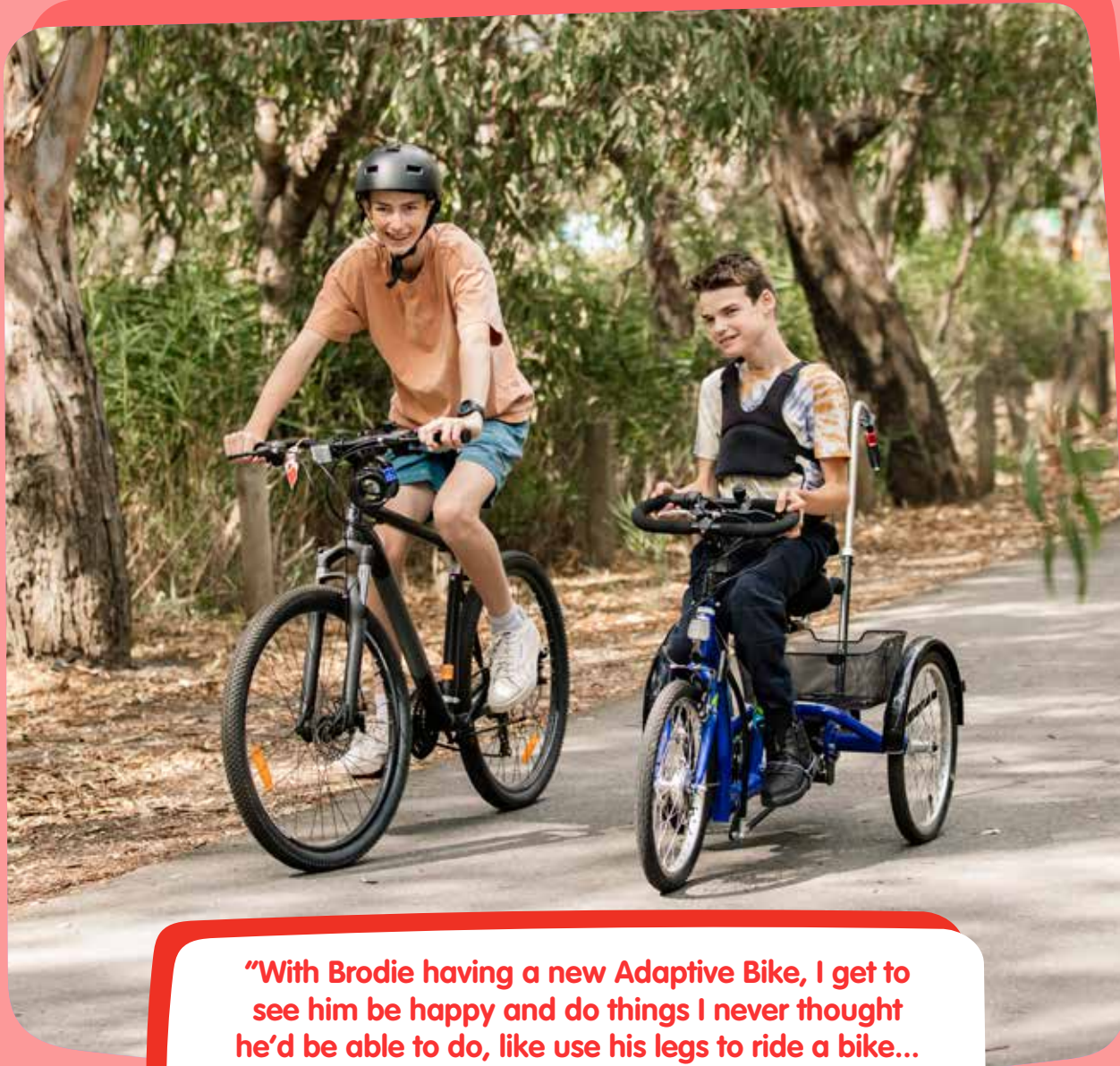




2022/23 Impact Report

Variety - the Children's Charity Victoria





“With Brodie having a new Adaptive Bike, I get to see him be happy and do things I never thought he’d be able to do, like use his legs to ride a bike... to see Brodie smile and enjoy life means a lot.”

– Kye, Brodie’s big brother

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Variety - the Children’s Charity Victoria Impact Report for FY 2022/23:
1 October 2022 - 30 September 2023

Message from the Chair & CEO

In 2023, Variety Victoria celebrates supporting 17,010 children!

Making a difference in children's lives is why we exist! In 2023 we celebrate supporting 17,010 children!

Variety is made up of a community of people who care about kids, take responsibility for helping and use their talents to create impact. We recognise that with the current cost of living, advocating for and supporting children living with disability, illness or experiencing disadvantage needs community support. This is where Variety comes in, together as a village, we work to help those that need it.

We hope you take a moment to read through this Impact Report and feel the significance we have collectively had on 17,010 children's lives. Thanks to you, children have felt included at specially designed sports events, felt proud when they learnt to ride a bike, felt joy when they could try new things, and their parents and school communities felt less alone when we listened and helped.

Variety can only make a difference thanks to the support of the thousands of people sharing our passion for kids. We are so fortunate to be part of a beautifully compassionate and generous community that recognises it takes a village to raise a child.

Our thanks also go to our hardworking Board, skilled team of staff and caring volunteers, who live our vision and work with zeal to deliver on our mission. Our impact is a testament to their care, compassion, and commitment.

We are so very grateful to our partners, sponsors, and supporters, who connect with us and are instrumental in helping us to achieve our goals. Your kindness and generosity have made a real difference in the lives of the children we serve.

As we look to the future, we remain committed to delivering on our strategy and making a positive impact in the lives of children in need. We hope that this Impact Report provides a glimpse into the care and positive difference we have created together in our community.

