids in need and taking the grand total to over \$940,000. This day would not be possible without the priceless support of FIVEaa, our generous Variety auction donors; Australian Outdoor Living, Jayco Adelaide, Adelaide Outdoor Kitchens, NRG Solar and Cochrane's Transport who dollar matched the Radiothon donations to an amazing \$30,000. The community's overwhelming kindness, manifesting in donations of all sizes from across the state, is deeply appreciated. Beyond the crucial funds generated, the Radiothon provides a platform to share the stories of families and children in need throughout SA, marking another significant positive outcome.





Luke Scholarship

Eleven-year old Luke, lives on a farm at Arno Bay on the Eyre Peninsula and received a Variety Scholarship to support him in his sporting endeavors. Luke is legally blind and needs to travel regularly to Adelaide to access the support and interventions he needs to be able to live a full and active life. Earlier in 2023, Luke was selected to represent SA and attend the national cross-country Championships in Canberra in August where he won Gold in the 1km Multiclass time trial and also competed in the SAPSASA Track & Field competition recently where he achieved 3 PB'S. The Variety Scholarship has enabled Luke to excel in his chosen sport and Luke's times were good enough to make the state team competing in the Australian 10-12 years track & field championships in November. Luke has been selected, along with 8 other SA primary school children, as a finalist for the 2023 The Advertiser, Sunday Mail, Department for Education and School Sports Award.

"It's been heart-warming watching Luke improve and seeing his confidence grow. Being able to access coaching and support from people who have experience with multiclass athletes has been so beneficial to Luke. We are so grateful to Variety."

Brooke, Luke's Mum

Variety Events

Variety Annual Themed Ball (2023)

More than 1600 guests were transported to a magical world of imagination surrounded by fairy lights, castles and all things mystical for the 21st Variety Annual Themed Ball. Special thanks to our hosts and Major Sponsor, Adelaide Convention Centre.

Guests enjoyed an exquisite night of fine dining, dancing and fantastic live entertainment from The Cast, Satisfaction and Purple Monkey.

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



Major Sponsor



Showdown Shield Luncheon (2023)

The first Showdown of the year arrived early in the season in round 3 and we hosted the Official Showdown Shield Luncheon at Adelaide Oval. Our resident host Mark Soderstrom was again superb as over 350 footy faithful in attendance received an exclusive insight from Adelaide Football Club and Port Adelaide Football Club captains: Jordan Dawson & Tom Jonas and coaches: Matthew Nicks & Ken Hinkley. After the serious banter our guest panelists Bernie Vince & Chris Dittmar swapped barbs to the audience's delight. The Variety Showdown Luncheon would not have been possible without the continued generous support from our presenting partner Jarvis Toyota and Richard Collins, Chairman of the Jarvis Group.



Major Sponsor

Jarvis Toyota



Variety Events

Variety Vintage (2023)

On a beautiful autumn day the National Wine Centre again hosted our 14th Variety Vintage Wine Auction Luncheon. This event is the most successful charity wine fundraising event in Australia due largely to the passionate leadership of event Chair Tim Adams, our major sponsor A.P. John Coopers and our twelve generous wineries and winemakers. Hosted by raconteur Jeremy Oliver, one of Australia's foremost wine authorities, guests enjoyed a delicious lunch paired with a selection of stunning wines from Clare, the Barossa, McLaren Vale, Adelaide Hills, and the Coonawarra.

From end to end, every partner donates their expertise, time, product, and above all passion to create a suite of magnificent wines that reflect our

state's reputation as the premier wine State in the country. Auctioneer Peter 'Curly' Curtis weaved his magic and in just over an hour 360 dozen from the finest 2021 and 2022 vintages were under the hammer and bound for cellars across the state. We must thank all those who attended or bid online for their continued support as it rewards the effort of so many people who created this amazing event.

The 2023 Variety Vintage event raised \$182,000k for kids in need taking the grand total since inception to just over \$2,644,595.



Major Sponsor



Participating Wineries



Showdown Partnership

This year, the Adelaide Football Club and Port Adelaide Football Club again joined forces with Variety – The Children's Charity of South Australia to help make a great impact on the lives of local kids in need. Variety provided \$200,000 per annum, over a three-year partnership to support the club's highly respected and effective community programs; Adelaide Crows Foundation's Inclusive Academy and Power Community Limited's Youth Program.

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 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, was 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 promoted 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 4,050 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 (2022)

Variety SA spread Christmas joy to the kids in need for the first time in two years, we hosted our annual Variety Kids Christmas Party and invited 1400 kids in need and 700 of their carers to celebrate with us at the Adelaide Showground. Special events like this give children across South Australia who are sick, disadvantaged or living with disability the opportunity to celebrate Christmas with others in a safe and welcoming environment.

Children were entertained by The Cast and Boom Stars 4 Kids as well as face painters, temporary tattoo artists, balloon twisters, liberty swings, a fire engine, a disco car, and a magic cave bus plus photo booths to capture their special day.



Variety Kids' Easter Picnic (2023)

Not even the rain could dampen the spirits of 1000 kids and their teachers, carers and parents who attended the Variety Kids Picnic at the Adelaide Zoo. The Zoo is such a wonderful venue for this event as the children enjoy interacting with the animals and are excited by the sounds and smells of such a beautiful space. There is something for every child to enjoy as the inclusive nature playground is at capacity and the goats in the children's zoo lap up all the attention. The picnic is another real highlight for our Variety in Action program and the feedback we receive after is heart warming. Sincere thanks again to all our volunteers who assist on the day and make it another special memory



Across the three picnics, 2,750 kids enjoyed a day out at the zoo.

