



# Motoring Event Fundraising Guide



A wide-angle photograph of a long, straight dirt road made of reddish-brown soil. The road has visible tire tracks and leads towards a distant horizon. On the right side of the road, there is a dense line of tall, green trees. On the left side, there is some low-lying vegetation and a few more trees in the distance. The sky is bright blue with scattered white clouds.

**...the journey starts here**

# G'day

Thank you for joining us at our world famous motoring events, fundraising for Variety - the Children's Charity and helping to give kids in need a fair go.

This Motoring Event Fundraising Guide offers you support for your fundraising activities. Read on for ideas, handy hints and a few basic rules you can follow to make the most of your effort.

Variety is with you every step of the way and is always here to help! If you have any questions, need some advice, or more information please get in contact with us.

**thank you!**



## ♥ About Variety

### **We believe all Aussie kids deserve a fair go.**

Since 1975, Variety has been helping the kids who miss out due to disability, chronic illness or disadvantage. Our incredible community of supporters have changed the lives of thousands of Aussie kids, giving them what they need to join in life with everyone else.



## ♥ How your support helps

The funds you raise will help kids overcome the obstacles they face, so they can join in life with their siblings, cousins and friends.

### **Your support will help kids like Eva.**

There is no one else in the world quite like four-year-old Eva. Two weeks after Eva's birth, genetic testing indicated she has a rare chromosomal deletion disorder; she is the only known child in the world with this particular deletion.

The chromosomal disorder means Eva has severe movement and mobility delays and development and language delays.

The long-term prognosis is uncertain, as it will take several years to establish a clear understanding of her developmental strengths and weaknesses.

Eva, however, has already conquered her mobility problem, thanks to a \$1,000 donation from Variety – the Children's Charity that paid for therapy sessions.

Eva's mother, Katherine, said, "The funding Variety provided was used for Eva's weekly occupational therapy sessions. Prior to starting the sessions Eva walked with the assistance of a walking frame. But within three weeks of the therapy she was able to walk unassisted."



# ♥ Getting Started

There are lots of different ways to raise funds for Variety.

Have a think about what ideas suit you – both your style and interests, as well as the time you can contribute to it. Above all it has got to be an experience that you'll enjoy, as that will help to inspire others to support you.

## Handy Hint



Ask for help. We know fundraising can be a bit daunting, and you may feel shy about asking people for donations. No need to worry, people often surprise you with your generosity and the worst people can say is no. If you're having difficulties please get in touch with us, we're here to help.

## Activity Ideas

- ♥ If baking is your thing, why not sell cupcakes at school or have a bake-off in your workplace. Or go all out with a posh high tea?
- ♥ Looking for an excuse to glam-up? Host a special dinner party or a picnic at the races.
- ♥ Ready to declutter? Hold a garage sale or sell your excess stuff at a car-boot sale, one man's trash is another man's treasure!
- ♥ Feeling creative? how about making jewellery, sewing a quilt, arranging flowers or painting a masterpiece, and then hold a raffle for Variety?
- ♥ You can ask to hold a casual day at your local school or workplace. Students/ employees can wear their casual clothing for the day and a donation can be made to Variety on your behalf.



## Event Ideas

There are lots of different fundraising events that you could organise to reach your goal, here are just a few ideas:

- ♥ Trivia Night
- ♥ Long Lunch
- ♥ Golf Day
- ♥ Cocktail Party
- ♥ Movie Night
- ♥ Car Boot Sale
- ♥ Karaoke Night

Think about how you can make your event different with themes and activities. Don't be shy about contacting friends or businesses to see if they can donate items for you to use.



### Handy Hint:

If you choose to hold an event, raffles and auctions are a great way to raise funds, but there are lots of other creative ways to raise additional funds too – you could encourage people to bribe you for trivia answers, put together snack packs for people to purchase at your movie night, or golfers can give a kickback to skip a hole at your golf day.