Warm regards,

Ken & Mandy



Ken Pryor
Chair of the Board



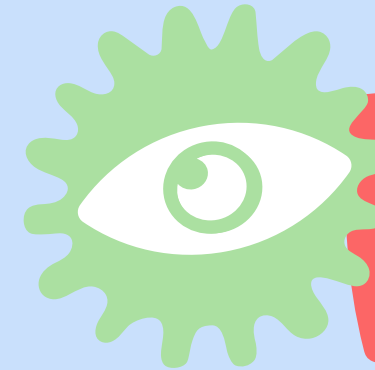
Mandy Burns
Chief Executive Officer

Our Mission



To empower children who are sick, disadvantaged or have special needs to live, laugh and learn

Our Vision



For all children to attain their full potential, regardless of ability or background

Our Values



Equality

We believe everyone deserves a fair go in life

Community

We believe it takes a community to raise a child

Action

We believe in rolling up our sleeves and getting stuff done

Joy

We believe in the importance of lightness and laughter

Our Impact

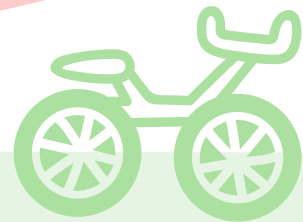
We impacted **17,010 kids**
and granted **\$1,290,122**
in Victoria this year through

grants

scholarships

kids' events

programs



619 kids
benefited through
Bikes for Kids



3,402 kids
received a toy



7,381 kids
benefited from an
individual or community
Variety grant



4,835 kids
attended a
Variety Kids' Event



10 wigs
were granted via
Hair with Heart



2,940 kids
were visited during the
Variety Victoria Bash



28 kids
received
Variety Heart
Scholarships



169 kids
attended the
Abilities Unleashed
- Kids Program



151 kids
attended the
Variety SHINE
Program

Grants

We delivered 42 individual grants to children all around our state. We are delighted to share some of their wonderful stories.

A Wagon for Oliver & Riley

"Once my twins had outgrown a pram, life got a bit tricky. With their health issues and complex needs, we started to become a little bit house bound, especially once their younger brother came along.

To leave the house for anything more than a kinder drop off had become too much. My twins both have level 2 ASD and don't cope too well in situations such as shopping centres, markets and events. Not only that, my son who has epilepsy can tire quite quickly, which ultimately can cause a seizure. My children were a risk to their own safety, and I lost confidence in my ability to keep them safe when I was alone with them, which was most of the time.

Since receiving the wagon, we no longer have to miss out. We've conquered zoo trips, shopping centres, walks, doctors' trips, hospital clinic days and all sorts ON MY OWN! It has changed our lives. I have my independence back. I no longer have to worry about keeping them all safe, the ability to strap them all in and know where they are is such a relief. And they love it too! They're always begging to get into the wagon, it's their safe space.

I will be forever grateful for the huge impact that this Wonderfold W4 LUXE Quad Wagon has had on our lives."

- Amy, Oliver and Riley's Mum



Amy and her three boys go almost everywhere in their new wagon!



A Wheelchair for Layla-Grace

Layla-Grace is a courageous and spirited 6-year-old who loves the outdoors and visiting new places. Layla-Grace is living with Cerebral Palsy and her old stroller was falling short in meeting her postural and mobility needs, hindering her from fully experiencing the joy of school excursions and community outings. This year Variety granted Layla-Grace a Zippie X-cape manual wheelchair! This wheelchair was carefully selected to provide Layla with the freedom and independence she deserves and needs to thrive. Now Layla-Grace can confidently traverse longer distances, socially interact with her peers and greatly improve her ability to explore and learn new skills.

This contribution will not only improve Layla-Grace's physical well-being but also enhance her social interactions and overall quality of life.



Layla-Grace was all smiles the day she got her new wheelchair!

A Genie Bed for Charlotte

The 2023 Variety Bash made a special stop in regional Victoria to present Charlotte with a life-changing grant, a Medifab Genie Bed, tailored to meet her unique needs.

Charlotte is a fun and vibrant little girl who loves nothing more than playing with her friends and spending time with family.

Charlotte was diagnosed with the rare Wolf-Hirschhorn Syndrome, a rare genetic condition affecting just 1 in 50,000 individuals. This results in various challenges including global developmental delay, seizures, physical and intellectual disabilities, non-verbal communication, and feeding through a PEG tube.

Charlotte faced a severe health crisis last year, contracting Respiratory Syncytial Virus (RSV) twice, requiring a bipap machine every night for breathing support. The Medifab Genie Bed is designed specifically for Charlotte, ensuring her safety and comfort, especially during respiratory infections. It provides peace of mind to her family, knowing she has a safe sleeping environment.



Charlotte was overjoyed to also receive a special toy pack!

Variety Sunshine Coaches

Variety Sunshine Coaches play a vital role in our mission to support children with physical disabilities, regional limitations, or social disadvantages. In a recent CYDA survey, it was reported that 70% of children with a disability are excluded from events and activities*.

Our coaches provide much-needed transport to allow children to connect with their communities, engage in programs, and enjoy various activities that they might not have access to otherwise. What's even more remarkable is that these coaches can be equipped with wheelchair modifications, ensuring that all children can participate in excursions and extra-curricular activities together, promoting inclusivity and creating memorable experiences.

In this financial year, Variety - the Children's Charity of Victoria has continued to make a difference by presenting three Variety Sunshine Coaches across Victoria: Latrobe Special Developmental School in Traralgon, Hamlyn Views School in Geelong, and Skene Street Specialist School in Stawell.

Each coach represents an opportunity to change lives, bringing smiles and hope to children facing unique challenges. These coaches open doors to brighter futures, and the impact they have on young lives is truly immeasurable.



watch the heartwarming presentation to Skene Street Specialist School!



Sandi Slocombe & student with Skene Street Specialist School's new Sunshine Coach!

"A new bus means the world to us all, especially our students. Interacting with the community, participating, and learning can lead to improved health and wellbeing and quality of life outcomes. It can also boost their self-confidence. Thanks to the generosity of the Variety community, this new Variety Sunshine Coach will open up new doors for our students. We cannot wait to share our adventures with you."

— Sandi Slobombe, Principal
Skene Street Specialist School Stawell

* Disappointment and discrimination: CYDA's surveys of the learning experiences of children and young people with disability in 2022 & 2023

Variety Heart Scholarships

28 scholarships were granted this year! We are proud to share where some of our past and present Variety Heart Scholarship recipients are on their journeys - here are some of their remarkable achievements.

