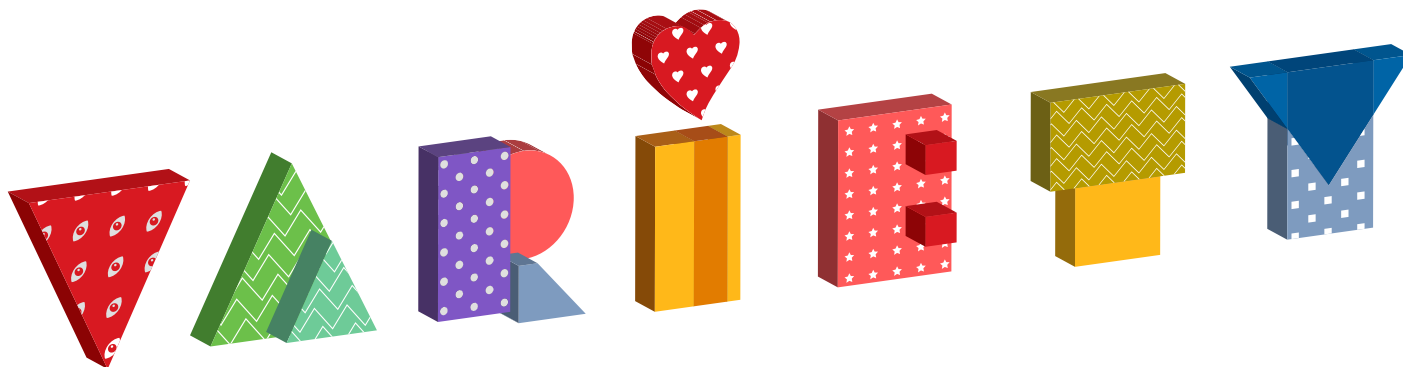
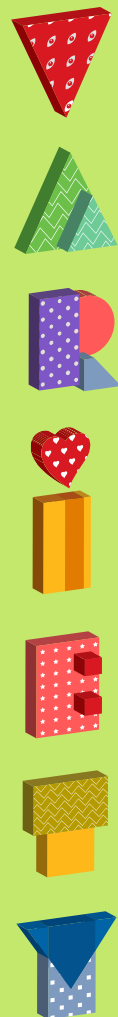


Helping to **shape** childrens **full potential**

Annual Report
2013





Board Members 2012 — 2013

Priya Akula
Joe Barber
Patricia Burke
Rod Collins
Craig Dent
David Cornwell
Claire Heaney
Gillian Hund
Vito Interlandi
Michael Kelly
Geoff Parker
Nicolas Pullen
Michael Randall
David Rayner
Richard Symon



Chairman's Message

Annual reports often talk about the big achievements. But it is the small achievements that bring home what Variety is all about.

Mum Mandy Woodbridge had a dream that her son, Jasper, would one day walk. She heard about a device that could help her son, but at \$12,000, it was out of her reach. Variety stepped in and funded a David Hart Walker. Mandy has kept us informed of Jasper's progress, every step of the way. Recently we were heartened to hear from her:

"Jasper took his first ever unassisted steps in his walker yesterday. Words cannot express how overwhelmed we are and how forever grateful we are to Variety."

We delighted in the smiles on young Cohen's face as he took his first teetering ride in his Variety modified cycle, laughed with the children experiencing a Variety Liberty Swing for the

first time in locations across the State, and there wasn't a dry eye when we received a letter from Michael Curran, a self described once "grumpy teenager" who had received life-changing Braille equipment from Variety just as he underwent an eye operation. Rather than improving his vision, it left him totally blind.

Grumpy maybe, but dealing with this sudden loss of vision was something Michael struggled with. Receiving a "thank you" letter from Michael, some 15 years later, explaining how this equipment turned his life around and how he has gone on to make an extraordinary contribution to vision impaired people, through the development of open source software for the blind, illustrates the profound impact we really have. Not just on a child in one day, month or year of his or her life, but for their life, for their future.

The past year has also been a year of getting our house in order. It has been a year of renewal with changes in key personnel, Committees and on the Board.

I am confident these important changes will equip us to take on the challenges we face as a charity, working in an increasingly competitive environment, satisfying the requirements of the Australian Charities and Not-for-Profits Commission, and better communicating with our stakeholders.

As an events-based charity, we face added pressures. Not many people want to just hand over a cheque. To raise money we need to put on a show and that costs money. Getting nearly 90 cars and 330 people half way across the nation, for example, is a huge logistical undertaking.

This year we raised \$1.367 million from the Echuca to Broome

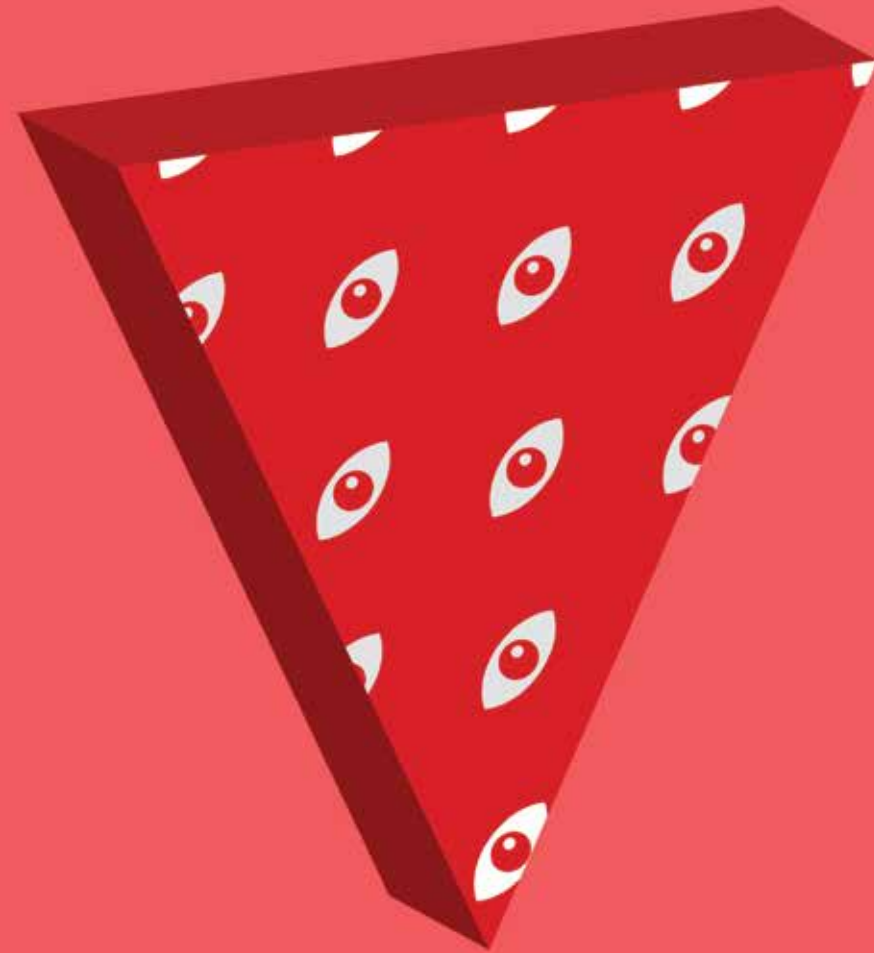
Variety Bash, which is the second highest total ever. In addition to our trusted and loyal supporters, we were delighted to welcome many new participants.

Making ourselves more relevant to more people has seen us spearhead a national social media Variety #SantaSelfie campaign. We have been able to garner enormous support and hope it will translate into more participation in events such as the annual Variety Santa Fun Run.

We are also fine-tuning what should be a fantastic planned giving program called VICKIDS, aimed at supporting vulnerable children who have been affected by natural disasters.

I am confident that 2014 is looking bright for Variety Victoria and we will be able to help more children to Live, Laugh and Learn.