When organising your fundraising event, think about:

- ♥ Venue, catering and beverages
- ♥ Sponsors
- ♥ Budget
- ♥ Ticket price
- ♥ Entertainment/theme
- ♥ Timing
- ♥ Promotion
- ♥ Ticket sales method
- ♥ Fundraising strategy







## Up for the challenge?

Whether it's hiking a mountain, jet skiing around Australia, cycling the East Coast, or giving up caffeine, sugar... or dare we say social media for a while, if it's been on your bucket list then let's help you cross it off, all whilst raising funds for Variety. The more personal the challenge the better. Your supporters will see how much it means to you and support you all the more for it.

## Employee Matched Funding

Many companies have an Employee Matched Funding program which matches all or some of an employee's fundraising efforts and/or donations for approved charities, like Variety. Even if they don't have a program they may make a donation or support your fundraising efforts in other ways, such as allowing you to host a fundraiser at work like a BBQ or Bake Sale. Variety can help with any documentation or further information they require as well as provide a tax deductible receipt and certificate.

## Cause Related Marketing

You can negotiate with your employer or one of your local companies to run a special promotion to drive sales or business leads, while at the same time raising funds for Variety. For example, 50c from every cup of coffee sold during a particular month, or 20% of the cost price of a product is donated to Variety.



## Online Fundraising

As part of your entry to the Variety Bash, Brats Bash or 4WD Trek you have a dedicated event fundraising page on our website to help you raise funds for kids in need. It's a great way to reach out to your friends, family and contacts to encourage them to donate. All donations made online over \$2 automatically receive a tax deductible receipt to their specified email account.

♥ You get your own web link that you can share and it directs people straight to your donation page. Please find these links below:

♥ [variety.org.au/vic/events/support4wd](https://variety.org.au/vic/events/support4wd)

Every time someone makes a donation they automatically receive an email receipt.

We'll be upgrading to a new and exciting fundraising platform in late 2018 - stay tuned!

## Variety Top Hat Appeal

Our fundraising corner collections are back for the 2019 Variety Top Hat Appeal! Our collection weekends are a great way to boost the fundraising total for your car or meet the minimum requirement. We provide you with all you need - collection tins, signage, tee-shirts and, of course, a top hat!

If you're interested in rattling some tins to add to your fundraising and help kids in need, please contact us via email for more information.

This is a great way to fundraise with some crews bringing in half their minimum fundraising in one weekend alone!







## Gold Heart and Tap & Go Donations

Gold Hearts are Variety branded and heart shaped canisters used for display to collect donations. They can be used at your fundraising events and used in your local community to help fundraise for your Variety motoring event entry.

Variety also has a number of Tap & Go Donation Points that are great for retail outlets and at events. Machines can be set at \$2, \$5, or any amount up to \$20. All donations processed through these machines are tax deductible.

Arrange your Golden Hearts or a Tap & Go Donation Point through the Variety Victoria office. To help you with your fundraising we suggest contacting small to medium local businesses like newsagents, takeaways, restaurants and cafes, asking if they'd be willing to display a Gold Heart and collect donations on your behalf.

You can also write letters to your sponsors asking them to place a golden heart in their workplace lunch rooms for their employees to donate.

When collecting money from a Golden Heart, you are required to count the money yourself and deposit the cash directly into the Variety Victoria bank account. Use the Direct Deposit information under the Finance section ensuring you use your Variety Bash vehicle registration number as the Bank Ref and Gold Hearts as your reason for banking.

When funds are directly deposited from Golden Heart they will be allocated against your Variety Bash vehicle's fundraising total. However please note that receipts cannot be issued to individuals or companies for Gold Heart funds. The money is not tax-deductible, as it is raised through a collection and is not a donation.



## Spread the word

When kicking off your fundraising efforts, it's best to start with your nearest and dearest. Those who are closest to you, like your family and close friends, are most likely to be your biggest supporters and advocates.

It's also a good idea to kick-start your own fundraising by donating to yourself. It helps set the tone and show others that you're committed to the cause.

### Emails

So where to start? The more personal you can get, the better. Start by emailing or calling a few close family members or friends, and once there are a few donations in your tally then go out to your wider network.



