



# Impact Report

## 2017/18

Variety – the Children's Charity of WA





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## **James Komninos**

**Chief Barker**

To have an impact on as many children's lives as we can, we have to be innovative in our fundraising, look after our diverse range of supporters and treat every single dollar we raise with the highest regard.

On behalf of the Variety WA Board I want to pass on a huge thank you to all involved with Variety in the past 12 months. Through enduring circumstances your ongoing support and donations have helped give a fair go to thousands of kids, right across the state. I am proud to be a part of an organisation which makes such a tangible and positive impact to the lives of WA kids and their families when they need it most.

Thanks to your generous support, 12,563 kids were directly supported and provided with equipment, programs, scholarships or memorable life experiences. With \$959,362 in grants given out to kids in need, the impact of your support will be felt throughout Western Australia for many years to come. You have truly changed lives.

As we enter 2019, we will continue to search for new opportunities and strive to grow in every aspect, always carrying with us the ethos that all kids deserve a fair go, regardless of ability or circumstance.



## **Michael Smith**

**Patron**

They bought my silence, and now I want to speak out! The gifted team at Variety are continually finding ways to help children with significant challenges. One of the most clever is the "Silence the CEO" initiative, where leaders raise money by promising to remain tacit for a day.

My magnificent sponsors; Pioneer Credit, 7-Eleven Australia and the Lionel Samson Sadleirs Group contributed \$15,741 ostensibly to have me remain silent but really, it was a way of helping our children, particularly those with speech problems.

It was hard, very hard, getting through a typical day without speaking. I had extraordinary experiences like when shopping I indicated to the sales assistant that I could not talk, so they stopped speaking too and communicated through gesture; presumably thinking I was deaf also.

It is inspiring to see how well many children, and those that love them, manage with this and other genuinely challenging circumstances. This little insight gives me a renewed appreciation of the need to help our children, the very special people at Variety and our extraordinarily generous supporters.





**We believe that  
all kids deserve  
a fair go in life.**

**So we help  
kids with these  
challenges:**



**Sickness**



**Disadvantage**



**Special Needs**





## By delivering Variety Kids Support through:

### GRANTS

We grant a range of things to provide practical help to kids and organisations in need.



Individual Grants



Community Grants

### PROGRAMS

We run programs to educate and empower kids in need.



Variety Goanna Park

### SCHOLARSHIPS

We give scholarships to encourage the talents of kids in need.



### KIDS EVENTS

We hold events to engage and bring joy to kids in need and their families.



To create lasting impact around Australia



Number of Aussie kids  
impacted by Variety  
this year

111,712

# And a better life for the kids of WA



We supported:

**12,563**  
kids  
in WA

We granted:

**\$959,362\***  
to help kids  
in need

## Impact of support



INCREASED  
QUALITY OF LIFE



INCREASED  
SELF ESTEEM



INCREASED  
CONNECTION TO  
COMMUNITY



DECREASED  
STRAIN ON  
FAMILY

Survey of families who received assistance (Variety Grants Outcomes Report, August 2018).

\*Total net amount reflected includes FY17/18 grant write backs and program costs.



## But numbers can only tell part of the story...

### Amalie



Six year old Amalie lives with lissencephaly, visual impairment and epilepsy, and uses a wheelchair in everyday life. Because of this, travelling without a wheelchair modified vehicle proved to be a challenge. Thankfully our generous Variety supporters have helped to change that. "After almost 3 years of fundraising, Amalie's new car is here!", said Amalie's Mum. "We would like to thank everyone who has played a part in making this happen. We are so very fortunate to those who have helped to make a massive difference in Amalie's and our lives. Wave hello when you see Amalie cruising around in her new wheels."

### Flynn

Living with cystinosis, Flynn has difficulty regulating body temperature and is susceptible to catching germs from public playgrounds and parks. Through the amazing assistance of our supporters and the Midwest community, Variety was able to grant Flynn a brand new cubby house where he can play without worry. "We are a family that has had to, and will continue to, deal with all cards that are thrown our way. With the support from your donations, volunteering and sponsors, you have enabled my kids to be kids. From the parents who feel thank you just doesn't cut it, we are forever grateful!"







## Kara

Kara is one of our talented Variety Heart Scholarship recipients for 2018 and was awarded a scholarship to pursue her passion for dance. Kara lives with alopecia areata, an autoimmune disease which causes sudden hair loss - but this hasn't stopped her from chasing her dream and achieving a world of success. "Since receiving my scholarship from Variety I have been lucky to take part in a number of competitions. This has helped me gain more confidence within myself and has given me the ability to develop life skills and independence. I feel every time I step on stage I get better and better."