Vito Interlandi
Chief Barker



Vision

Our mission is to empower Victorian children who are sick, disadvantaged or have special needs to **live, laugh and learn.**

With the help of dedicated volunteers, and generous individual and corporate supporters, Variety offers freedom, care and a future to Victorian kids in need.

Freedom, through providing mobility equipment to those who need it most.

Care, through the provision of urgently needed equipment to sick children.

And **Future**, by supporting kids in educational, sporting or artistic endeavours and experiences.

Our vision is for all Victorian children to attain their full potential regardless of ability or background.



How you help

When you donate your money or time, you want to make sure the people who need it most are receiving it.

Variety Victoria has three core programs — Freedom, Future Kids and Caring for Kids — and it's through these programs that we deliver a unique range of equipment and experiences to support the specific needs of individual children, across a diverse spectrum of physical and emotional needs.

Variety Freedom Program provides children with independence and mobility through the provision of Sunshine Coaches, Liberty Swings, wheelchairs, walkers, standing frames and more.

Variety Caring for Kids Program provides essential medical and health equipment to care for kids at home, in the community and in hospital.

Variety Future Program helps special children reach their full potential, realise their dreams and shine by providing them with access to equipment

to positively transform their classroom experience and academic performance, be it a communication device or special software.

Variety Victoria also runs our Variety@Work Program, which should really be called Variety @ Play because this is the fun side of Variety! These programs are aimed at giving children who are sick, disadvantaged or have special needs the opportunity to take part in an activity or outing that they may not otherwise have the chance to experience.

The Variety Victoria Grants Committee makes recommendations to the Board for approval of how all funds are spent, ensuring that the right help gets through to the right places, with a focus on supporting children who might otherwise 'fall through the cracks' right across the state.

Variety is in the unique position of being a partner charity — which means we can help both individual children and other organisations, including children's charities in Victoria.

For the year ended 30 September 2013

It gives me great pleasure to submit our Annual Report for the year ended 30 September 2013.

My association with Variety goes back to 2000 when I acted as an external adviser to the then Treasurer. This year, after 13 years of involvement, is my first of a two year term as the Chief Barker (Chairman).

The year has been one of renewal. We have a highly skilled crew and while many of them are new to the organisation, they all bring specific skills and talent to our organisation. I would like to thank them for their time and great effort during this year. The year saw the introduction of the Australian Charities and Not-for-Profit Commission (ACNC), imposing a whole new regime of compliance on a complicated and bureaucratic industry sector. They ensure we comply with best practice and are the charity of choice and, most importantly, we continue to serve children in need.

The Board has chosen to address governance, culture and finance in its first year as a priority. The task will continue into the coming year.

Of particular emphasis has been the attention to our financials and to rebuild our stability by ensuring we arrest the decline. Some of the major financial changes are:-

- Concerted and organised approach to fundraising
- Grants to be proposed and approved from funds in hand so every grant is fully funded at the time of approval
- Establishment of fundraising initiatives
- New member drive and new donor registers.

This year we have had many discussions with our key stakeholders, including our fundraisers, and have worked on ways to do things better.

Our challenge always remains to exceed expectations and maximise the dollars we provide to the many children in need of help.

Going over the financials, I am reminded that Variety Victoria is as much an events company as we are a children's charity.

No one just hands over cash. We have to put on a show to make the bulk of our income.

I thought it was pertinent, with discussion as to how much money ends up with the kids a topical issue, to point this out.

You can't get 330 people and more than 80 cars halfway across Australia without expending money. Every piece of paper, fundraising receipt, email and phone call needs to be handled and that is primarily done by paid staff.

Having said that, it has been a delight to acknowledge the efforts of our Bashers who this year raised a near record \$1.45million on their Echuca to Broome odyssey.

We are required to give away everything we earn each year. Our fundraising return, just lodged with Consumer Affairs Victoria, indicates that, after staff and event costs, we gave away 65 cents in the dollar.

While we love our various events, we are looking to tweak our fundraising to have a larger proportion of our income derived from workplace giving, foundations, bequests and trusts. This, of course, takes time, door knocking, meetings and staff. However, we are hopeful that not only will it alter the pie but make it even bigger.

I draw your attention to the following graphs.

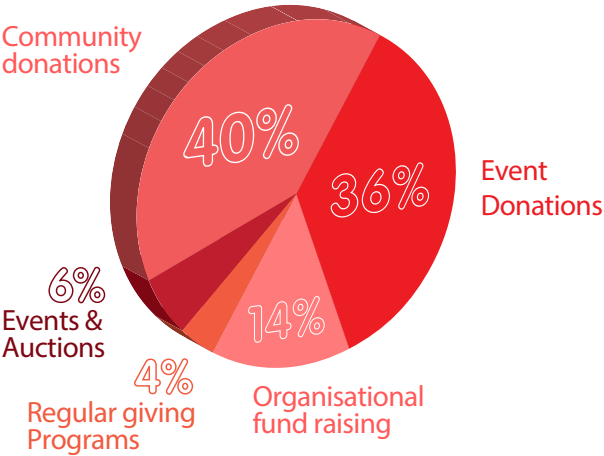
While we have increased our total income from events our fundraising income is down this year.

The decline in fundraising revenue has been 10% from 2012, see table adjacent:

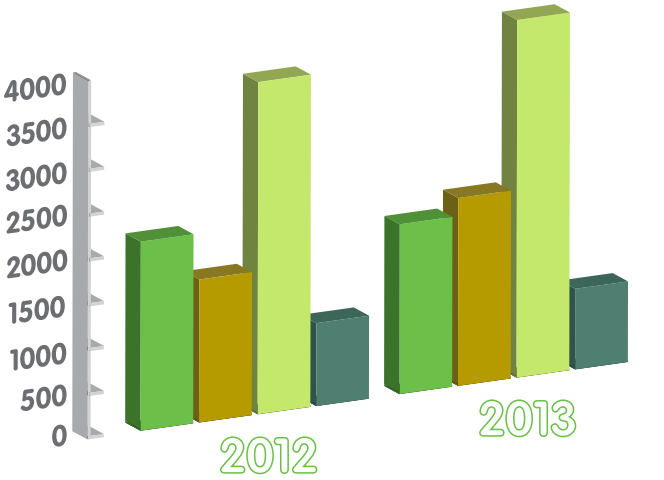
Fund Raising Income

Fundraising Income	2012	2013	Increase/Decrease
Community Donations	\$160,443	\$754,987	371%
Gifts In Kind	\$6,216	\$5,164	-17%
Bequests	\$10,180	\$ -	-100%
Regular Giving Programs	\$17,350	\$78,044	350%
Organisational Fundraising	\$233,643	\$258,807	11%
Events and Auctions	\$200,271	\$123,356	-38%
Event Donations	\$1,481,763	\$673,761	-55%
Total Fund Raising *	\$2,109,866	\$1,894,118	-10%

*Annual Return by Fundraiser (Fundraising Act 1998 – Section 29)



However, overall income from events has increased by 8%. This highlights the decline in charitable fund raising experienced across the sector. The competition for funds in Victoria and across the board is forever increasing.