Andrew Dinh

Variety Heart Scholar, Andrew, has been making waves in the swimming world with a series of outstanding achievements this year. At the Victorian Age LC Championships, his talent shone brightly as he claimed a remarkable 9 Bronze medals and achieved personal bests in all 9 of his races! His stellar performance continued on the Gold Coast, where he proudly represented the Otters and secured 6 personal bests out of 8 events across 7 MultiClass competitions. Andrew's unwavering commitment and relentless training paid off, earning his club a remarkable 44 points!

Demonstrating his exceptional skills, Andrew dominated the Special Olympics Inter-Regional Aquatic Games, securing gold medals in all of his individual events. In a remarkable feat, he even outperformed one of the fastest and strongest swimmers by an impressive 2 seconds in the 200m Individual Medley!

Congratulations, Andrew, your accomplishments are phenomenal!



Sonny Rennison

11-year-old Sonny is a rising tennis star, currently 26 in the world in the Juniors Singles Ranking for Wheelchair Tennis!

Sonny has Multiple Epiphyseal Dysplasia (MED) - a genetic bone condition - and uses a wheelchair for mobility and sport. Sonny is a current Variety Heart Scholarship recipient and has achieved some incredible results this year.

Sonny competed in the ITF Melbourne Classic Wheelchair Tennis tournament, where he won his first singles match and, with his doubles partner, won the Junior Doubles competition. The Greg Crump Teams Cup at Melbourne Park was another highlight, where he and his doubles partner won all but one of their matches, and Sonny won two of his singles matches.

In November, Sonny won his first singles title in the U/14 Junior Singles category at the Australian Wheelchair Tennis National Championships, as well as first place in the Open Junior Doubles category. We are so proud of Sonny's achievements!



Sonny at the 2023 Australian National Wheelchair Tennis Championships

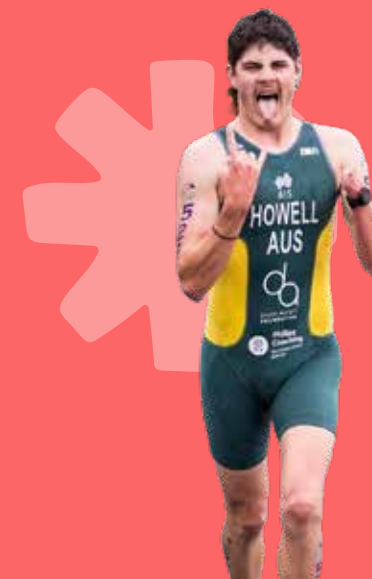
On the Road to Paris 2024...

Jack Howell

Jack was awarded Variety Heart Scholarships in 2019 - 2022. During this time we saw him succeed and become an inspiration to other kids. In 2023 we welcomed Jack as a Variety Ambassador and have loved watching him keep raising the bar and excelling in his triathlon career!

This year Jack claimed the silver medal for Australia at the prestigious World Triathlon Para Series in Japan, 4th place in Swansea and 6th place in Spain. His outstanding achievements have catapulted Jack to 5th position in the World Rankings, and what's even more astonishing is that this is Jack's first year of racing internationally!

The Paralympic qualifying period runs until 30 June, 2024. Athletes will accumulate points based on their top three race positions. Congratulations and best of luck Jack!



In May, Jack secured the silver medal at the Yokohama World Triathlon Para Series



Nick is currently working towards the 2024 Paralympics in Paris

Nick Hum

Awarded the Variety Young Sports Achiever award in 2021, Nick has achieved numerous milestones that have solidified his position as a true sports champion. One of his most notable accomplishments was representing his country at the Paralympic Games in September 2016, where he made his debut in the men's long jump T20 category, securing an impressive fifth place. At the Tokyo 2020 Paralympics, Nick's talent shone even brighter as he clinched the bronze medal in the same category with a distance of 7.12m. Nick is currently working towards the 2024 Paralympics in Paris.

Congratulations to Nick on his continued success and inspiring journey!

Kids' Programs

Variety SHINE Program

The Variety SHINE Program is dedicated to addressing the educational hurdles faced by students who grapple with learning challenges, often lagging behind their peers across multiple academic domains.

The program provides students with access to a specialised team of onsite allied health professionals within their school environment. These professionals are from diverse disciplines and collaborate to conduct comprehensive assessments of each child, gaining insights into their individual needs and crafting personalised support strategies.

The primary objectives of the Variety SHINE Program are threefold:

1. Deliver speech, language, literacy, and social skills support to children with Developmental Learning Disabilities (DLDs) within a conventional school setting.
2. Enhance and support the school environment and teaching staff, equipping them to better manage the unique challenges presented by students with DLDs.
3. Provide training and mentorship opportunities for university students in clinical placements.

The overarching goal is to provide children with DLDs, the intensive intervention they require within a familiar school context, fostering improvement in their areas of challenge and enabling them to keep pace with their peers in both learning and social development.

Students leave the program with a cohesive plan, offering recommendations applicable in both home and classroom settings, with the aim of enhancing the child's long-term learning outcomes.

This collaborative effort helps to alleviate financial burdens on families and addresses challenges arising from separate practitioners lacking a comprehensive understanding of a child's multifaceted issues. The program's framework empowers health professionals to strategise effectively, providing robust recommendations that enable families and teachers to continue to address complex needs across various disciplines.



Variety Abilities Unleashed - Kids

This year, we embarked on an exciting journey with Disability Sports Australia, launching Variety Abilities Unleashed – Kids program in Victoria!

This program offers a free, enjoyable, and inclusive sports experience, tailored for children with physical disabilities, or facing social challenges from metro and regional areas.



Trying cricket for the first time!



Enjoying a little fishing at the Boroondara event

Conducted throughout the year, the program has already enabled over 150 children to explore sports they may have never experienced, initiating a path towards active lifestyles.

Each event is designed to inspire and empower participants, helping them find local active opportunities in a welcoming, secure, and inclusive setting. We're delighted to collaborate with Disability Sport Australia on this vital initiative.

Kids' Events

Variety Dream Day at Healesville Sanctuary

Thanks to Zoos Victoria, we had a very special Dream Day at Healesville Sanctuary! 1,600 kids living with disability, illness, or experiencing disadvantage - along with their parents, teachers, and carers - enjoyed an inclusive and fun-filled day of animal spotting, entertainment, and activities.