## Olivia

It's all smiles from grant recipient Olivia, having received a brand new Lycra hammock swing and sensory cocoon. This custom built haven provides a functional and independent way for Olivia to receive the sensory input she needs to feel safe and calm. "Our daughter lives with a disability that affects her everyday and to see her smiling and playing with sensory equipment, that is therapeutic as well as fun, is incredible for us. Olivia doesn't often get recognised as she is living with something that sets her apart from the crowd, so when we heard Variety wanted to support her we felt incredibly happy. By supporting Variety you have the opportunity to help a child live out their life more easily."





## Variety Goanna Park Adventure Camp

Each year, kids from all over Australia make the trip to Darwin for an incredible seven day camp. The Goanna Park Adventure program allows young people living with intellectual disability or disadvantage the chance to partake in a fun filled adventure camp, whilst developing independence, confidence and resilience, taking on new challenges and stepping outside their comfort zone. In 2018, a group of eight WA teens experienced new and exciting activities including abseiling, water sliding and even feeding crocodiles! Variety thanks Lotterywest for their generous support and the volunteer carers who donate their time to provide assistance.

## Variety Charity Link

In 2018, Variety continued to support kids in need through the Variety Charity Link program. With an estimated one in six Australian kids living in poverty, there is real and immediate unmet need. The program helps deliver the necessities of life that often go missing by harnessing the power of volunteer organisations, providing much needed assistance. In the last 12 months, over 5,934 winter blankets have kept families warm, over 4,557 Christmas toys put a smile on kid's faces and over 2,690 school packs gave kids the tools they needed to succeed in their education. Thank you to Lotterywest for helping give a fair go to kids through the program.





## Variety Motor Mouth Camp

The Variety Motor Mouth program was created to assist children who have complex communication needs and rely on augmentative and alternative communication (AAC) aids to express themselves. In 2018, Variety was fortunate to run two Motor Mouth camps, providing support for two separate aged groups; teenagers and primary school children.

A total of 26 kids who use AAC devices attended the camps held at Point Walter Reserve with their families. These camps combine fun and intensive therapy training to kids and families and helps open up a whole new world of communication. Thank you to the dedicated committee, and volunteer speech therapists, occupational therapists, teachers and EAs. The camp would also not be possible without the generous support of our sponsors P&N Bank and Lotterywest.



## Variety Choir

For 20 years, the Variety Choir has been entertaining audiences whilst enriching the lives of its many talented young performers. Members volunteer their time and share their talent at performances throughout the year, in turn acting as outstanding ambassadors for Variety. The choir helps increase self confidence and performance skills of its members, who have come together from a diverse range of backgrounds and abilities - all united by a passion and commitment to achieving the highest standard of performance. In 2018, the Variety Youth Choir performed over 15 shows with highlights including the the Variety World Conference in Adelaide.

## Variety Kids Xmas Party

The party of the year gave over 500 Variety kids and their families a day they'll never forget at Santa's Magical Kingdom, complete with lunch, face painting, rides and of course a chance to meet the big man himself - Santa. The day is a welcome respite for families, giving them the opportunity to get into the Christmas spirit and enjoy a relaxing, fun and inclusive afternoon. The 2017 Variety Kids Xmas Party was made possible thanks to selfless help from our volunteers, The Stan Perron Charitable Trust, Lotterywest and many other individual donors.





# Variety Heart Scholarships

Variety Heart Scholarships recognise the inspirational talents of WA kids living with sickness, disadvantage or special needs, and help them reach their full potential in their chosen field of arts, sport or academia.

In 2018, 32 talented kids received scholarships at a special presentation at Heath Ledger Theatre, helping them to pursue and achieve their dreams.

Over \$98,000 worth of scholarships were presented, funding specialist tuition and related expenses.

The results from this program have been fantastic with many children competing at a state, national and international level, but the benefits for the children don't stop there. Off the field or stage, these children are able to use the confidence they have gained through their scholarship in every day activities. They really are a true inspiration and we look forward to seeing them all go on to achieve great things.

A special thank you to our sponsors for making these scholarships possible; Civmec, The Bendat Family Foundation and The Whately Foundation.