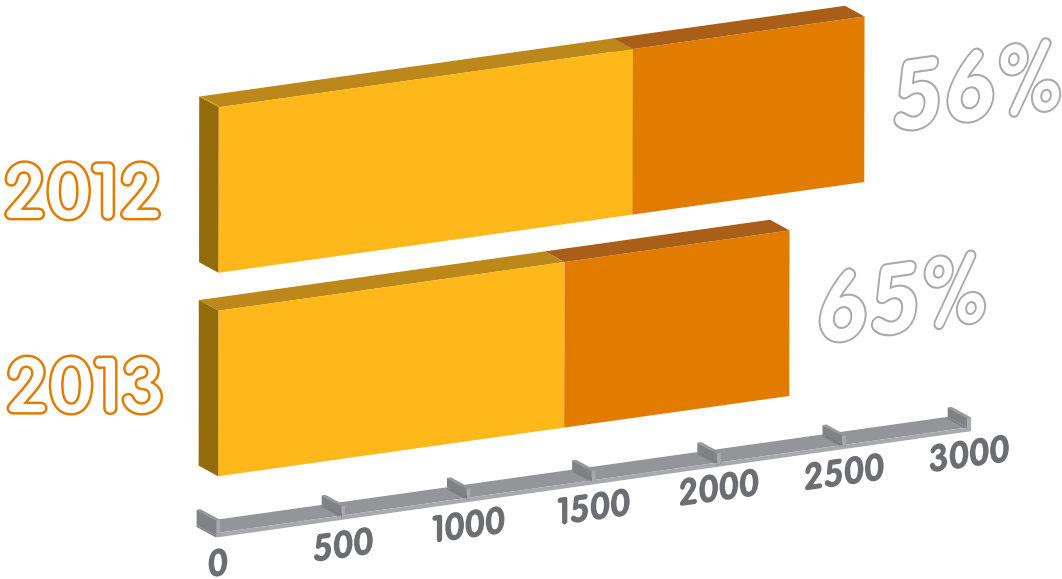


Total Income	2012	2013
Gross Fundraising Income	\$2,109,866	\$1,894,118
Gross Non Fundraising	\$1,595,886	\$2,095,651
Total Income	\$3,705,752	\$3,989,769
Grants	\$925,895	\$ 899,178

Fund raising ratio

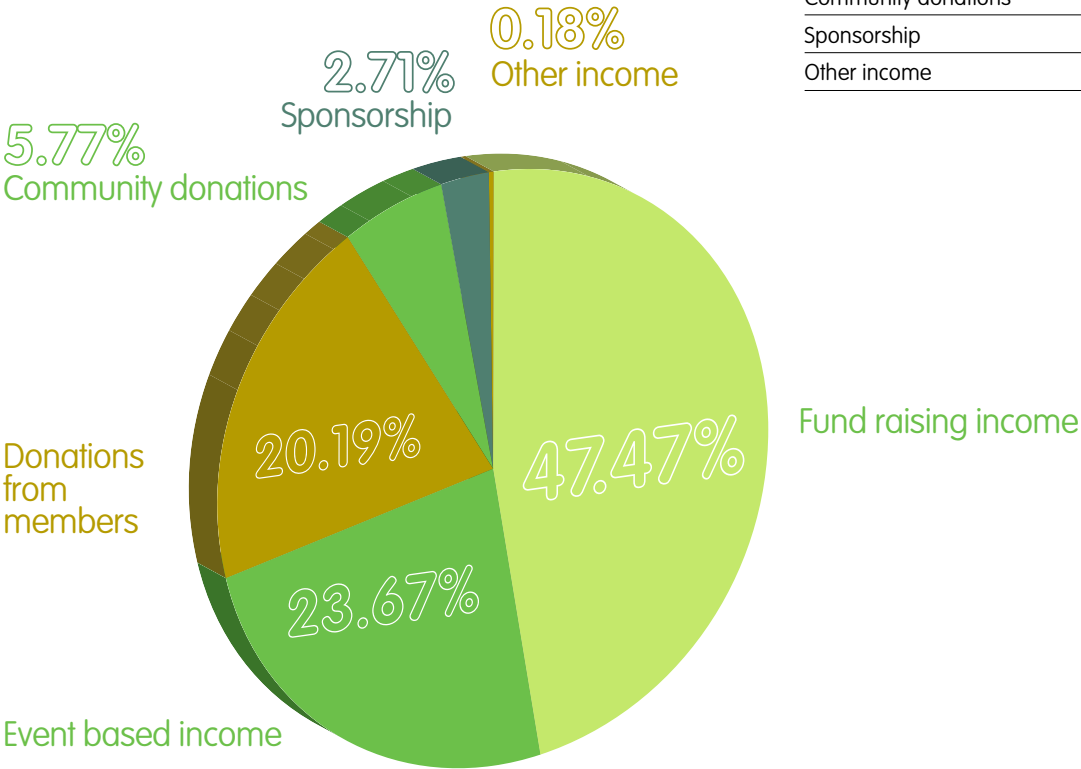
The table below shows the restoration of our fundraising ratio which has always exceeded 50 cents per every dollar donated.

Fund Raising Ratio	2012	2013
Fundraising Income	2,109,866	1,894,118
INDIRECT FUNDRAISING COSTS	(455,177)	(511,251)
Net Fund Raising Income	1,654,689	1,382,867
Grants	925,895	899,178
Fund Raising Ratio	56%	65%



2013 Total Income

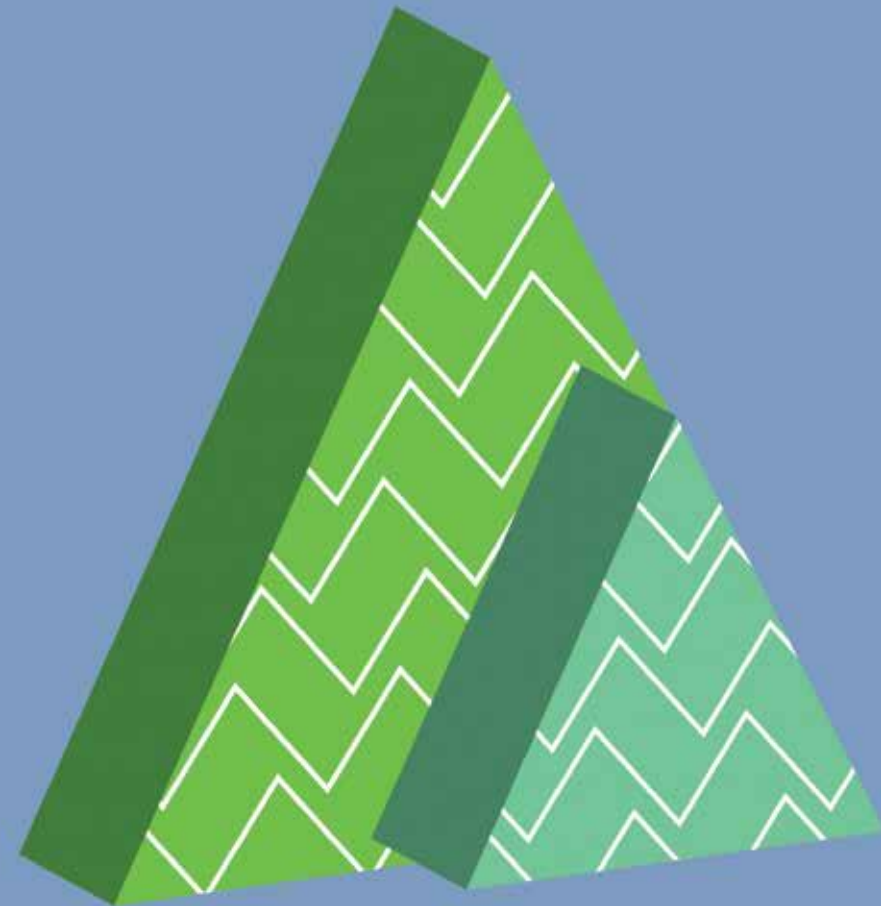
The below pie chart illustrates the various sources of income received by our charity throughout 2013 of which fundraising is 47.47% of all income. With this income we were able to support children through our three pillar program Future, Freedom and Care in the following form.



2013 Total Income	Percentage
Fund raising income	47.47%
Event based income	23.67%
Donations from members	20.19%
Community donations	5.77%
Sponsorship	2.71%
Other income	0.18%

Myself and the Board look forward to the challenge for the coming year as we have much work to do and many children who need our help. We look forward to your continued help and support to help children Live Laugh and Learn.