#### Donation Email Example

We've put together a sample to help get you started, but make sure you take a little time to personalise it!

**SUBJECT:** I'm proudly supporting Variety – the Children's Charity!

Dear <name>,

I've decided to fundraise for Variety – the Children's Charity by <insert event/activity>. This cause means a lot to me as <insert why you're fundraising for Variety> and am really excited about making a difference for Aussie kids in need!

Variety – the Children's Charity is a national non-profit organisation committed to empowering Australian children who are sick, disadvantaged or have special needs to have a fair go!

I would really appreciate it if you would support me by donating at my online fundraising page. I'm aiming to raise <target> so don't be shy, every little bit counts!

- \$50 can send a child to the Variety Kids Christmas Party, bringing them love, laughter and fun at a time when they need it most
- \$300 can help pay for several physiotherapy sessions for a child with cystic fibrosis
- \$1,000 can give fun and freedom to a child living with a disability with their own customised tricycle

You can donate at my fundraising page by clicking this link,  
<cut and paste the URL link to fundraising page>

Thanks for your support in advance. Together, we can help Variety give kids a fair go!  
Thanks so much,  
<your name>

We also have some event specific examples that we can send you!

## # Social Media

Now we're ready to go bigger and better! Social media is a great way to reach as many as possible. After you've got a few donations on your tally you're ready to make it official on social media.



### Handy Hints

- ♥ Always add an image, as these tend to get more engagement than those with only text.
- ♥ Include a link to your fundraising page - sounds like a no-brainer but can be easy to forget.
- ♥ Ask people to share, the more people who see it the better!
- ♥ Be thankful - make sure you thank your supporters who donate by tagging them. This not only shows your gratitude, but helps spread your fundraising efforts further!

### Images

We have put together a few images you can use, head to [variety.org.au/nsw/resources/social-media/](http://variety.org.au/nsw/resources/social-media/)



### Content

Remember to include your fundraising page if you have one, and use our hashtag **#VarietyKidsCan** and tag us:

Facebook: **@VarietyVic**

Instagram: **@varietyVic**

Twitter: **@VarietyVic**

Here's some content about Variety that will help educate your supporters about the cause you're fundraising for.

- ♥ I'm proudly supporting Variety, the Children's Charity, to ensure all Aussie kids get a fair go! **#VaretyKidsCan**
- ♥ Each year, thousands of kids and their families turn to **@VarietyVic** for support when they need it most. That's why I'm raising money for Variety kids! **#VarietyKidsCan**
- ♥ **@VarietyVic** helps children overcome the obstacles they are facing and live life to the fullest. Help me support them! **#VarietyKidsCan**







## Resources

### Poster

Posters are a great way to share info about your fundraising efforts with your family, friends and colleagues. You can personalise with your own fundraising info, and stick them up in info boards at your school, office or anywhere you think is suitable!



### Flyer

This flyer is a great way to let people know about the wonderful work Variety does, and who you are supporting with your fundraising.

These resources can be downloaded from

[variety.org.au/vic/resources/posters/](http://variety.org.au/vic/resources/posters/)



Variety branded resources can help with your fundraising efforts. Resources that may be provided to Variety Bash entrants include:

- Donation Envelopes – for taking cash or credit card donations that can then be receipted through the office.
- Variety T-shirts – for event volunteers. Variety Baseball Caps – for event volunteers.
- Variety Signage - Banners and Flutter Flags.
- Variety Double-Sided Bash Information Leaflets – which can be used to send to your sponsors or display at your events.
- Golden Hearts – Variety branded display to collect donations.
- Rattle Tins – for collecting donations – appropriate for certain events only.
- Thank you letters and certificates – for event sponsors, supporters, volunteers etc.

# The serious stuff

## General

Please note that whilst Variety is here to help support your fundraising activity, the planning and organisation of it is the sole responsibility of you, the fundraiser. Variety is the beneficiary of the fundraising event, not the organising party and we cannot help in sourcing prices, entertainment, venues, or organise media or publicity.

