



variety
the children's charity

Fundraising Guide

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G'day!

Thank you for fundraising for Variety and helping to give a fair go to WA kids in need. This 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 laura.benson@varietywa.org.au | 08 9355 3655

On behalf of the kids we support and their families.....

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, sickness 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. Through equipment, programs, scholarships and events for kids we help when no government or other assistance is available.

In the last financial year alone, we impacted 111,712 kids around Australia - 12,563 of those in WA.

♥ 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 Addison.

Addison was diagnosed with Rett syndrome when she was just 7 months old. Rett Syndrome is a neuro-developmental disorder that affects girls and results in deterioration of learning and loss of previously acquired skills. Addison has a severe form, and experiences complications related to respiratory function, gastrointestinal function, expressive communication and motor skills.

Thanks to the support from our amazing community, Variety - the Children's Charity of WA was able to grant Addison her very own iPad with Switch software. Addison is now able to use this technology at home, school, in therapy and the community to support the development of her cognitive and communication skills, and enable her to interact and self-direct her learning and play experiences.

Addison's mother, Narelle, said, *"Variety has supported our daughter in so many ways. They have enabled our daughter to do things that any other six year old wants to do, despite being trapped in a body that fails her. You have provided us with the greatest gift of all."*



♥ 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.

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

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



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 their 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. Why not host a high tea?
- ♥ Looking for an excuse to glam-up? Consider hosting 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 person's trash is another person'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 dress 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.

*Depending on the size of your raffle you may be required to get a permit from the Dept. of Racing, Gaming and Liquor.

Guidelines can be found at www.rgl.wa.gov.au

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 a personal challenge?

Whether it's hiking a mountain, jet skiing around Australia, cycling the south west 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. 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. You could participate in a sporting event such as Run For A Reason or City to Surf and choose Variety as your nominated charity. What's more, by fundraising you'll give yourself that additional push to complete your challenge.

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.

Celebration Donations

Do you have a special occasion coming up? For example a birthday, wedding or anniversary? Are you someone who has everything they need? Why not consider asking your friends and family to provide a unique and meaningful gift by donating to Variety in lieu of a gift, for you?

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.



Handy Hint:

Online fundraising is an easy and effective way to raise funds, and it is so simple to set up your own fundraising page! Set up your page here: <https://nfp.everydayhero.com/au/variety-the-children-s-charity-wa>

Once your online fundraising page has been set up, you can personalise it with your story and images. Then you can send your page URL to supporters to donate to your page! If you need any help, we're here to help!

Email us at laura.benson@varietywa.org.au

Note that offline donations can be added to your Everyday Hero page making it easier to track everything!



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 shows 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 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 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 to have a fair go!

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!

- \$100 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
- \$1,500 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>

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!

Local Press

Is your story worthy of a media release? Local press is a great way to see support from the community. Make sure you select your best media opportunity, follow up and be persistent with them. Note, all releases must be approved by Variety WA prior to circulation.

Images

We have put together a few images you can use, head to variety.org.au/wa/resources/socialmedia/



Content

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

Facebook: **@varietywa**

Instagram: **@variety_wa**

Twitter: **@Varietywa**

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

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





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 on 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/wa/resources/posters/



The serious stuff

General

Please note that while 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 -

<https://www.variety.org.au/wa/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.

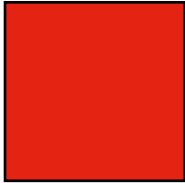

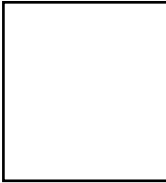
Wording

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

(laura.benson@varietywa.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 WA 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 Everyday Hero 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 account within 30 days of completion of your activity:

Account Name: **Variety WA Gift Account**

BSB: **036 037**

Account number: **346499**

Reference: **Your name and event date**

Please also email laura.benson@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.

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...

"Variety WA have been like extended family for 7 years now. I think this relationship will continue long after my sons have aged out of being grant recipients, as I hope to continue giving back to the charity that has helped us every time we asked."

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

"Thank you so much for helping to support our family, and so many other families like ours. Many of us are unable to return to work due to the around-the-clock care needs of our children. Your assistance eases the financial burden of car modifications, allowing us to focus on other important parts in our child's daily life."

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

"My family and I would love to thank Variety and your wonderful staff for the generous gift of a simple piece of equipment - but to our son and family it is a life changing instrument. The iPad has had a magical impact on my son and to hear him giggle has brought both him and us much joy to our hearts."

Ms Newton – Variety granted an iPad 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 08 9355 3655 or send an email to laura.benson@varietywa.org.au

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