A heartfelt appreciation goes out to the wonderful team at Healesville Sanctuary for collaborating with us to make this Dream Day truly remarkable. The event was brimming with enormous smiles, and countless joyous memories were created.

Thank you to the numerous supporters and volunteers who gave up their time to help us put on this special day.



"Thank you to Variety for bringing us down to Healesville today, we haven't been here before and we've had a really great day. Kayne has a service dog from Variety who we love - it has been life-changing for us."

— Kathryn, Kayne's mum (pictured above)



Variety Dream Day at Puffing Billy Railway

August saw our first Variety Dream Day at Puffing Billy Railway! Almost 600 children attended with their parents, teachers, and carers to create joyful memories in an inclusive environment. The day was packed with excitement, featuring rides on Puffing Billy, face painting, temporary tattoos, enchanting magic shows, and delightful dress-up characters.

A big thank you to the team at Puffing Billy Railway for their amazing ongoing support and for making the day even more special.



Check out all of the fun that was had in this heartwarming video!



Kai had a tooting good time at Puffing Billy Railway!

Variety Kids Xmas Party

The most anticipated event of the year made a triumphant return after a 3-year hiatus due to the challenges posed by the COVID-19 pandemic. It was a day filled with joy and wonder, and left a lasting impact on the hearts of thousands of children living with disabilities, illness, or facing disadvantage.

On December 14, 2022, the Melbourne Convention and Exhibition Centre came alive with laughter and excitement as kids joined us for this extraordinary celebration. The atmosphere was electric, featuring dazzling performing acts, thrilling carnival rides, cuddly animals, vibrant face painting, creative crafts, a spectacular Variety show, a quiet sensory space, inclusive sports, costumed characters (including Santa!) and even emergency vehicles!



Thank you to our incredible team of volunteers!

The highlight of the day was the moment when each child received a toy bag to take home; a tangible reminder of the magic they experienced, and for some, their only Christmas present. This special event granted these children a much-needed respite from their daily challenges, providing them with the chance to simply have fun and revel in the joy of being a kid.

The day was nothing short of magical, and it wouldn't have been possible without the support of countless individuals and the dedication of our amazing volunteers. We extend our heartfelt gratitude to everyone who contributed to making this day unforgettable. Your kindness and generosity truly made a difference in the lives of children.

Watch some of the highlights from the event!



A ROARsome variety show!



Children loved trying out the digger



Woohoo! Lots of fun was had on the carnival rides



Thousands of kids enjoying the Variety Kids' Xmas Party

Motoring Events

Variety Rally Around Victoria

3-6 March 2023

Rally Around Victoria returned for its second year, embarking on a curated 3-day drive around Victoria that began at the Fox Museum in Melbourne and concluded at Pizzini Winery in Whitfield. Along the way, participants dined outdoors at the Central Deborah Gold Mine in Bendigo as well as the Halls Gap Zoo, where animals came to visit during the evening!

True to the spirit of Variety motoring events, grant presentations marked key stops along the route. Our initial presentation was at Coonara Community House, where we presented funding for computer lab equipment designed to support Autistic youth aged 10-16 years with gaming, coding, and programming skills. This was followed by a grant stop at Rochester Primary and Secondary schools to present gifts and educational resources to support the schools after last year's devastating floods. Our incredible Rally Around Victoria team even raised an additional \$600 for the students! The final grant stop was Skene Street Specialist School in Stawell, where we announced our granting of a Variety Sunshine Coach to the school.

Rally Around Victoria achieved an impressive fundraising total of \$125,000 for Victorian children; a success made possible by the dedication of every entrant and the invaluable support of our Gold Heart Sponsor, ACE Radio.



Variety Brats Bash

10-18 April 2023

The Variety Brats Bash kicked off its adventure with 24 cars and 84 entrants, exploring the enchanting landscapes of Australia's outback, the lush hills of South Australia, and the stunning coastlines along the way.

Commencing in Mildura, the event began on a heartwarming note with a Variety Bikes for Kids grant benefiting 10 local children. Other event highlights include digging for Pineapple Opals in White Cliffs, visiting the Royal Flying Doctors Service in Broken Hill, enjoying a movie night at the Silverton Hotel, and experiencing a train-themed light show in Peterborough.

Embodying the spirit of "kids helping kids," the Variety Brats Bash in 2023 was a resounding success, raising an impressive \$95,000. Special thanks go to our 2023 sponsors, Complete 4x4 and Noojee Hotel.

Variety 4WD Adventure

16-25 May 2023

This year we celebrated the Variety 4WD Adventures' silver anniversary!

To celebrate 25 years of this fantastic event, we kicked off in the best way possible, with a grant to St Georges Road Primary School in Shepparton. This grant supported the establishment of a school orchard, providing students with an enriching space to cultivate fruit trees and develop practical agricultural skills. Grants were also presented to Zeerust and Katamatite Primary Schools during the event.

While the ultimate destination was K'gari (King Fisher Bay), the journey North included some of Australia's most iconic locations, including Wagga Wagga, Bathurst, Tamworth, Glen Innes, Kilcoy, and Noosa North Shore. Each stop revealed breathtaking landscapes, diverse wildlife, and the unique cultures that collectively make Australia such a special place.

Thank you to the 33 entrants for their enormous fundraising effort in raising a total of \$93,000, as well as our 4WD Adventure sponsors: Complete 4x4, Noojee Hotel, The Wheelton Foundation/ Budget Rent a Car, Ambulance Victoria, Kar Air, and Eildon Lake Motel.



Variety Victoria Bash

16-25 August 2023

From the moment we revved engines at the Albert Park Grand Prix Circuit, to the final toast at Movie World, the Variety Bash was a whirlwind of excitement, adventure, friendship and giving back.

69 cars and 207 entrants drove 3,219kms, visiting 26 towns, 9 schools, 6 iconic motoring precincts, and presented 10 grants which impacted 1,971 kids.

We're immensely thankful to our supporters, entrants, and volunteers who made the journey possible. Together, we raised a staggering \$1,412,007 for kids; a testament to the power of community and compassion.

