





OUR 40<sup>TH</sup> BIRTHDAY

# Helping Aussie kids be kids since 1975

2015 marks a great milestone for Variety – 40 years of helping Aussie kids in need!

From its beginnings in 1975, Variety – the Children's Charity has established itself as an iconic Australian institution, making a real difference to the lives of thousands of Aussie kids who are sick, disadvantaged or have special needs.

In this, our 40<sup>th</sup> year, we're proud to say that in the last financial year, Variety NSW granted equipment and services to the value of over \$3.1 million, which directly impacted the lives of 27, 912 NSW kids in need, helping them overcome whatever obstacles they faced, enabling them to live life to the fullest.

Variety – the Children's Charity is a national not-for-profit organisation committed to empowering Australian children who are sick, disadvantaged or have special needs to live, laugh and learn.

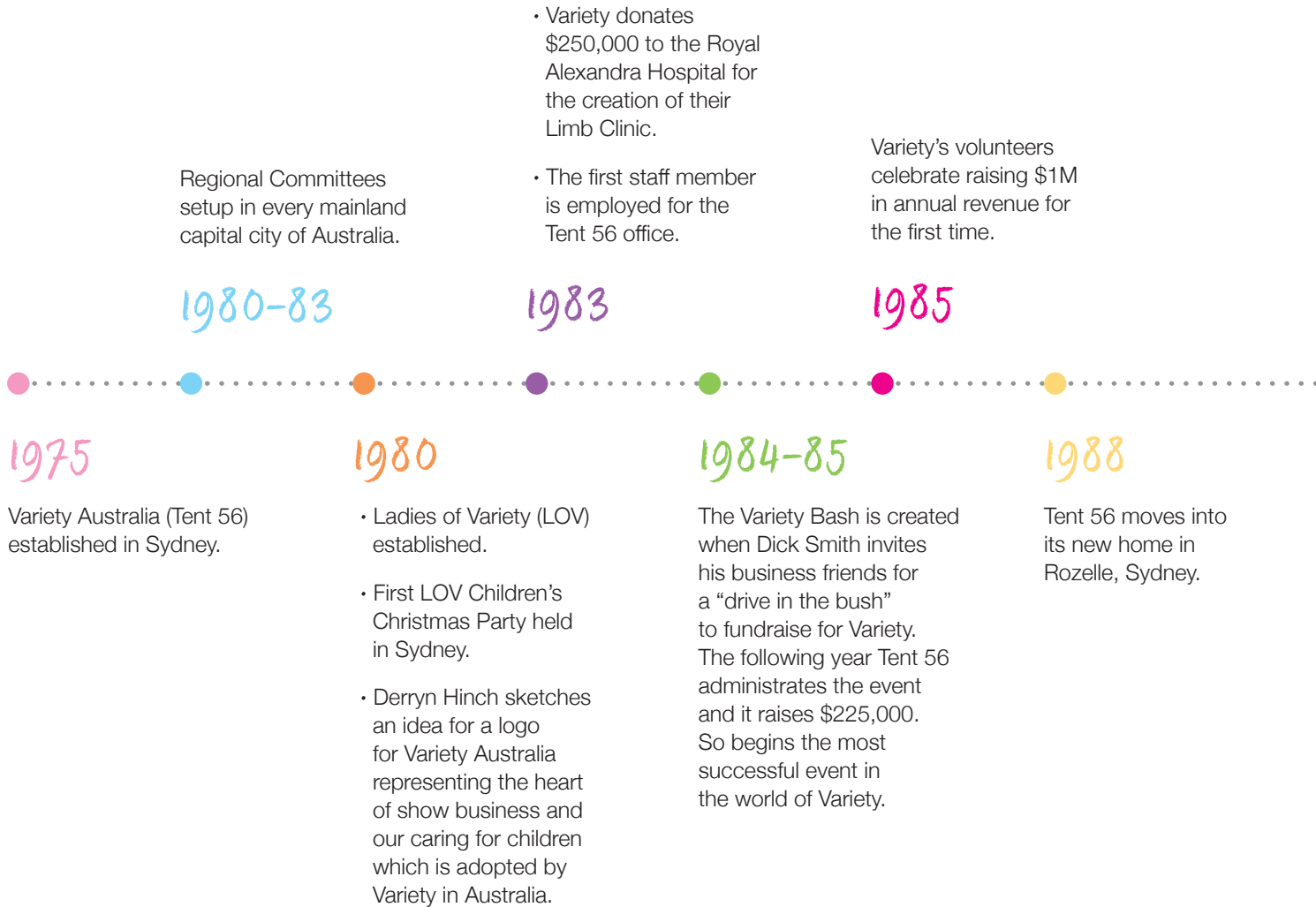
Variety's work allows children to gain mobility and freedom, to get out and

about in the community, be able to communicate, achieve independence and increase self-esteem, and where possible the assistance to help them be integrated into mainstream school and activities.

Simply put, we HELP KIDS BE KIDS.



## 40 years of milestones



- Tent 56 changes its name from Variety Australia to Variety NSW in anticipation of new independent Tents (branches) being established in each Australian State and Territory.

- The Infectious Diseases Ward at the new Westmead Children's Hospital is sponsored by Variety.

A founder of Tent 56, Grahame Mapp, becomes the first Australian International President of Variety.

- Variety celebrates the 30th anniversary of the Bash – raising \$2.25M in NSW and \$8.17M nationally this year and bringing total funds raised to some \$200M.

- Variety NSW (Tent 56) celebrates granting over \$3.1million to help some 27,000 children throughout the year.