## Permissions

Once you have a clear idea about the fundraising activity that you'd like to run, complete the Event Registration form on our website -

[variety.org.au/vic/get-involved/fundraise/register/](http://variety.org.au/vic/get-involved/fundraise/register/)

We will then be in touch and confirm any documents you may need for your fundraising.

## Use of Variety's brand

### Logo

It's important to remember that your fundraising event is raising funds for Variety – the Children's Charity, and is not a Variety event. Recommended wording for events is 'Proudly supporting Variety - the Children's Charity.' Variety can provide you with copies of the logo to use at your events. The logo cannot be altered in any way.

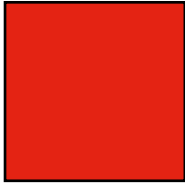


### Wording

The charity's full name, Variety - the Children's Charity, must be used in its whole

phrase for headings. The charity may be referred to as Variety in basic content, but please send all content to the Variety office for approval. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in any communications.

### Colours

Red is our primary colour, and white and black are our secondary colours. Below are the exact colours to be used:

				
PANTONE	Merchandise, Caps, Shirts	PANTONE 485	PANTONE BLACK	PANTONE WHITE
CMYK	Printed collateral eg. flyers	CMYK 0,95,100,0	CMYK 0,0,0,100	CMYK 0,0,0,100
RGB	Digital collateral eg. Facebook	RGB 226,35,27	RGB 0,0,0	RGB 0,0,0
HTML	Website and Enews	HTML #EE3123	HTML #000000	HTML #FFFFFF

### Marketing Materials Approval

Any marketing materials must be submitted to Variety for approval ([fundraising@varietyvic.org.au](mailto:fundraising@varietyvic.org.au)). Approval is given within a day in most cases and we're happy to provide you with ideas too!

# Managing the money

When organising a fundraising event it is your responsibility, as the fundraiser, to keep an accurate record of the finances, manage the funds and deposit those funds to Variety. Here are a few important things to keep in mind:

- ♥ You must take reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event
- ♥ Under no circumstances should individuals open or operate a fundraising bank account in the name of Variety or Variety Victoria to collect monies raised
- ♥ When the supporter has received goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.

Variety is unable to issue invoices for donations, as donations are of a voluntary nature. We can provide an 'intention to donate' form, acknowledging an individual or organisations commitment to donate (this form is often used to comply with the accounting procedures of companies).

## Online Fundraising

Donors to your fundraising page pay by credit card and will be charged and issued with a receipt straight away. Funds donated to your page will be transferred to Variety in your name so that we will have a record of your fundraising total. You won't have to do anything except thank your donors.

## Depositing Funds

### Direct Deposits

For all offline fundraising our preferred method is direct deposit to the following accounts. Please ensure you make payments into the correct account to avoid confusion and allocate your payment with the Car # referenced.

Gift Account For donations and fundraising

Account Name: Variety Victoria -the Children's Charity – Gift

Bank: Westpac

BSB: 033 018 Account: 260 362

General Account For all items that incur GST, Sponsorship, Meals, Accom etc.

Account Name: Variety Victoria - the Children's Charity – General

Bank: Westpac

BSB: 033 018 Account: 260 338

Remittance may be sent to [accounts@varietyvic.org.au](mailto:accounts@varietyvic.org.au), or posted to the Variety Victoria office at PO BOX 1076, South Melbourne, VIC, 3205





### Cheques

- Cheques must be made payable to Variety- the Children's Charity
- Cheques must have your Variety Bash Car Number and type of payment (donation, sponsorship, meals, auction item etc.) written on the back.
- If you receive a donation cheque from a supporter that has been made out to yourself, you will need to have the cheque re-issued in the name of Variety – the Children's Charity. Receipts for payments by cheque can only be made out to the name that appears on the cheque.