At our awards night, hosted at Movie World, we joyously celebrated our successes, highlighting a number of special achievements including: Top Fundraiser, Car 42 (The Willy Buccaneers), Cars 17 and 144, who were inducted into the Million Dollar Club, Car 724 (The Disney Villains) who earned the title of Overall Winners for their exceptional Bash spirit, and Glenda Stone was rightfully inducted into the prestigious Variety Hall of Fame.

Thank you to our sponsors - Seeley International, Wheelton Foundation Budget, Isuzu Trucks, Sheen Panel Service, Ambulance Victoria and Fire Rescue Victoria - and to all who joined us on this unforgettable adventure!

Corporate Events

Eat Street - Variety of Chefs

Eat Street was back with a spectacular event! The theme - Variety of Chefs - saw renowned chefs Adam D'Sylva, Scott Pickett, Shane Delia, and Chef John & the Sofitel team prepare a 5-course degustation that will be etched in our memories for years to come.

Hosted by Sarah Todd and Pete Lazer, the event featured a captivating performance by Variety Heart Scholar Kaylah Thomas. It was a privilege to have her grace the stage and share her beautiful voice with us.

Guests enjoyed wine, beer and gin tastings at the Cellar Door, as well as cheese, chocolates and a wonderful dessert bar, and were blown away by the exquisite menu.



MasterChef's Sarah Todd hosted the event alongside Pete Lazer

A heartfelt thank you goes to Deanne, Shaun, Brodie, and Kye for attending the event and sharing their inspiring story, highlighting the impact of the Variety Bikes for Kids Program. Witnessing Brodie's joy as he received his new Adaptive Bike was a touching and heartwarming moment for all.

This event, dedicated to raising funds for our Bikes for Kids Program, successfully achieved its fundraising target. Gratitude extends to everyone who contributed to making Eat Street an unforgettable night – the volunteers, presenting partner Sofitel Melbourne on Collins, Audio Vision Dynamics, event suppliers, Variety volunteers, Sofitel staff, and all supporters. Your generosity and support are genuinely appreciated.

Variety Toyota AFL Grand Final Lunch

The annual Variety Toyota AFL Grand Final Lunch returned for another spectacular event, and an even better fundraising total!

We're delighted to share that this year's proceeds will contribute to not one but TWO Variety Sunshine Coaches, benefitting Cobram and District Specialist School as well as Nepean School in Seaford. The overwhelming generosity of WM Waste Management Services, who donated \$75,000 during the event, left us awestruck. This substantial contribution is set to make a meaningful impact on the schools and the children they serve, providing not just a bus but independence, inclusivity, and opportunities.



Kevin Sheedy & Mike Larkan at the 2023 Variety Toyota AFL Grand Final Lunch



Variety Heart Scholars Kye, Charlee & Rita, with AFL legends Billy Brownless, Brett Deledio & Anthony Koutoufides

Congratulations to Kate Darby from Geelong Football Club for winning the 2023 Tom Hafey Heart of Football Award, and Variety Heart Scholar, Charlee Lang, who was awarded the 2023 Variety Young Sports Achiever Award.

Our appreciation goes out to Platinum Heart Partners, Sheen Panel Service and WM Waste Management Services, as well as our amazing event partners AFL, Crown Melbourne, Chadstone Kia, Dromana Estate and Brewmanity. We're deeply grateful for your commitment and support. Together, we're lighting up the lives of children in need and showing them that dreams can come true.



Read more about Kate and Charlee on p.30-31

Digital Events

Petember 3k a Day Challenge

Variety's dog-loving community walked and wagged their way, 3k a day, during the month of September!

This year the Petember 3k a Day Challenge raised funds to support kids with Autism, providing essential grants for communication devices, sensory items, assistance dogs, and more.

Thanks to the dedication and fundraising efforts of over 1,000 Petember members and our amazing partners OPTIMUM™ and FuzzYard, we raised over \$100k for the cause!



Over 1,000 PAWtastic fundraisers raised over \$100k during Petember!

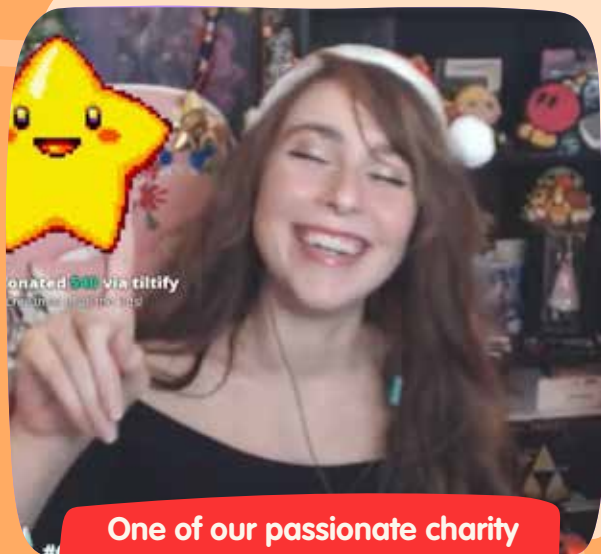
Level Up for Kids

In the past year, our vibrant community of streamers rallied for our "Level Up for Kids" events, celebrating Autism Awareness Month and the festive season with Press X [Mas]. Our holiday-themed event is especially popular, contributing significantly to providing gifts for children who might otherwise go without during Christmas.

This initiative raised nearly \$30,000 for the children's benefit. We invite all streaming enthusiasts, whether your interests lie in gaming, chatting, crafting, knitting, or any other passion, to join our Level Up For Kids community.



Learn more & get involved



One of our passionate charity streamers, SweetheartAlyy

Fundraising Highlights

Variety Bikes for Kids

One of Variety's most loved programs, Bikes for Kids, has been bringing smiles to children facing disadvantage by providing them with brand-new bikes since 2002. Championed by program founder and Variety Life Member, Derryn Hinch, Bikes for Kids receives steadfast support year-round from our donors and fundraisers, with a special emphasis during tax time.

This year, we were overwhelmed by the generosity of our community which made it possible for us to support 619 kids through the program.



