



Variety WA

School Fundraising Kit

VARIETY KIDS WITH HEART

WWW.VARIETY.ORG.AU/WA





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102 Burswood Rd, Burswood, WA 6100

08 9355 3655

info@varietywa.org.au



facebook.com/VarietyWA



instagram.com.variety_wa

www.variety.org.au/wa



Thanks for being a Variety Kid with Heart!

Thank you for getting your classmates together to fundraise for Variety to help support WA kids. Read on for ideas, handy tips and a few basic rules you can follow to make the most of your effort.

We're inspired by our amazing kids with heart like yourself, who go above and beyond for kids in need and their families. We reckon that your friends and family will be inspired by your selflessness too.

Funds raised go to Variety's grants and programs, giving kids who miss out because they are sick, disadvantaged or living with disability.

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. Happy fundraising!

Kids helping kids... you can't get much better than that!





About Variety WA

Variety - the Children's Charity supports kids and families who are facing many challenges through sickness, disadvantage or living with disability. With a focus on 'filling the gaps' - Variety is there for children and families when other support is limited. But we can't do it without help from generous companies and people.

Our Vision

For no WA child living with disability, sickness, or experiencing disadvantage to miss out on Variety's support. To empower WA kids living with disability, sickness or experiencing disadvantage to live, laugh and learn.

Our Mission

To empower WA kids living with disability, sickness or experiencing disadvantage to live, laugh and learn.



We exist to empower young children to live, laugh and learn

Too many Australian children living with disabilities, illness or disadvantage and are missing out on help they really need.

Our work allows kids to gain mobility, to get out in the community, to communicate, achieve independence and increase self-esteem.

We make sure that kids who may miss out - can join in.





Impact of Support

All children deserve the same opportunities in life. No matter what hardships they may face. Partnering with Variety demonstrates your organisation's commitment to community and children in need.

Variety does not receive any Government funding which means we solely rely on the generosity of individual donors, volunteers and corporate partners.

2024 Impact Report

\$1.4 Million

Worth of Assistance
for WA kids

26,225

WA kids recieved
support

172,411

Children impacted
across Australia



**Overall Community
Fundraising Events Have
Raised...**



\$150,942.70 Raised in 2024 so far

Throughout 2024 our Variety community did a range of innovative fundraising initiatives to help support WA kids. A heartfelt thanks to our community for showing a tremendous amount of generosity over the festive season and throughout the year.

Getting Started

It's super easy to start FUNdraising for kids in need. Just follow these easy steps!

Research How You Want to Help

We can help brainstorm ideas with you if you'd like to send us an email or give us a call:

Speak to Your Teacher, Parent or Guardian

Talk with a parent, guardian or teacher about your idea to see if you need permission. They can help you plan and give you ideas how you can run your fundraise and get family, friends and classmates involved.

You can reach out to us at:

fundraising@varietywa.org.au or 08 9355 3655

Handy Tips



- Ask for help - set up a meeting with a Variety WA team member to discuss fundraising ideas
- Post and tag us - we love to promote your fundraising efforts
- Find something you're passionate about and try and find a way to include fundraising in this activity

Setup Your Fundraising Page

The easiest way to start fundraising for kids is to jump online and set up your fundraising page. To set up your personal fundraising page speak to a teacher or guardian about this and go to:

<https://www.variety.org.au/wa/get-involved/fundraise/register/>

Set Your Goal

Think about an achievable fundraising goal and choose the impact you want to make on kids in need. Check out the next page for a quick guide on what your fundraising means.

Get Planning

If you're holding an event or taking part in a personal challenge, first set a date and list anything you will need. Think about who you can ask for help - from local businesses, to friends, families and neighbours. If you need help or advice, just ask!

Activity Ideas

Whether it's kindy, primary or high school, getting your school involved can really boost your fundraising efforts and help spread the word about Variety - the Children's Charity.

There are lots of ways your school can support your big efforts!
Here are some of our favourites:

Wear Red Day



A classic! Make sure you ask for a gold coin donation to go towards your fundraising efforts. You could host a morning tea on this day as well!

Bake Sale



Everybody loves a good cupcake or cookie! Be as creative as you like, what about red icing or heart shaped cookies?!

Entertain



Organise a fun school concert, a play, trivia event or auction!



Crazy Hair Day

Are you choosing to take the chop as part of our Hair with Heart program?

A great way to get your whole school involved and raise awareness for those who have lost their hair due to a medical condition.



Group Chop

Are there a few in your class who are thinking of donating their hair too? Why not organise to have it on the same day?