For returning cheques, please ensure cheques are made out to

**Variety - the Children's Charity Victoria. Then post to:**  
Variety – the Children's Charity  
PO Box 1076  
South Melbourne Vic 3205

### Cash & Credit Cards

Variety can provide you with donation envelopes which can be used for cash or credit card donations or payments at your fundraising events. The inside of the envelope is to be filled out by the donor, collected by the Variety motoring event entrant, and returned to the Variety Office to be processed and receipts to be issued. This ensures that every person who makes a donation at your event is issued a tax-deductible receipt. Some envelopes are included in your entrants pack; however please contact the Variety Motoring Events Coordinator if you require a larger quantity]

### Website Donations

Donors can make payments to your car by credit card via the Variety website. Go to [variety.org.au/vic](http://variety.org.au/vic) and click on "Donate". Please advise donors that they must put your car number as a reference for the payment. Website donations without a car number reference will be presumed a general donation and will not be allocated to your motoring event fundraising.

## Sponsorship and donations - what's the difference?

Sponsorship is cash and in-kind fee paid in return for rights and benefits that may be used for commercial advantage and is classed a business relationship.

For example, a company may sponsor a Variety Bash or 4WD Trek vehicle in return for advertising their company logo on your vehicle. As the company is receiving something tangible in return for their payment, it is classed as a sponsorship and is not tax-deductible.

Think about your contacts - take the opportunity to tell your business contacts and suppliers what you are doing – they may be interested in supporting you.



# Paperwork

## Invoices and Receipts

Sponsors and donors may on occasion request an invoice before releasing payment for a donation or sponsorship towards your car. You can request an invoice by emailing [accounts@varietyvic.org.au](mailto:accounts@varietyvic.org.au). The accounts team at Variety Victoria will be notified of your request, and an invoice will be raised and sent you within 3-5 business days.

When requesting an invoice please include the following information:

- ♥ Name of person/organisation whom invoice is meant for
- ♥ Email or Postal address of invoice recipient to ensure we can send it
- ♥ Amount they wish to donate

It is the crew captain's responsibility to liaise with the Variety Bash office about unpaid invoices, and to follow up unpaid invoices prior to the beginning of the event. Please note that unpaid invoices do not count towards your fundraising total, and are not taken into consideration when presenting fundraising awards.

### Receipts

All receipts must be issued by Variety - the Children's Charity. No receipts can be issued by entrants for donations or payments associated with the Variety Bash.

Variety cannot issue receipts for tickets sold, or auction items purchased at an entrant's fundraising event. However, entrant fundraising event donation receipts can be issued upon request.

All receipts will be issued once payment has been banked and received by Variety Victoria. Receipts will be posted or emailed directly to the donor unless otherwise specified.



# Thank You

Thank you so much for your wonderful support!

Variety receives many touching thank you letters from families who benefit from your fundraising efforts. Here's a few we had to share...

"Rhyleigh received her brand new bright pink standing frame that Variety - The Children's Charity funded. We wish to thank you all once again! You do not know how much this means to our family and how much it will benefit Rhyleigh"

Ms Ellis – Variety granted a standing frame to her 3yr old daughter

"Thanks to everyone at variety for helping out our family. It means so much to us instead of being worried about the year ahead we can actually be happy for Selina that she got on the world team and she can focus on her sport. It's not just the financial burden that has helped but the fact that someone cares. Thanks a million."

Ms Mc Carton – Variety granted a wig to her 14yr old daughter

"This is a LONG overdue THANK YOU to Variety for approving my son's application for his walking frame. We have it now and I'm in the process of arranging his physio to come to school so the team there are able to contribute to his progress. Thanks again, you made the world of difference to my son's life. More than you realise :)"

Ms Newton – Variety granted a standing frame to her 9yr old son

## We love a chat!

Whether you need a little more inspiration for a fundraising activity, you aren't quite sure about something, you'd like further details on our work, or anything in between - we'd love to hear from you!

Give us a call on 03 8698 3900 or send an email to [motoringevents@varietyvic.org.au](mailto:motoringevents@varietyvic.org.au)

**P.S. Got some great photos or video from your fundraising activity? Don't be shy, we'd love to see them!**