Brodie can't walk, but he can ride!

You may remember Brodie from a few years back when he received his first adaptive bike from Variety. This special bike had a magic effect that Brodie's family will never forget! Brodie lives with multiple physical challenges and his parents Deanne and Shaun had been told he would never walk. But guess what? He can ride!

Brodie is now 13 and has outgrown his original bike, so through the Variety Bikes for Kids program, a new adaptive bike was granted. The new bike ensures that Brodie can continue to enjoy family outings with his big brother Kye and will allow him the joy of actively participating in activities out of the home. This bike has been a fantastic tool in helping with Brodie's rehabilitation following surgery, and maintaining his physical activity.

"The bikes we've been given allow us to be active... we've never been able to get out and be active together. It's so fun to go for a bike ride with him, it gives us that normality and brotherhood. Now we're able to bike along the river... it just makes us so happy and to be able to see Brodie smile and enjoy life means a lot."

- Kye, Brodie's big brother

Learn more about Brodie and his brother Kye!



Variety UnBox Joy Christmas Appeal

We were blown away by the generosity of our Variety community during the Christmas Appeal. In challenging economic times, we received many generous donations which helped us provide toys to thousands of children living with disability, illness or experiencing disadvantage.

To make donations even more special, donors were able to leave a message with their gift which were handwritten onto Christmas cards by our staff and volunteers, and attached to our UnBox Joy toy bags. These messages make kids and their families feel cared for by the community at



Smiles all round as children received their gifts and hand-written cards!

what can be a difficult time of the year. Over 3,600 gift bags were delivered at the Variety Kids Xmas Party and hundreds more kids were also surprised in the lead up to Christmas day.

One mum said, "Seeing my kids' faces on Christmas Day and being able to provide them with such beautiful gifts that I otherwise wouldn't have been able to afford made my year! Thank you so much to all of you who support Variety!"

Ways of Giving

Looking to support kids in need? Here's some quick and easy ways you can make a difference!

- * Start a Facebook Fundraiser
- * Nominate Variety to receive \$1 every time you make a PayPal purchase
- * Run some km's, donate your hair or choose your own community fundraiser
- * Make a donation or commit to a regular gift via our donation form

Crypto Philanthropy

Variety Victoria remains a trailblazer in crypto philanthropy across Australia, maintaining an active presence in Melbourne's Web 3 community. Our crypto program, launched two years ago as part of our digital-first approach, has soared to new heights this year.



Highlights

- Charity of Choice for NFT Melbourne, attracting over 500 participants
- Charity of Choice for Oshi Gallery, Australia's most prominent NFT gallery
- Participation in Blueberry DAO as token holders, supporting a crypto initiative started by a 13-year-old artist dedicated to children's charities
- Collaborating to provide 12 new bikes to children in need
- Hosting an NFT Auction in partnership with Synergy.Exe
- Active involvement in Twitter Spaces and various community events throughout the year
- Presenting a significant proposal to Nouns DAO to sponsor our Variety Kids Christmas Party
- Continuing to receive cryptocurrency donations through our partnership with The Giving Block

- * Start a live stream
- * Donate crypto
- * Join an online event like Petember
- * Support a fundraiser taking part in a Variety event or fundraising for Variety
- * Leave a gift to Variety in your will

Contact our great fundraising team at fundraising@varietyvic.org.au

Discover how to be part of this incredible community!



Hair with Heart

The Variety Hair with Heart program is one of our largest community fundraisers and runs across the country. Participants make the commitment to chop their locks (at least 30cm) and donate their hair to be made into wigs for children who have lost theirs due to medical conditions such as cancer or alopecia. In the process, spreading the word about Variety and fundraising in their local community.

Meet Eden, who not only donated her luscious locks but simultaneously raised \$3,451!

"I wanted to donate my hair to help people who are sick and to put my hair to good use. I have always wanted to cut my hair but wanted to make sure it went somewhere worthwhile."

Thanks so much, Eden!



Eden made the big chop to donate her hair and raised \$3,451!

Impact



796 ponytails
donated in Victoria
3,753 ponytails
donated nationally



\$172,801
raised in Victoria
\$884,427
raised nationally



10 wigs
granted in Victoria
44 wigs
granted nationally

Trusts & Foundations

Trusts and Foundations play a pivotal role in Variety's innovative work. Their generous support and contribution enable us to implement vital programs for the success of our initiatives aimed at improving the lives of children in need. Their trust in our mission and their unwavering commitment to making a difference reflect a shared vision for a better future.

We extend our heartfelt gratitude to these Trusts and Foundations for their indispensable support, acknowledging that without their dedication, our efforts to bring about positive change would be significantly hindered. Together, we are making a lasting impact on the wellbeing of children, and we sincerely thank them for their invaluable partnership.

Thank You

We would like to thank and acknowledge the following Trusts and Foundations for their support:

- * Australian Communities Foundation
- * Cassandra Gantner Foundation
- * Lord Mayor's Charitable Foundation (Sheen Community Fund)
- * Oracle Health Foundation
- * Pierce Armstrong Foundation
- * Many other foundations that contribute anonymously



Variety Awards

Variety Young Sports Achiever Award

The Variety Young Sports Achiever Award is presented to a special young person who has overcome adversity to achieve an outstanding level of success in sport.

Variety was proud to present the 2023 Young Sports Achiever Award to Charlee Lang.

Charlee is an incredible 15-year-old gymnastics star and Variety Heart Scholar with Down Syndrome. Charlee's extraordinary talent was on full display at this year's Special Olympics State Games (Level 3) in July



Charlee receiving her award at the Variety Toyota AFL Grand Final Lunch



Charlee Lang

and Senior Victorian Championships in April where she secured the coveted 1st All Around Champion title at both events.

Charlee's journey in gymnastics has been greatly facilitated by the Variety Heart Scholarship, which has allowed her to continue her specialised coaching sessions and weekly classes. The scholarship has also provided Charlee with the opportunity to participate in various competitions throughout the year, boosting her confidence and nurturing her ambition to qualify for National selection in 2026 with the hope of attending the World Games in 2027.

Charlee's dedication and passion for gymnastics are truly commendable, and her future in the sport holds great promise.