Congratulations

Life Membership



Peter de Cure AM

Variety International Awards



Presidential Citation
Kim Curtis

Media Award Radio 5aa

— 1395 AM —
FIVEaa
TALKING ADELAIDE

Corporate Award Australian Outdoor Living

 **AUSTRALIAN
OUTDOOR LIVING**

Congratulations

From the Heart Awards



Steve Turner



Graham Reynolds



Barry and Rick Flitter



Major Supporter



Since 2016, Woolworths has played a crucial role as a prominent sponsor for Variety SA. Over the years, this partnership has left a lasting positive influence on the lives of South Australian children facing challenges. Woolworths, along with its dedicated team and customers, has successfully generated essential funds through fundraising campaigns such as the Easter Appeal and October Small Change Appeal. They have also supported the Variety SA BASH and key community events with much needed fruit and product donations. Additionally, their active participation in volunteering at events like Zoo Days and the Annual Kids Christmas Party has further enriched the experiences for the children of South Australia.

Over the past eight years, the Woolworths team and customers have raised an incredible \$1.7million to help SA kids in need.

We extend our heartfelt appreciation to the Woolworths team and its customers for their incredible support. Variety eagerly anticipates the continued growth of this remarkable partnership, aimed at providing assistance to even more children in need within the South Australian community.



"We extend our heartfelt appreciation to the Woolworths team and its customers for their incredible support. Variety eagerly anticipates the continued growth of this remarkable partnership, aimed at providing assistance to even more children in need within the South Australian community"

Karl Weber – Woolworths State Director for South Australia

Major Sponsors



Tim Adams
CLARE VALLEY

MR. MICK



RAMSEY BROS

Looking after our regional communities is key to us, and in over 25 years of partnership with Variety, this includes playing a part in changing the lives of South Australian kids in need and their families. We are always driven by seeing the countless volunteers who generously donate their time and do their best to impact disadvantaged kids.

Every kid deserves a chance to be the best they can be."

Brenton Ramsey - Director Ramsey Bros and Variety SA Board Member

Key Sponsors & Supporters



Media Partners



Valued Variety Supporters

- Scene Change • Badge Constructions • University of Adelaide • Beasley Pool Heating
- Beatwave • Bianco Reinforcing • Burke Urban • CMV Group • FMG Engineering • Frost Constructions
- Masterplan • TJM • Terry Howe Printing • Zeitz Enterprises • Pro Wine • Lion • Galabid
- John Sands • Liquor Industry Golf Club • Multi-Colour Australia

Grant Partners



Professional Partners



MinterEllison

"Paramount via Network 10 Adelaide are committed to supporting Variety SA and its mission to help kids in need in South Australia. We're proud to support the Variety Bash via our coverage on 10 News First. We value our relationship with the local community and remain committed to helping connect South Australians to this iconic event and cause.."

Cameron Mudge – General Manager and Sales Director, Paramount

Variety SA Sunshine Coaches

This year, your support allowed us to deliver nine Variety Sunshine Coaches to organisations who cater to kids with a physical disability, living in regional communities and to experience a range of special programs and activities. Variety Sunshine Coaches can be fitted with wheelchair modifications, ensuring that all children can attend excursions and extra-curricular activities together.



Volunteer Committees



One Million Dollar Grant

The Breakthrough Mental Health Research Foundation is embarking on the establishment of a State-wide Eating Disorder Service (SEDS) facility at the Repatriation General Hospital site.

Our primary goal is to ensure that this initiative maximises opportunities for fostering collaborative partnerships.

The envisioned New Statewide Eating Disorders Centre is poised to become the sole integrated Eating Disorders Service in Australia, catering to individuals aged 15 and above.

The Variety million dollar grant will significantly impact the lives of children living with an eating disorder, co-existing anxiety, depression, and substance use issues.



Statewide Eating Disorders Service



Purpose-built centre



Live in treatment and day support



Anorexia nervosa, bulimia nervosa and other specific eating disorders



Evidence-based treatment and therapy



New dedicated research space

Major Grants 2023

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.

Encounter Youth Alcohol & drug education program

\$225,391 over 3 years

This program is being delivered to disadvantaged schools in regional & remote SA to equip the teenagers with strategies and learn to be a positive influence among their peers.

Keith War Memorial Community Centre

\$200,000

A Playground to create a modern, interactive area that inspires learning and encourages children of all abilities and ages to play harmoniously together, for the locals and many travellers who choose to stop, rest and refresh.

Port Augusta Special School

\$150,000

A playground to make a safe inclusive play area for the children at the school, and all students that have an intellectual disability.

Zoo SA Walking Track upgrade

\$101,463

Monarto Safari Park to make improvements to their main walking track. The improvements will allow wheelchair access and a child/carer side by side.

Riding for the Disabled

\$98,625

For those children who do not have NDIS funding to access riding lessons. Funding to cover all RDA facilities in SA.

Can Do 4 Kids Sensory Room

\$53,733

A multi-sensory room that will cater to the specific needs of autistic individuals and those with hearing and vision impairment.

Treasure Boxes Crisis relief program

\$52,500

Providing essential children's goods to families at risk of poverty and homelessness, fleeing domestic violence and support for minority groups.

Adelaide 36'ers XVenture schools program

\$50,000

A program being delivered in selected SA schools to make a significant and positive impact on the future of young people, to improve wellbeing, prevent mental health-related conditions.

Kidsafe SA

\$49,000

Subsidised kids car restraints, providing car restraints at a subsidised cost to disadvantaged families.

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 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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