Vito Interlandi FCA MAICD
Chief Barker



Appeals

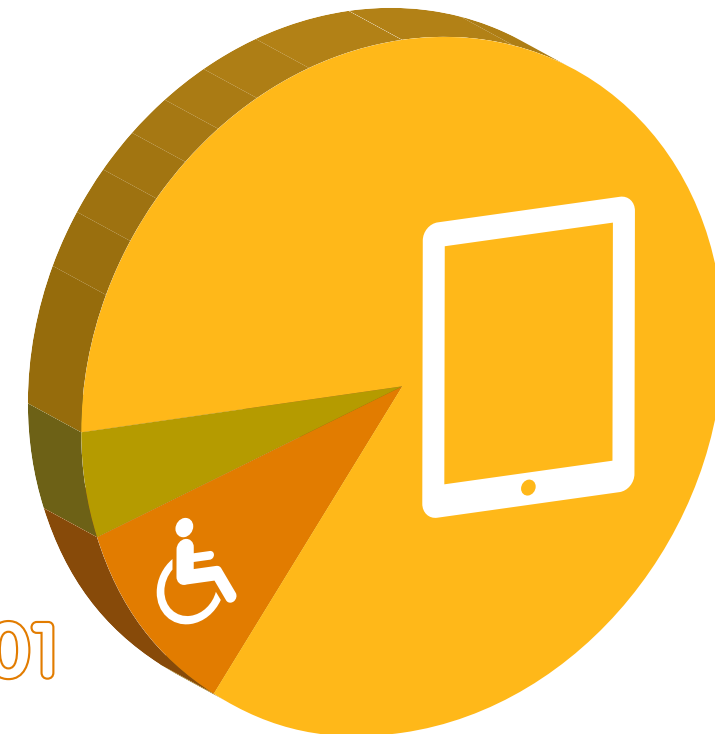
Summary of Giving 2012 — 2013

future
\$1,122,063

care
\$63,010

freedom
\$132,201

total grants and programs
\$1,317,274



future

- Educational Equipment
- Communication Devices
- Children's Activities
- Scholarship Programs
- Therapy equipment
- Toys
- Help at Christmas time for disadvantaged kids

freedom

- Wheelchairs
- Standing Frames
- Dynavox Machines
- Modified Trikes
- Bikes 4 Kids
- Variety @ Work
- Children's Christmas Party
- Liberty Swings
- Sunshine Coaches

care

- Mobile comfort station
- Children's Ward @ Angliss Hospital

Financial Statements

Variety Victoria The Children's Charity

ABN 80 145 257 414

Summarised Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 September 2013

	Note	2013 \$	2012 \$
INCOME			
Revenue from Events	2	2,879,094	2,787,325
Event costs	2	(1,483,046)	(1,538,587)
Net Income from Events		1,396,048	1,248,738
Revenue from Fundraising	2	963,891	868,435
Fundraising Costs	2	(511,251)	(455,177)
Net Income from Fundraising		452,640	413,258
Other Income	2	96,783	4,777
		1,945,471	1,666,773
EXPENSES			
Administration Costs		(264,119)	(306,040)
Appeals Granted		(1,104,993)	(1,001,939)
Appeals Rescinded		205,815	75,932
Depreciation and amortisation expense		(186,507)	(44,950)
Employee Costs		(215,939)	(249,312)
Finance costs		(56,052)	(51,994)
Other Expenses		(128,020)	(117,264)
Profit for the year		195,656	(28,794)
Transfer from Jeffrey White reserve	14	50,000	50,000
Total comprehensive income for the year		245,656	21,206

Summarised Statement of Financial Position

30 September 2013

	2013 \$	2012 \$
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	380,479	241,430
Trade and other receivables	50,092	87,737
Inventories	–	17,339
Other assets	63,626	50,656
TOTAL CURRENT ASSETS	494,197	397,162
NONCURRENT ASSETS		
Property, plant and equipment	992,218	979,718
Intangible assets	–	139,374
TOTAL NONCURRENT ASSETS	992,218	1,119,092
TOTAL ASSETS	1,486,415	1,516,254
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	522,874	777,337
Borrowings	17,705	44,099
Employee benefits	35,756	49,893
Other financial liabilities	124,556	36,421
TOTAL CURRENT LIABILITIES	700,891	907,750
NONCURRENT LIABILITIES		
Borrowings	56,413	67,947
Employee benefits	10,438	17,541
TOTAL NONCURRENT LIABILITIES	66,851	85,488
TOTAL LIABILITIES	767,742	993,238
NET ASSETS	718,673	523,016
EQUITY		
Reserves	370,000	420,000
Retained earnings	348,673	103,016
TOTAL EQUITY	718,673	523,016

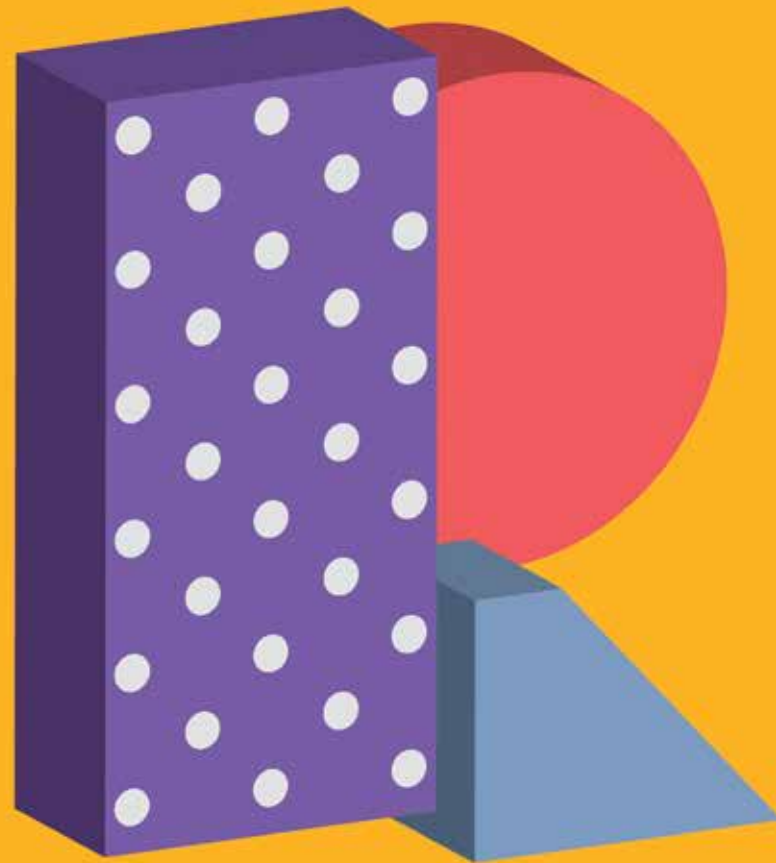
This page is a summary of the full financial report of Variety Victoria – The Children's Charity. A copy of the full financial report is available upon request.

Summarised Notes to the Financial Statements

For the Year Ended 30 September 2013

	Revenue \$	Direct Costs \$	2013 Net Proceeds \$	2012 Net Proceeds \$
Grand Final Lunch	264,470	(99,267)	165,203	113,479
Radiothon	163,702	(136)	163,566	125,284
4 x 4 Challenge	110,439	(36,676)	73,763	43,940
Brats Bash	102,660	(66,259)	36,401	29,672
Splash	70,258	(55,749)	14,509	79,784
Variety Bash	2,014,116	(646,386)	1,367,730	1,210,972
Santa Fun Run	25,445	(60,217)	(34,772)	33,527
Outback Ball	–	(2,936)	(2,936)	40,649
Op Shop Ball	–	–	–	10,025
Financial Services Ball	173,272	(93,600)	79,672	–
Race Day	20,253	(10,995)	9,258	6,522
Ladies Who Lunch	4,495	(10,298)	(5,803)	8,337
Unallocated Event Costs	–	(484,443)	(484,443)	(453,455)
Total contribution from events	2,949,110	(1,566,962)	1,382,148	1,248,736
Contribution towards grants	1,013,892	–	1,013,892	918,435
Other income	101,237	–	101,237	4,777
Indirect fundraising costs	–	(511,050)	(511,050)	(455,177)
Administration costs	–	(841,393)	(841,393)	(769,670)
Profit before grants	4,064,239	(2,919,405)	1,144,834	947,101
Grants approved	–	(1,104,993)	(1,104,993)	(1,001,939)
Rescinded grants	–	205,815	205,815	76,044
Grants expense	–	(899,178)	(899,178)	(925,895)
Total	4,064,239	(3,818,583)	245,656	21,206

This page is a summary of the full financial report of Variety Victoria – The Children's Charity. A copy of the full financial report is available upon request.



meet
josh

Reconnect

We first met Josh, who has Autism, last December when he came into the Variety office to **meet the staff** and be presented with a **brand new Apple iPad**.