# How you helped

## Variety Bash

The 30th Anniversary WA Variety Bash raised a sensational amount for kids in need. Over 100 Bashers traversed more than 2,000 kilometres from Perth, traveling through the South West region, and crossing the finish line in Mandurah. Regional areas benefited as the Bash can inject up to \$10,000 per stop along the route, with funds enabling local community groups to do great work in improving their infrastructure or initiating projects in schools. Along for the ride were 12 official vehicles, all operated by hardworking volunteers who give up their own time to help out on event. This result brings the total amount raised by the WA Variety Bash to nearly \$33 million net since its inception.



## Variety Creative Car Cruise

The 2018 Variety Creative Car Cruise took to the road in March, cruising the Wheatbelt region and raising a huge amount for WA kids. Highlights included a visit to the Ford Farm Museum, staying at the famous Wave Rock and a beauty of a lunch at a private farm in Wagin. Thanks to all of our cruisers for a big year of fundraising.



## Variety Ball

We couldn't have asked for a better night at the 2018 Auto Classic Variety Ball in February. Thank you to all our guests for helping us celebrate our 10th anniversary - together we raised an incredible amount for kids in need. A thanks to our dedicated committee for all their work, to our sponsors and most importantly to the Topham family for sharing their beautiful story with us all.

# How you helped



## Variety 4WD Adventure

The newly renamed Variety 4WD Adventure took over 45 participants on the trip of a lifetime from Kalgoorlie to the red centre. This trip had everything from the Sounds of Silence dinner, to entertaining the kids at Warakurna remote community and of course the breathtaking scenery of Uluru. A big thank you to all of our participants for all your fundraising efforts for WA kids in need.

## Silence the CEO

Variety Silence the CEO sees leaders across WA give up their voice for one day to help raise funds for kids in need. This year, Variety CEO, Tony Hume was put to the test by staying silent and living one day in the life of a child with communication challenges. With two staff meetings to get through Tony found the experience both challenging and rewarding.



## Variety Toy Bank

For 24 years, the Variety Toy Bank program has been centred around the collection of new toys which are shared with women's refuges across the state. Each child arriving at a shelter is given a special toy to call their own. Variety WA acknowledges the outstanding contribution of the volunteer committee who put on the fantastic Variety Toy Bank events each year.



## Variety Midwest

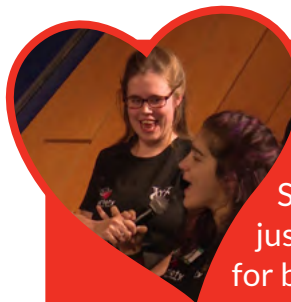
Variety Midwest has had a huge year of fundraising to help give kids a fair go. The list of fundraising initiatives is extensive, with highlights including the 4WD Getaway and Ladies Luncheon. We are always amazed how the wider Geraldton community comes together and volunteers their time and resources for those in need. Thank you to committee, president and all involved.



# How you helped

## Variety Goldfields

The Variety Goldfields region sure knows how to fundraise. In the last year, the Kalgoorlie team has held their annual KBS Bonfire night and the Geoff Kemp Memorial Golf Day, which saw over 130 golfers come together for a raucous round of 18. But this is only a small portion of what they do. The amount of time dedicated to helping kids in need never ceases to amaze us and we are forever thankful for the work they do.



## Corporate Partnerships

Supporting Variety isn't just good for kids – it's good for business! We love working with our corporate partners to create mutually beneficial relationships. Sponsors like Thrifty WA and P&N Bank, corporate donors like Civmec and Modec, and media partners Channel Nine Perth and The Sunday Times are all proud to be part of the Variety family.

## Variety Hair with Heart

Imagine if you could donate your hair, to create a wig for someone who had lost their hair due to a medical condition? This year, over 6,000 Aussies have taken the big chop to raise a huge amount for kids in need. In October, all Variety tents across Australia came together to celebrate a record year for the Hair with Heart program, with thousands of chop legends helping to raise over \$1.5m for kids who are sick, disadvantaged or have special needs. Not only do recipients receive a brand new wig but they are also given the gift of confidence and self-esteem. Thank you to all the community groups, schools and individuals who have selflessly fundraised before their "big chop" to help give a fair go to kids in need.





# How you helped

## Trust & Foundations

Our programs rely on generous donations from Trusts & Foundations to help give WA kids a fair go. In 2018, the Stan Perron Charitable Trust continued its support of the Variety Kids Xmas Party, while Lotterywest provided vital funding for Variety Goanna Park, Variety Charity Link and the Variety Kids Xmas Party.