Tom Hafey Heart of Football Award

The Tom Hafey Heart of Football Award, in memory of the late AFL legend and Variety supporter Tom Hafey, was presented by his wife and Variety Life Member, Maureen Hafey OAM. This award acknowledges AFL and AFLW players who have displayed remarkable dedication and selflessness in their efforts to improve the lives of children.

Kate Darby was announced as the 2023 recipient. The award is a testament to her outstanding contributions to the community, especially in empowering children. Beyond her role as an AFLW player, Kate Darby serves as a GMHBA Healthy Heroes facilitator, where she actively promotes healthy choices among children. She is a passionate ambassador for inclusion and empowerment, establishing connections with diverse demographics.



Kate Darby

Kate's involvement in various initiatives, including the IDAHOBIT Football Clinic and Special Schools Gala Day, exemplifies her dedication to making sports accessible to all children.

Kate follows in the footsteps of past winners, Emma Kearney, Scott Selwood, Robert Harvey, and Eddie Betts, all of whom have made significant contributions to improving the lives of children and young people.

The 2023 Tom Hafey Heart of Football Award finalists included Brodie McLaughlin (Gold Coast SUNS), Darcy Vescio (Carlton Football Club), and Travis Boak (Port Adelaide Football Club). We commend the dedication of all the finalists and look forward to witnessing their continued community work for years to come.



Maureen Hafey OAM presented the award at the Variety AFL Grand Final Lunch

Our Community Reach

Advertising

\$863,250

**pro-bono advertising
during this financial year**

Thanks to Ooh! Media, QMS
Media and Cartology

Social Media

47,273 followers

across 11 social media pages

1,608 posts

engagement up 40% to 141K
(compared to last year)



Media

**202
media mentions
in Victoria**

**1.8 million
potential reach**

Main coverage received for:

Variety Bash, Bikes for Kids, Variety
Kids' Xmas Party, Hair with Heart, Eat
Street, Variety Toyota AFL Grand Final
Lunch, Variety Sunshine Coach grants

Supporter Communications

50,000+ audience

157 email campaigns sent

Average open rate 34%*

*Industry standard open rate is 27%
Campaign Monitor 2023

Supporters

Major Supporters

ACE Radio Network
Anaconda
Crown Melbourne
Dromana Estate
Melbourne Convention & Exhibition Centre
OPTIMUM™
Sheen Panel Service
Sofitel Melbourne on Collins
WM Waste Management Services

Supporters

Bank of Sydney
BeCollective
Cartology
Creative Victoria
DXC
Good 360
Hasbro Australia Ltd
JCDecaux Australia
Melbourne Flower Image
Nick Star Racing
Ooh! Media
PKF
QMS Media
SNAP Print Solutions (Port Melbourne)
Team Gallium
Toy Networx

Ambassadors

Derryn Hinch
Jack Howell
Lee "Hollywood" Turner
Nick Schembri

National Partnerships

John Sands
Miss World Australia
The Coffee Club

Variety Victoria Bash 2023

Key Supporter: Seeley International
Key Supporter: The Wheelton Foundation/
Budget Rent a Car
Key Supporter: Isuzu Trucks
Key Supporter: Sheen Panel Service
Ambulance Victoria
Bridgestone Tyre & Auto (Pakenham)
Fire Rescue Victoria
Huntingdale Sound & Lighting
JBS Australia
Noojee Hotel
Patterson Cheney Toyota
Valley Maintenance Services
Volksreparir

Rally Around Victoria 2023

Gold Heart Sponsor: ACE Radio Network
Ambulance Victoria
Budget / Wheelton Group

Variety 4WD Adventure 2023

Key Sponsor: Complete4x4
Sponsor: Kar Air
Sponsor: Eildon Lake Motel
Ambulance Victoria
The Wheelton Foundation/ Budget Rent a Car

Variety Brats Bash 2023

Key Sponsor: Noojee Hotel
Key Sponsor: Complete4x4.au

Eat Street 2023

Event Partner: Sofitel Melbourne on Collins
Event Partner: Audio Visual Dynamics
Action Events
Adam D'Sylva
Artist Photographer
Bad Shepherd
Belcolade Chocolate
Bellarine Distillery
BP Portraits
Calendar Cheese
Clamms Seafood
Crown Melbourne
De Bortoli

Dromana Estate
Endota Hampton
Excell Security
Filip Tibos
Good Food & Wine Show
Growling Frog
Hamper U Pack
Healthways Recreation Centre
Kaiju! Beer
Levantine Hill
Lisa Barron
LUME Melbourne
Marnong Estate
Max Wald
Ned's Whiskey
Scott Pickett
Shane Delia
Sheen Panel Service
Susuro Wines
Tilnak Art
Top Shelf International
V Wine Salon
Valley Maintenance Services
Verve Portraits
Victorian Racing Club
Vino Bambino
Webjet

Variety Toyota Grand Final Lunch 2023

Platinum Heart Partner:
Sheen Panel Service
Platinum Heart Partner:
WM Waste Management Services
Event Partner: AFL
Event Partner: Crown Melbourne
Silver Partner: Chadstone KIA
Beverage Partner: Brewmanity
Beverage Partner: Dromana Estate
Adam D'Sylva
3AW Melbourne
Alba Thermal Springs
AmazingCo
Archie Rose
Artist Photographer
ARN
Bad Shepherd
Bensons Property Group
Blundstone
Bo'Ness Brothers
BP Portraits
Channel 7
City Cave

Craig Willis
De Bortoli Wines
Didgeridoonas
Doggy Hampers
Edible Blooms
Elizabeth Andrews Corporate
Catering
Elizabeth Porter
Ena Products
Epping Electrical
Essendon Football Club
Ezibidz
Five Vineyard
Geelong Football Club
Gifting Owl
Global Ballooning
Go West
GWS Giants Netball
Hampers with Bite
Hardrock Climbing
Healthways
Heartland Meadows Retreat
Hobbies Direct
iFly Melbourne
Izabelle Falvo
Jacaru
Jalandó
JBL Harman
KIA Australia
Kite Republic
Koko Black
Kyrál Castle
Lantern Ghost Tours
Levantine Hill
Liquor Loot
Longrain Melbourne
Lumber Punks
Luna Park
Luxury Escapes
Maid to Clean
Melbourne and Olympic Park
Melbourne Comedy Festival
Melbourne Golf Park
Melbourne River Cruises
Melbourne Sky Deck
Melbourne Zoo
Mike Larkan
Moonlit Sanctuary
Mt Duneed Estate
Museums Victoria
National Golf Club
Oscar Razor
Pancake Parlour
Peppers Marysville
Puffing Billy Railway