Josh had been through what his mother described as a 'horrendous' year, struggling at school and at home with anxiety brought on by his frustration of not being able to effectively communicate with his teachers and family.

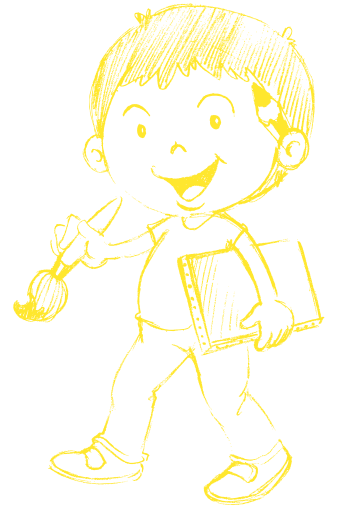
Since receiving the iPad, with the help of special applications and adaptable software, Josh's focus and attention has significantly improved and he is a much happier young man.

"Josh has had a much more positive year at school this year and a big part of that has been due to the iPad he received from Variety. We cannot thank you enough and hope one day to be in the position to offer some financial help to Variety to assist another child in need."
Josh's Mum.





meet tim



Independence

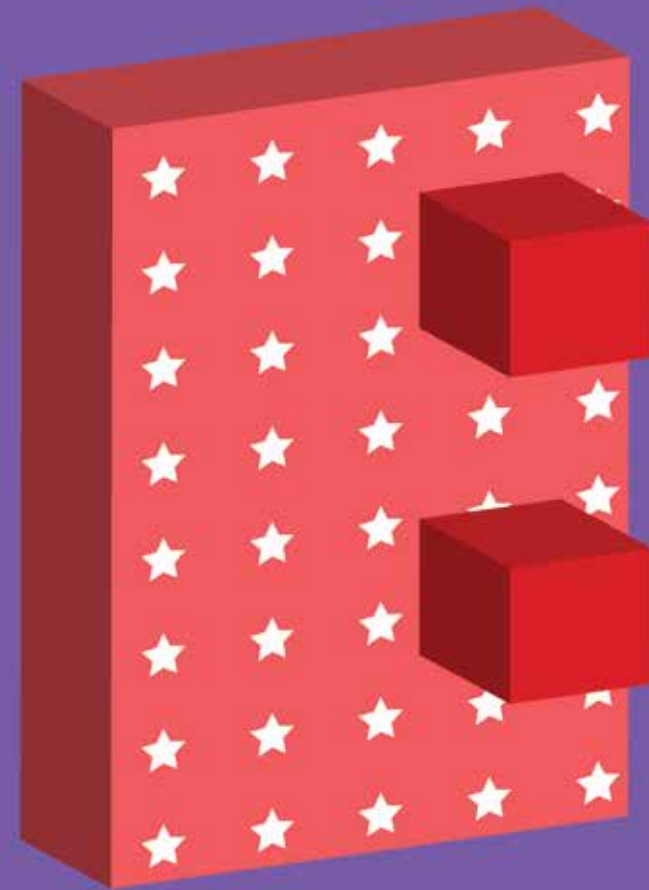
Tim is 11 years old and has severe intellectual and physical disability. He is able to sit independently and take a few unsteady steps with hands held or with a walking frame.

He is unable to communicate and requires full assistance in all areas of living. Tim has some basic play skills, is able to make eye contact at times and occasionally indicate his needs. Facing multiple adversities, Tim's most pressing need this year was a special chair called a Wombat Chair which would prevent the worsening of scoliosis in his spine. Without this unique supporting device,

the worsening of his scoliosis was unpreventable and would be detrimental to him in developing the ability to walk independently, something he has worked hard towards for many years.

The Wombat Chair supports Tim around his spine, to stop his scoliosis from progressing, as well as being able to move from floor height to table height, so that his parents do not have to lift and carry him.

Tim's father said, "I would like to thank you for your assistance in providing a Wombat Chair for our son Tim. We have received the chair and it has made a huge difference in our life. We do not have to lift Tim anymore and his posture is much better too".



meet
cohen

Enjoy



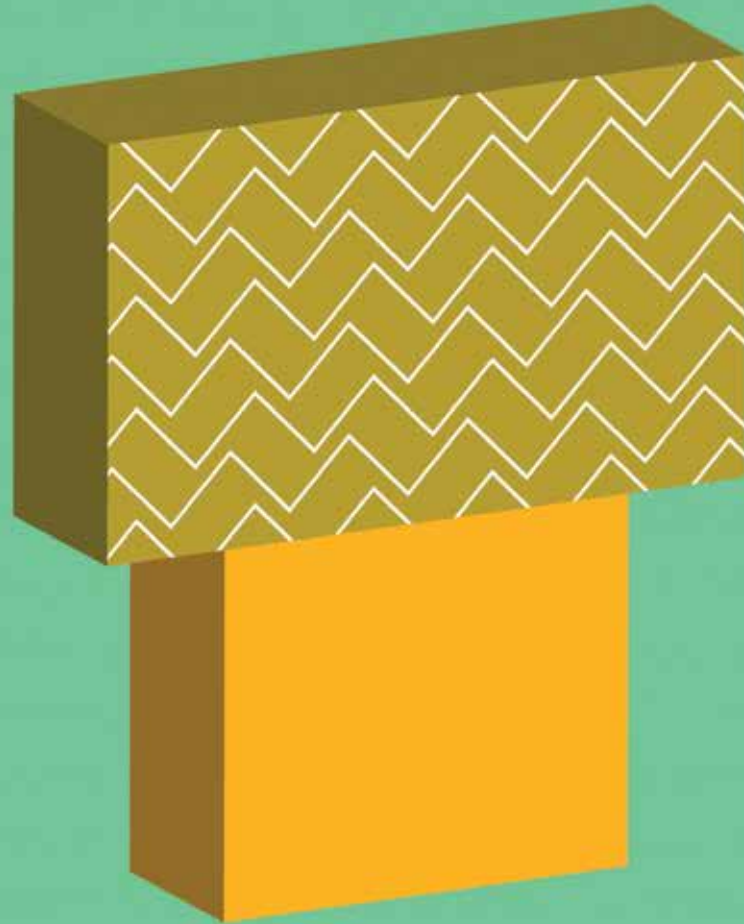
Cohen is a **very special four year old boy**. Born with Cerebral Palsy, Cohen is unable to walk independently and is **dependent in all areas** of his care.

Due to his reduced muscle strength and increased stiffness in his arms, legs and trunk, he is unable to safely ride a standard bike.

Like any boy, Cohen is keen to play and engage in activities. Variety was there to provide Cohen with a modified trike that allows him to participate

in his community and give him the opportunity to increase his strength and endurance. Thanks to the generosity of our supporters, Cohen now has independence and the chance to participate actively with friends and family, without being in his pushchair.