Handy Tips

When organising your fundraising event, think about:

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



More Ideas

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



- Talent Show
- School Fete
- Spelling Bee
- Casual Dress Day
- Scavenger Hunt
- School Disco
- School Dance
- Amazing Race
- Fun Run
- Walkathon
- Readathon
- Skipathon
- Swim Carnival
- Bowling Nights
- Pet Parade
- Dog Walk Fundraiser
- Barbeque
- Sports Tournament
- School Market Stalls
- *Raffle
- Board Game Tournament
- Pancake Breakfast

Handy Tips

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



* There are certain rules around holding raffles in WA, please visit the link below or get in touch and we can guide you through this.

[https://www.dlgsc.wa.gov.au/departments/publications/publication/standard-lotteries-\(raffles\)](https://www.dlgsc.wa.gov.au/departments/publications/publication/standard-lotteries-(raffles))

How to hit your goal:

- Make the first donation of \$20 or \$50
- Ask family and friends to donate \$20 each

You are doing an amazing thing for kids who are sick, disadvantaged or living with disability.

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 to your wider network.



GIVE THEM SMILE
GIVE THEM
HAPPINESS
GIVE THEM LIFE



Spread the Word



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 of WA

Dear (name),

I've decided to fundraise for Variety – the Children's Charity of WA by (insert event/activity).

This cause means a lot to me as (insert why you're fundraising for Variety) and I am really excited about making a difference for WA kids in need!

Variety – the Children's Charity is a national non-profit organisation committed to empowering WA children who are sick, disadvantaged or living with disability.

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

- \$50 will fund assistive technology to support education, communication and/or therapy to a child with a disability.
- \$108 can send a child to the Variety Kids Christmas Party, bringing them love, laughter and fun at a time when they need it most.
- \$200 will fund lessons and coaching to help kids reach their potential in education, sports and arts.

You can donate at my fundraising page by clicking this link, (cut and paste URL link to fundraising page)

Thanks for your support in advance. Together, we can help Variety give kids support!

Thanks so much,
(your name)

Where to start...

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 shows others that you're committed to the cause.

Press & Social Media

Now that you've done some planning and have started to raise funds, it might be time to create hype around an event or reach a larger audience!

Speak to your teacher or guardian about this...

Traditional Press Methods

- Have a story that is worthy of a media release? Reach out to your local newspaper or write up an article to include in a magazine
- Note that all press releases need to be approved by Variety WA prior to circulation

Handy Tips



- Use the already made posters on the Variety WA Raisely Fundraising Home Page and post them alongside your content
- Brand your event/activity photos with the Variety logo (be sure to follow rules and guidelines when using logo)
- Tag Variety WA in all your posts to have further promotion

Content Ideas

- Post pictures from your event/activity
- Post our downloadable posters
- Post video content of your event/activity
- Make a day in the life video as a volunteer
- Post stories when at Variety WA events or your own fundraiser
- Post blogs on your Raisely page to show potential donors what event you have been running

Variety WA Tags

FaceBook: @varietywa

Instagram: @variety_wa

Twitter: @Varietywa

Youtube: @varietyWA-thechildrenscharity

Caption Ideas

- I'm proudly supporting Variety WA because every child deserves an equal chance to thrive! #VarietyWA
- Each year Variety WA rely entirely on the generosity of community donors, volunteers, sponsors, and partners #VareityWA
- Variety WA's vision is for no WA child living with disability, sickness or experiencing disadvantage to miss out on Variety's support - help me support them at the (name event) #VarietyWA

Managing the Money

When organising a fundraising event, it is your responsibility, as a fundraiser, to keep an accurate record of the finances, manage the fund and deposit those funds to Variety.

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 WA
- 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

Online Fundraising

Supporters who donate to your online Fundraising page can pay by credit card and will be issued with a receipt straightaway. All 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 account within 30 days of completion of your activity/event:

Account Name: Variety WA Gift Account

BSB: 036037

Account Number: 346499

Reference: Your name and event date

Please also email fundraising@varietywa.org.au to advise of deposit date and amount

Cheques

For returning cheques, please ensure cheques are made out to:

Variety - the Children's Charity WA

Then post to:

Variety - the Children's Charity of WA

PO Box 669, Victoria Park WA 6979

Credit/Debit Card

Payments made by debit/credit card can be made by calling:

08 9355 3655

In Person

Donations can also be given at the Variety WA office at:

102 Burswood Rd, Burswood WA 6100

Donors who deposit more than \$2 will be provided with a tax deductible receipt



Contact Us

If you have any questions, please send us an email or call and ask to speak to our friendly Variety WA team. Any support is greatly appreciated.



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THANK YOU

YOUR HEART, YOUR CENT, THEIR HOPE, THEIR FUTURE.

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