QMS Media
Ringers Western
RSN
Sabuki Salon
Saltair Day Spa
Samantha Lord
Savour Chocolate
Sissy Bix
Sofitel Melbourne on Collins
Starward Distillery
Suitably
Susuro Wines
Taylor Made Memorabilia
Team Days
The Chocolate Box
The PA Group
Tilnik Art
Treetops Adventure
Valley Maintenance Services
Variety Tasmania
Verve Portraits
Victoria Racing Club
Vino Bambino
Wayne Daisley
Webjet
Wheelton Foundation
Woodbury Escape Room
Yarraville Club
Yering Gorge Cottages

Variety Kids Xmas Party 2022

Top Hat Partner: Melbourne
Convention & Exhibition Centre
AFL Victoria
Asahi Beverages
Australian Portable Solutions
Chillizone
Clifton Productions
Clover Fresh
Echo Interpreting
Egan’s
Event Power
Exponet
Fighting Lions
Good360
Goodman Fielder
Gymnastics Victoria
Imaginarium Entertainment
Instant Marquees
JPJ Audio
Komatsu
Lactalis Australia
Lex AV

Logistics Events Australia
Lombards
Masterfoods
Medical Edge
Misson Foods
Moose Toys
No Fuss Events
Real Dinosaurs
Securevent
Silent Sounds
Snack Brands Australia
Tasmanian Bakeries
The Big Screen Company
The Staging Company
Toy Networx
Toymate
Valley Maintenance Services
Victoria Police
Vocal Art Studios

Bikes for Kids

Program Partner: Anaconda
Ambassador: Lee “Hollywood” Turner
ANL
Border Express
City Hyundai
City Mazda Citywide
Dallas Group Self Storage
Derryn Hinch
Invotec
MRP Wired Solutions
Rokon
Sensys Gatso Australia
Turosi Giving
Valley Maintenance Services
Webjet

Dream Day at Puffing Billy 2023

Event Partner: Puffing Billy Railway
Healesville Sanctuary
Imaginarium Entertainment
Yarra Valley Chocolaterie and Ice Creamery

Dream Day at Healesville Sanctuary 2022

Event Partner: Healesville Sanctuary
CFA Badger Creek
Imaginarium Entertainment
Puffing Billy Railway
Valley Maintenance Services
Yarra Valley Chocolaterie and Ice Creamery
Zoos Victoria

Variety Abilities Unleashed – Kids

Event Partner: Disability Sports Australia
High Street Underwriting Agency
ValueLab.co

Variety SHINE Program

Andrew Dean Fildes Foundation Ltd

Petember 2023

OPTIMUM™
FuzzYard

Crypto Philanthropy Program

Blueberry DAO
Gami
Lil Purpberry
NFT Melbourne
Nouns DAO
Oshi Gallery
Synergy Exe
Tha Swami
The Giving Block

Level Up for Kids

BepisTTV
Darren Minchington
Divine Kate
Princess Tofuu
Rinkujichan
Sweet Heart Ally
Team Gallium
Tokki
Velvet Sunrise

Individual Supporters

Frank Amato Photographer
Frank Palazzo
Garry McInerney
Ian & Helen Cornish
James Sherry
Maureen Hafey OAM
Michael Bonadio
Patricia Williams
Rob McCorkell

Staff

Amber Field, Marketing & Communications
Manager
Andrea Gilcrist, Kids Support Manager
Chelsea Heslop, Reception & Office
Administration
Charmain Grigson, Volunteer & Operations
Coordinator (until Dec 2022)
Christin Pramono, Assistant Accountant
Claire Cantlon-Clarke, Events Coordinator
Ella Cookson, Events Coordinator
Estelle Jullien, Philanthropy Executive
Georgie Smith, Fundraising &
Campaigns Manager
Jessica Doherty, Relationship Manager
until Jan 2023)
Jodie Carmody, Events & Community
Engagement Manager
Kellee Ireland, Head of Operations &
Kids Support
Mandy Burns, Chief Executive Officer
Melissa Williams Head of Fundraising &
Marketing
Olivia Risbey, Marketing Content Producer
Peter Bruce, Head of Finance & Risk
Scott Watson, Motoring Events Manager

Board Members

Ken Pryor, Chief Barker
Geoff Handberg, Treasurer
Amelia Hodge, Crew Member
Anu Villarosa, Crew Member
Bryan Goudsblom, Crew Member (until Nov 22)
Gary Caddy, Crew Member
Jason McKenzie, Crew Member
Mike Porter, Crew Member
Nerida Wallace, Crew Member
Paul Serong, Crew Member (since March 2023)

Groups & Committees

Bash Support Committee
Andrew Kay
Claire Cantlon-Clarke
Darren Hoggan
Gary Caddy
Geoff Handberg
Howard Barber
Jenny Kelly
Sam Martin
Scott Watson

Rookie Support
David Hobbs

**Motoring Events Operations &
Logistics Group**
Andrew Richards
Mick Kelly
Rob McCorkell
Rod Collins OAM APM
Scott Watson and
Wayne Daisley

Variety 4WD Adventure Committee
Alun Bull
Claire Cantlon-Clarke
Corrine Dunkinson
Scott Watson
Wayne Daisley

Variety Brats Bash Committee
David Dubbledam
Courtney Lowry
Carly Duncan
Jason McKenzie

Variety Kids Support Committee
Andrea Gilcrist
Prof. Christine Imms
Jason McKenzie
Jayne Muldoon
Kellee Ireland
Mandy Burns
Paul Serong

Finance, Risk & Compliance Committee
Anu Villarosa (nee Briggs)
Geoff Handberg
Ken Pryor
Mandy Burns
Nerida Wallace
Peter Bruce



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