"Butterflies please where they go, and go where they please. Thank you with much appreciation for the support and care you have provided to my daughter. Words will never express the independence this brings to the entire family" all our Love, Susanne's Family

meet
susanne

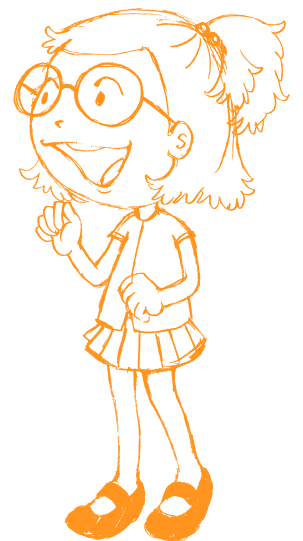
Transform

Fourteen year old **Susanne** has **Cerebral Palsy** and is able to sit and stand with assistance but uses a hoist for all other transfers and **relies on a wheelchair** to get around.

Susanne was much more mobile with her standing frame, but like all growing teenagers, it simply no longer fitted her or her needs.

Susanne loved being in an upright position, which allowed her to bear weight on her legs, stretch her muscles and participate in family life. Variety saw the need to restore Susanne's independence and

stepped in with a new Horizon standing frame. This frame is able to be customised to meet Susanne's needs over time and allows for her growth and development in future years.



*Special thanks to Pride Mobility
for providing Zoe's Scooter*

meet
zoe

Yippe

Zoe is fifteen and has multiple mobility issues affecting her balance and strength, as well as speech and vision impairment. Variety was thrilled to provide Zoe with a mobility scooter to assist her in day to day life.

Thank you for my awesome scooter. I love it and use it every day at school. I have named my scooter Flame. Other children come up to me and say things like, "I want your car" or "I like your ride".

Mr. Whittaker the sports teacher always wants to take it and the Principle Mr. Mac checks I'm not speeding and he wants to be the police man. I use my School library card as my fake license.

I try to drive it carefully. Now I have the scooter I have been getting better grades and less

tired to do the work. I studied and got 83% on my chemistry test and I got 88% for my science exam. I also got 93% on my Pursuit of Happiness assignment for English. It helps me heaps to get around school and I don't fall as much when I try to get around school now. I feel so lucky and proud that I have got a really cool, flash, red hot scooter.

You all are the best.

Best wishes
From Zoe





Xmas Party

The **Variety Children's Christmas Party** was started in 1986 by the Variety Board who provided a day out and a **wooden toy for each child** in attendance.

26 years on, the Variety Children's Christmas Party has grown to one of the most anticipated events of the year for our children who are sick, disadvantaged or have special needs.

Over 100,000 children have stepped through its doors to experience something we all take for granted — a break from the stresses and strains of everyday life, unconditional acceptance, time with family and friends and a gift to unwrap.

This is the Christmas party of all Christmas parties. There are activities, food and entertainment as far as the eye can see, catering for children of all abilities. One of the carer's commented, "We honestly couldn't believe our eyes when we arrived! It was incredible and the kids had such a fantastic time!" One of our most popular activities was the Liberty Swing, brought in especially for the event.

"Our daughter had a wonderful time at the party. Her little brain was in overdrive from the moment we got there till we stepped out the door! The highlight of our day was the wheelchair swing. Emily loved it."

The party wouldn't happen without the dozens of entertainers, hundreds of sponsors, and thousands of volunteers who donate their time and resources to make it one of the biggest and best parties in Melbourne. In particular we would like to thank Melbourne

Convention and Exhibition Centre who have supported the Variety Children's Christmas Party for 17 years running!

"This was my son's 3rd year.. AWESOME as always! Well done on another fabulous Christmas Party :) Thanks to all. I had a great day at the Christmas Party. Everyone does a great job. Variety have organised a great day providing underprivileged children with entertainment, rides, activities and gifts. It was a pleasure to be a part of it. "



Angliss Hospital

A visit to the hospital can be a frightening time for children. Thanks to **Variety** and the **Rotary Club of Emerald** this stress is now significantly reduced.

In the last two years Variety, through our partnership with Rotary and the Run with Thomas event, has supported this project to refurbish the Angliss Hospital's Children's Ward to include a separate waiting room and newly equipped children's ward in emergency, painted with colourful and soothing murals.

Variety CEO Cary Pedicini said the organisation was delighted to partner with the Rotary Club of Emerald and District to achieve such a terrific result.

"The upgraded ward and new equipment is a wonderful addition to the hospital, providing important healthcare for children in Melbourne's south-eastern suburbs", he said.

This grant is part of our Variety Caring for Kids Program — supporting children's health services including hospitals and specialised medical equipment and services at home or in the ward.

SOAR adventures

SOAR Adventures is a national adventure based experiential learning program **empowering young people** in schools. Through camps and adventure trips.

SOAR provides unique physical and emotional challenges, coaching young people toward peak experiences of accomplishment and personal achievement.

When Variety met SOAR Adventures they were operating with two 4WD's which had limited seating capacity. The provision of a Variety Sunshine Coach will allow SOAR to transport groups of children and youth to camp locations.

Physical challenges — such as abseiling, rafting, hiking and ropes courses — provide opportunities for positive values to be integrated into action based learning. Students learn by doing, reflecting and observing throughout. By the

end of the program period, the students have learned essential life skills that will then help them cope better with their school and home environments, developing positive life decisions.

The SOAR Variety Sunshine Coach was funded by Variety through money donated from the Gloria Jeans Cappuccino for a Cause campaign.





Echuca Specialist School Variety Liberty Swing

The exhilaration of playing on a swing is something that most children enjoy, and nearly all take for granted.

But for those in a wheelchair or with a physical impairment, the simple pleasure of swinging through the air was never an option until the Liberty Swing came along.

The Liberty Swing allows children in wheelchairs or living with a physical impairment the chance to enjoy the exhilaration of swinging. Variety champions this wonderful Australian invention and has installed many swings into as many communities as possible. Our most recent swing was installed at Echuca

Specialist School and student Kaitlyn was thrilled to be the first child to try it out!

"After months of planning and work we have finally completed the Variety Swing. It has proved to be a great challenge, but was more than worth the effort after seeing the faces of the students enjoying the swing. Kaitlyn loved being on the swing and kept wanting us to make her go higher!"



NEW INITIATIVE

Variety VICKIDS

This year Variety were honoured to utilise the annual Jeffrey White Grant, in honour of our long standing supporter and Variety Grand Final Lunch attendee Jeffrey White, to launch our new initiative, Variety VICKIDS.

Through VICKIDS sponsorship donors will be able to provide children who have been affected by a natural disaster with the basics their families are unable to provide — essentials such as school supplies, medical expenses, school camps/ excursions or other costs that support a child's health, wellbeing and education.

Variety has played a significant role in the lives of children affected by Black Saturday — Australia's largest natural disaster in February 2009. During this time Variety provided many schools with sunshine

coaches, playgrounds and bicycles which directly benefitted several children. Variety has supported many communities in the past and made a significant impact through the provision of services, goods and programs in the bushfire affected region. Through VICKIDS we want to continue supporting children in the long term through ongoing sponsorship.





Ya Gotta Do It!

Eighty five colourfully themed cars converged in Echuca on Monday 19 August for a special welcome dinner before heading off on their colourful and epic 5,500km journey to Broome WA.

Along the way we saw the diverse landscape of Outback Australia, visited schools, brought delight to local kids, made new friends, and had LOADS of fun!

Local townspeople across the country witnessed some extraordinary sights and sounds as colourful cars with all kinds of adornments, from fun cartoons to roof riding sheep, and over 300 entrants in fancy dress travelled through, visiting schools and organisations along the way. Averaging 500km a day, our

entrants took the long runs in their stride, stopping at hotels, motels, camping sites and cattle stations in the evenings to recuperate, share stories, chat to old friends and make new ones.

The highlight of Variety Bash is always our en route giving. In 2013 we stopped at Conargo Public School in Victoria, Timber Creek School in NT and Burketown Public School in Queensland. These small regional and remote schools are always in need of support and we were pleased to assist —

supporting children with autism, brain damage, learning and hearing disabilities, as well as disadvantaged children, through the provision of communication devices.

Since 1992 the Victorian Variety Bash has covered a staggering 93,288 kilometres and raised over \$18 million for children who are sick, disadvantaged or have special needs.