## Community Fundraising

From individuals like Jeremy McClure who raised more than \$6,000 for Variety with his incredible Rottneest triple crossing attempt to the students at St Hilda's Anglican School for Girls, who collected dozens of brand new gifts for the Variety Toy Drive - it takes a whole community to help the kids!



## Volunteers

Every year, hundreds of volunteers give up their time and energy to make a difference. For them it's the satisfaction of knowing they're helping to give a fair go to kids. Whether they're helping out in the warehouse, coordinating a special event, answering the phones or wrapping presents – every contribution is valued and we couldn't do it without them.



## Sponsor Highlight - Thrifty

With a history of support spanning decades, we were excited to announce a new major sponsorship with Thrifty WA! As well as providing a specially branded corporate car, Thrifty also generously offers free vehicle hire to support our motoring events, helping to drive our fundraising dollars further to help the kids. Thanks Thrifty WA.



# Thank you to all our supporters

## PRINCIPAL SPONSORS



## MAJOR SPONSORS



City of Perth

## KEY SPONSORS



THE STAN PERRON  
CHARITABLE TRUST

K&S FREIGHTERS



Auto Classic

*The Bendat Family*  
FOUNDATION



FERNGROVE  
FRANKLAND RIVER WINES  
WESTERN AUSTRALIA

# Thank you to all our supporters

## NATIONAL PARTNERS



## SUPPORTING SPONSORS



## MEDIA PARTNERS



# Thank you to all our supporters

## EVENT SUPPORTERS

Osborne Park Smash  
NEO Metals  
Midland 4WD Centre  
Robson Brothers 4WD  
Monty's Cafe  
Sir Botanical Florist  
Malaga Print & Copy  
Auto Classic Mini Garage  
PAV Events  
Mounts Bay Sailing Club  
Strat X  
Laurent Perrier  
Totally Workwear  
Women's Council  
Gforce Printing  
Dr Ahn  
Mason Mill Gardens  
Rockpool Foundation

Forester Estate

Matsos Brewery

Kailis

European Foods

Lead Design Architects

Carisbrook Enterprises

Hero Properties

Off the Vine

Wayne Stubbs Flowers

Instant Products Group

GWN 7

Prime 7

## KEY SUPPORTERS

Leaker Partners

ESP Events

Civmec

MODEC

BHP Petroleum

iSentia

## THANK YOU TO OUR WA BOARD, COMMITTEES AND REGIONS

Kids Support Committee

Finance, Operations,  
Regions, Risk and Membership  
Committee

Fundraising, Events and  
Marketing Committee

Variety Creative Car Cruise  
Committee

Variety Bash Committee

Variety Toy Bank Committee

Variety Ball Committee

Variety Motor Mouth  
Committee

Variety Midwest

Variety Goldfields

Variety Peel





# What's Next

You've made an incredible impact on the lives of kids who are sick, disadvantaged or have special needs – thank you!

In the coming year we want to reach more kids, families and organisations by broadening our reach across Western Australia. We want to raise more funds so that we can facilitate more grants and change even more lives in 2019.

For us, this means using our existing partnerships and forging new ones to spread the word about Variety, diversifying our income streams and taking on every single opportunity that comes our way. We're going to work harder, smarter and most importantly, we're going to work together to create change. We want to make sure every child achieves their full potential, regardless of ability or background.



# Include Variety in your Will

By including a gift to Variety in your Will, you can make a huge impact to the lives of kids in need, now and into the future.

You can make sure Aussie kids who are sick, disadvantaged, or who have special needs get a fair go and reach their full potential.

## It will change lives

Your gift will play a crucial role in ensuring Variety can continue to support kids when their families turn to us for help.

## It creates a legacy

Leaving a gift in your Will is one of the most effective and long-lasting ways you can impact a cause that is close to your heart. You will make a difference.

## It's easy

It doesn't take long to make a difference. A simple Will can take as little as one hour to do.

**For more information or to speak to someone about your intentions, please contact us today on (08) 9355 3655.**





## Moment of Joy

In May, 10 year old Jana attended the Variety Motor Mouth Camp - a camp designed to help AAC device users build the essential skills to communicate in life.

“During the first day of Motor Mouth Camp Jana didn’t stop talking. She was so motivated to tell everybody about herself, and also asking and answering questions, that her head ended up bruised from all the talking. We have never seen her communicating so well but for Jana it must have been very exciting and motivating to talk to other AAC users.”



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the children's charity