



Bikes for Kids

A Variety Corporate Social Responsibility Experience



Introducing Bikes for Kids



Meet Brodie and his big brother Kye.

Brodie is 12 years old and loves riding with his family. It is something they can do together because Variety funded a specialised adaptive bike.

Kye is a doting big brother and was recognised as a Variety Heart Scholar for his talent as a Basketballer. Most recently he received a brand-new bike.

The Variety Bikes for Kids program has delivered 13,000 bikes to kids in need since its inception 20 years ago.



A powerful impact



Create a powerful impact in the lives of children with disabilities by participating in our Corporate Social Responsibility (CSR) Experience Program, Bikes for Kids.

You will not only improve the lives of children living with disability, disadvantage and illness.

You'll:

- Promote a healthy and active lifestyle
- Encourage community involvement and philanthropy
- Raise awareness and support for children's causes.

You will also have the chance to:

- Create opportunities for team building and employee engagement
- Provide a platform for community-focused marketing and sponsorship.
- Enhance your business reputation and brand

Get your team involved in a meaningful cause, strengthen your bond, and improve employee satisfaction and motivation by supporting the Variety Bikes for Kids program today.

Make a real difference



You're invited to enrol your team as volunteer bike builders for children in need.

The process is straightforward, simply talk to our team about the program and we'll collaborate with you to determine the build date and coordinate other details.

At the build location, your staff will work in teams to assemble the bikes as per the specifications. Our highly skilled Variety Bike Mechanic will thoroughly inspect each bike to ensure they meet the highest safety standards and are ready for their new owners.

Depending upon the timing of your build you may even get to meet the children who will receive the bikes you help build and take part in a presentation ceremony, where you'll see the joy and impact your efforts have brought.

As part of the experience our team will engage yours to understand why the Bikes for Kids program matters, the impact for kids and the importance of Corporate Social Responsibility. This can be done at the build or as a lunch and learn session for the whole organisation.

Let's make a difference together!



Program benefits



In addition to the volunteer bike building opportunity and team presentation, Variety also offers:

- Recognition on our website and social media channels, showcasing your company's commitment to helping children with disabilities.
- A press release announcing your company's participation in the Bikes for Kids program .
- A custom certificate of appreciation for your company to display and share.
- A follow-up report on the impact of the program, including photos and stories of the children who received the bikes.
- The opportunity to participate in future Variety events and initiatives (including Variety's famous Kids Xmas Party), providing wonderful opportunities to showcase shared values.

Your commitment

Bikes for Kids team experiences start at tax deductible donation of \$5,000 for a team of up to 20 volunteer bike builders.

Your commitment covers the cost of:

- 10 bikes, helmets, and locks
- Bike education program for the kids
- Professional bike mechanic
- Operational and logistical expenses associated with the session

Our team will work with you to shape and deliver an experience for your team that connects values and purpose!



Let's do something amazing together!



We can't wait to work together to deliver kids an opportunity to experience the joy of bike ownership and create opportunities for team building and employee engagement whilst giving meaning to your business brand, values and reputation.



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