Motoring Events



Variety Splash

By sail or by motor, the Variety Splash is the most fun you can have on the bay! This fun-filled event takes boat owners and enthusiasts on a three day on water adventure across Port Phillip Bay, including a special winery tour for those who prefer a day on land. Since its inception, the Variety Splash has collectively raised over \$500,000.

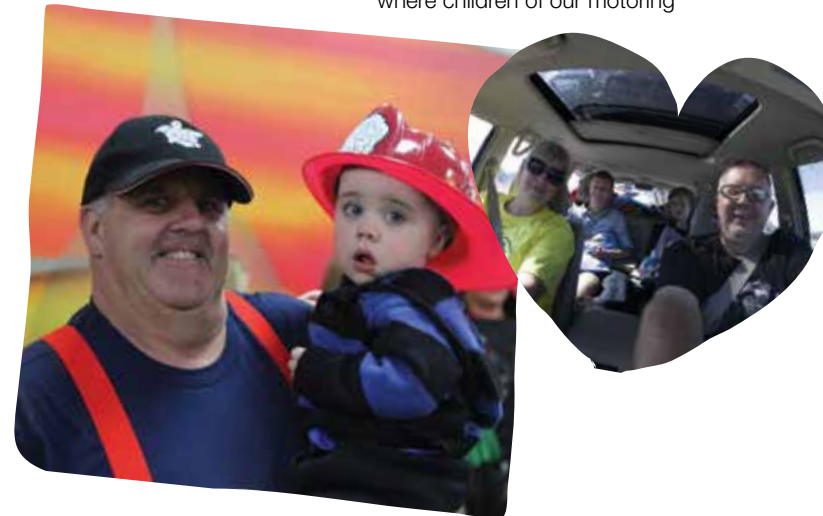


Variety Brats Bash



Mummy, when can I go on the Bash? The children of our Variety 'Bashers' wait patiently at home for their parents, looking forward to hearing the stories of adventure on the Variety Bash. Eight years ago, we decided it was their turn! The Variety Brats Bash is a family orientated event where children of our motoring

event entrants adventure into the Australian Outback. Each year we present en route grants to children or organisations to allow younger generations to experience the joy of giving. In 2013 the Brats travelled north ending up at every kid's dream park, Seaworld.



Variety 4WD Trek

There are plenty of 4WD trips out there but there's NOTHING like the Variety 4WD Trek Experience! Variety 4WDers travel in their own vehicle, themed in a colourful convoy, help sick, special needs and disadvantaged children AND meet some of those they've assisted along the way! In 2013 we experienced some of the country's most rugged tracks under expert guidance and alongside full support teams on the long journey to Canberra via the Blue Mountains.



Special Events



Variety Toyota AFL Great Grand Final Luncheon

The Grand Final Luncheon is Variety Victoria's signature event. Officially endorsed by the AFL, the luncheon is a stalwart of Premiership week and sells out year after year. In 2013 our long time MC Craig Willis kept the day flowing, alongside Mike Brady, Pete Lazer, and our footy guests Brownlow Medallist Gary Ablett, Shelley Ware, Matthew Richardson, Nick Maxwell and our Heart of Football winner Luke Ball who entertained the guests with personal insight into their lives on and off the field. We also welcomed special guests Michael Curran and our Variety 2013 Young Sports Achiever Monique Beckwith who inspired guests with their stories of achievement against incredible odds.



Variety Santa Fun Run

Each year Melbourne becomes a sea of red and white as hundreds of aspiring Santa's make their way through the streets for the jolliest fun run in town — the Variety Santa Fun Run. Participants can choose to run or walk 2km, 5km or 10km in the official Variety Santa suit and are encouraged to fundraise for their entry, to empower children who are sick, disadvantaged or have special needs to live, laugh and learn. The Variety Santa Fun Run is a family-friendly national event promoting healthy lifestyle decisions and encourages inclusive participation from everyone, especially children with special needs.



A Monetary Affair

Variety Victoria and the Financial Services Foundation join forces to hold the annual financial services industry event, A Monetary Affair. Bringing together Melbourne's financial industry elite, guests enjoy an evening of fine food and entertainment, whilst supporting some of Australia's most worthy charities through a live and silent auction and 'backing of the bourse'. In 2013 the event was themed 'Glitz and Glam' and featured entertainment from magician Jack Black and music from Bob Starkie from Skyhooks.

Variety Open House

Over 500 Melbournians descended on St Vincent Place, Albert Park, on Sunday March 24 to view some of our city's most prestigious and exclusive homes. Visitors were excited to see the diverse range of architectural styles and interior designs, with many approaching Variety staff with positive feedback and questions about future events. Variety supporter Martin Stone is on the case, enquiring about access to properties in Portsea on the Mornington Peninsula. Many thanks to all Variety Board Members and staff who gave up their Sunday to support this new initiative.





Volunteer highlight

Long time Variety volunteers, Helen and Ian Cornish were honoured with one of the most prestigious Variety awards this year, the 2013 Variety International Presidential Citation for their support of Variety Victoria.

Weekend work, travel or after hours requests are no hindrance to Helen and Ian's enthusiasm to assist in their ten years of involvement with Tent 77. The ultimate Variety advocates (and with us so much they are often mistaken as Variety staff members!) it is hard to imagine where we would be without the incredible support of this generous couple.

Donor highlight

This year long-time Variety supporter Martin Stone became Variety Victoria's Million Dollar Man. Martin's tireless fundraising efforts for the Variety Bash passed the \$1 million mark for children in need in 2013.

Martin says his devotion to the event and Variety was sealed when a young girl made her way onto the stage at Devonport during his first Bash in 1997. She took the microphone and spoke of how for the best part of 16 years her medical condition had forced her to be bedridden and she had to be turned every two hours.

"She said 'with this wheelchair from Variety I am a free as a butterfly', Martin says, emotion rising in his voice all these years later. 'I was signed up from then on'."

Martin has received numerous international and local Variety awards, most recently the Variety National Chairman's Citation Award. Variety Victoria thanks Martin for his outstanding support and dedication to the charity and to children who are sick, disadvantaged or have special needs.



Community Fundraising

Project Variety a Testament to Variety Sponsor Prestige Offroad and their Supporters

Paul Dibb, his amazing crew at Prestige Offroad & Prestige Sunroofs and their generous supporters this year fitted out "OV1" — the Variety Motoring Event Official Vehicle before it headed off on its 5,500km journey from Echuca VIC to Broome WA for the Variety Bash. All components were donated by Prestige and the 4WD community in an amazing show of grassroots support. These fabulous folk turned OV1 into the most enviable 4WD in the land. This car, now worth over \$100,000, is fitted out to the max including specially embossed Variety heated seats, and will be used on all our motoring events and surveys — a vital piece of equipment for the Variety team in delivering safe and successful events for our entrants. Special thanks also to Melbourne City Toyota.

Peter "Muddy" Waters becomes the first man with Cerebral Palsy to ride his mobility scooter from Sydney to Melbourne.

Peter "Muddy" Waters, a long standing supporter of children with disabilities and mentor to children with Cerebral Palsy, approached Variety and the Australian Lion's Children's Mobility Foundation with a fundraising concept he was extremely passionate about. Peter, a Cerebral Palsy sufferer himself was determined to ride a mobility scooter from Sydney to Melbourne to raise funds for Variety — the Children's Charity and the Australian Lion's Children's Mobility Foundation. Beginning in Sydney on October 29, he embarked on a 12 day ride, averaging 100k's a day with the help of several scooters donated by Pride Mobility. Not an easy feat and a true inspiration. Along the way he raised upward of \$20,000.

Commonwealth Bank Staff Community Fund

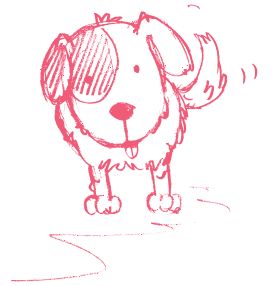
Variety would like to thank the Commonwealth Bank Staff Community Fund for a \$9,588 grant that will fund 12 iPads for children in need. iPads have emerged as a great learning device to teach children with special needs to communicate, to help them function independently and boost their self-esteem. Variety CEO Cary Pedicini accepted the cheque at the South Melbourne branch on Monday January 14.

Melbourne Renegades

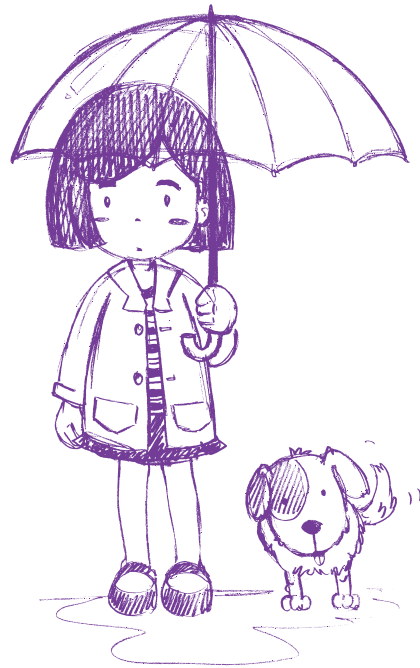
Variety was announced the charity partner of The Melbourne Renegades for the Big Bash League season. With the support of the Melbourne Renegades, Variety will be able to assist more children in need. Melbourne Renegades CEO Stuart Coventry said the team was honoured to be connected with such a worthwhile cause.

"I'm proud to announce the Melbourne Renegades' association with Variety as our charity partner," Coventry said. "Variety does a wonderful job in improving the lives of children with special needs. We hope our partnership will help attract increased funding and raise awareness of the good work they carry out."

Other community fundraisers this year included Superyou Fitness Studios in Blackburn's Burpees for Bucks, Babushka Moo Markets and Andrea Wilson's New York Marathon.



Key Partners



Kmart

Once again Kmart has teamed up with Variety — the Children's Charity nationwide, placing gold coin donation boxes and electronic donation facilities at registers in all 172 stores across Australia.

In October, November and December 2012, funds raised were donated to Variety's 2012 Bikes4Kids with presentations taking place throughout Victoria including Sanctuary Lakes, Warragul, Shepparton, East Melbourne, Cranbourne and Melbourne's Federation Square. In Victoria, over 800 bikes were presented by Variety thanks to the generous customers of Kmart Australia.

"Having our team involved in such an important initiative has been invaluable. We look forward to developing our partnership further with Variety — the Children's Charity and helping even more children in the future."
(Guy Russo, Kmart CEO)



Cassandra Gantner Foundation

Variety Victoria have an ongoing commitment to children in regional and remote areas and, thanks to the Cassandra Gantner Foundation, we are able to realise this commitment. The Cassandra Gantner Foundation donated over \$80,000 to Variety — the Children's Charity towards future projects at Special Development Schools in Victoria for children with disabilities.



Your coffee kick can help Aussie kids reach great heights!

Throughout October 2012, Gloria Jean's Coffees invited everyday Australians to transform their daily coffee boost into a boost for kids. Fifty cents from every cappuccino and iced cappuccino sold went towards Variety Victoria's Sunshine Coach Program. Donation boxes, in coffee houses nationally were dedicated to raising funds for Variety throughout the month. The campaign culminated in 'Cappuccino for a Cause', a family event on Friday October 26 and Saturday October 27 which included children's activities, special guests and celebrities serving cappuccinos to guests.

In the last two years, Gloria Jeans and their charity foundation, With Heart, have raised a total of \$335,000 for Variety nationally. We are delighted to once again partner with Gloria Jeans in 2013.



Nurofen raises \$62,000 For The Kids 'Targeting the Hearts of all Australians'

Nurofen's campaign, 'Targeting the Hearts of all Australians', donated \$1 to Variety for every new 'like' on Nurofen Australia's Facebook page. In a generous gesture, Nurofen kindly doubled their donation to Variety after receiving 31,000 'likes', donating a total of \$62,000 for kids in need! Variety grant recipient, Shanti, one of many children who has benefitted from the support of corporate supporters like Nurofen, happily assisted Variety in the handover of the cheque.

Other partnerships, on a national level include:

- The Cupcake Bakery's Have a Heart Month
- Adrenalin's annual event sponsorship of Santa Fun Run
- Vodafone's ongoing community in store fundraising
- Hoyts — In kind support including in cinema advertising through Val Morgan
- Kennards Hire — \$1 from every hire in South Australia and Victoria



Matt and Jo's \$100k for 100 Kids

Matt and Jo's \$100k for 100 Kids campaign on Fox FM raised an incredible \$485,000 for disadvantaged Melbourne families last Christmas, exceeding our original fundraising goal of \$100,000.

Variety — the Children's Charity thanks the thousands of listeners of the Matt and Jo Show who dug deep to support those less fortunate than themselves at a time of year which can be particularly difficult for children in need. Together we changed Christmas for over 400 families and 500 children. Each nominated family received an invitation to Matt and Jo's \$200K for 200 Kids Christmas Party at Luna Park, enjoying unlimited rides, activities, meet and greets and plenty of party snacks! The emotional families were surprised with a \$1000 Myer and Coles

Group Voucher, making their 2012 Christmas a very special one.

This fantastic Fox FM initiative changed the New Year for so many families in need and demonstrated the true spirit of giving.



Variety Victoria has partnerships with different corporate organisations at various levels from direct sponsorship arrangements of events to partnership and volunteer work programs and direct cause marketing...

Adrenalin
Altis Consulting
Ambulance Victoria
AP Eagers
Beloka Water Australia
Budget
Cassandra Gantner Foundation
Club Bid
Club Marine
Colgate
Commonwealth Bank Staff
Community Fund
Community Enterprise Foundation
Bendigo Bank
Craig Willis
Craigieburn Sporting Club
Crown
Damien Brodie
DLA Piper
ETIHAD Airways
Financial Services Foundation
Fox FM
Freemason Victoria
Geoff 'Coxy' Cox
Glen Dimplex/Beilings
Gloria Jean's
Grill'd South Melbourne
Hollick Coonawarra
Hopscotch
Hoyts
Huntingdale Sound & Lighting
ISUZU Trucks
James Boag/Lion
JC Quality Foods
Jock Motors
John 'Cowboy' Paydon
Kennards
Kmart
Leader Newspaper
Lease Plan
Logistic Events Australia
Marshall White Real-estate

Melbourne Child
Melbourne City Toyota
Melbourne Convention and Exhibition Centre
Melbourne Renegades
MFB — Metropolitan Fire Brigade
Mike Brady
Mike Larkin
National Australia Bank
Nevile& Co
New Tack Consulting
Nurofen
OPC
Paspaley Polo in the City
Parks Victoria
Patties Pies
Pete Lazer
Prestige Offroad
Procaffe
Prolight and Sound
Refresh Water
Roof Extenda
Royal Tivoli Jewellery
Sentia Media
Sheen Group
Signwave Campbellfield
Simone Perele
Smart Bag
Terry McSweeney
The Cupcake Bakery
The residents of St Vincent's Place,
Albert Park
Tom and Maureen Hafey
Toy Networkx
Trans Gears Diff's
Victoria Police
Vodafone
W&P Truck Sales
Wool Shed
Zodo the Clown
Zumba

Special thanks also to all of the companies that contributed to the fit out of OV1 — Variety Victoria's Official Motoring Event Vehicle:

Airflow
Ashdown Ingram
Autosafe
Blackmans
Burg
CRS
ECB Bullbars
Eclipse
Exide
Fyrlt
Ironman
Patterson Cheney Spare Parts
Piranha
Powertech
Prestige Offroad
Rideprod
Tanami Drawer Systems
TC Cheapest Tyres
Tradesman
Uniden
Warn