1994

2007

2014

1993

Woolworths sponsors the Variety Gold Heart Campaign which raises \$1.1M.

2004

Variety International adopts Australia's logo for all Tents throughout the world, and changes the name of the Variety Club to Variety - the Children's Charity.

2013

Variety NSW (Tent 56) moves to new headquarters in Artarmon.









CELEBRATING MILESTONES

## Rex Phillips

Rex's first trip to the park to feed the ducks with his siblings, aged 5.

Variety grants specialised equipment and experiences to Aussie kids in need, and even after forty years, the effect is astounding.

We often hear of kids reaching personal milestones due to their resilience and determination, that parents and medical professionals never thought possible.

Some of the most touching moments involve 'the little things' that we all too often take for granted. First steps, first words, first birthdays — we are lucky enough to share these with our Variety families.

Like Rex's first trip to the park with his siblings to feed the ducks, which was only possible due to the vehicle modifications Variety made to his family car.

Together, our Variety community helps to change the lives of kids facing disadvantage, special needs and sickness, so that more kids can live, laugh and learn. Together, we have cause for regular celebrations, as our Variety kids reach their personal milestone moments.

MESSAGE FROM THE CHAIRMAN

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*Paul Mullaly*



In 2010, my board colleagues and I set Variety NSW a big goal – to double our revenue in five years. In 2014 we grew ever closer to achieving that goal and are now on track to reach that target next year.

This growth has come in so many different ways. The Variety Cycle, Sydney Airport's Christmas Giving Appeal and the GJ Variety Freedom Home are just some examples of the ever more diverse revenue streams that Variety is now pursuing. We look forward to continuing to grow these new activities in 2015 – and indeed to finding even more ways to aid the Australian community in supporting Aussie kids in need.

The year marked some exciting developments including, bringing the SMILE Foundation under our wing, with the aim of continuing the Foundation's wonderful work in improving the quality of life of children living with a rare disease, or condition, and helping to raise awareness. Under Variety's umbrella this became the Smile Program. I'm thrilled to say the program and new Case Manager service will help us reach even more families in need.



## MESSAGE FROM THE CHAIRMAN

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Our growing corporate partnerships program is truly impressive and I'd like to thank the many Australian businesses who have continued in their support of Variety, or come on board as new partners this year. Equally impressive is the ongoing work of our volunteers – both those from the Bash community and beyond. It is only through your efforts that we continue to succeed.

It was a year of significant change for Variety with the departure of former CEO David Small to join Variety International and new CEO Tam Johnston stepping into the role. To focus our efforts, the board developed a new strategic plan to take us through to July 2015 and ensure that we remain firmly committed to strong accountability and good governance during this time of growth. This plan articulates our commitment to prudent management, to our team and to knowledge-based innovation.

I'd like to thank my fellow board members, as well as the many committee members and volunteers involved with Variety, for their time and commitment this year. It has been a pleasure serving with you in this, my first year as Chair. I'd particularly like to

thank Brian Hoare, who stepped down as Deputy Chair earlier this year. I would also like to acknowledge the efforts of our hard working staff who always impress me with the way they go above and beyond to help reach our goal of helping kids be kids.

Variety has always been a strong community with a strong purpose – helping children reach their full potential. I thank each and every one of you for being a part of that community and helping to make this dream a reality for Australian kids.



**Paul Mullaly**

Chairman (Chief Barker – Tent 56)  
Variety – the Children's Charity NSW

MESSAGE FROM THE CEO

*Tam Johnston*



What a year 2014 has been for Variety – the Children's Charity in NSW. This year saw continued financial growth, new major events and initiatives, fantastic corporate partnerships and amazing volunteer support. Most importantly, it saw a continued growth of the vital work of helping Aussie kids in need.

For the first time, Variety NSW built a house. Thanks to the support of GJ Gardner Homes and our fantastic South Coast Committee, this project netted more than \$209,000 and raised Variety's profile enormously in the South Coast community. I'm delighted that this is but the first project in our partnership with GJ Gardner Homes and look forward to working together on our next project in Tamworth.

We are grateful to have been selected as Woolworths' NSW/ACT charity partner for a further twelve month period. This relationship is incredibly powerful and I'd like to thank CEO Grant O'Brien (a former Treasurer of Variety Tasmania!) and his team for their outstanding commitment to helping children in NSW through their support of Variety. To date this relationship has raised more than \$1.2 million – a truly remarkable achievement.

## MESSAGE FROM THE CEO

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In August, we celebrated 30 years of the iconic Variety Bash. To mark the occasion we welcomed all other mainland state Bashes to Sydney for a special evening that will long be remembered. The Dick Smith B to B Bash raised an impressive \$2.25 million – helping to bring the national total to \$8.17 million.

This year also saw the birth of a brand new event – The Variety Cycle. Some 200 riders, led by founder Christopher Mapp, took part in this epic adventure with a core group riding almost 4,000km from Sydney to Uluru – via Canberra, Melbourne and Adelaide! This intrepid group raised over \$600,000 and have planted the seeds of a fantastic new revenue stream for Variety in the future. Planning for next year's Cycle is now well underway with the ride heading south to Tasmania, leaving Sydney on 28 February 2015.

The release of this annual review marks to the day my first twelve months in this role. It is an incredible privilege to be a part of the ever evolving story of Variety. I would like to take this opportunity to thank the board, staff, volunteers and the broader Variety community for the warm welcome I have received. So

many people work incredibly hard to make Variety NSW the success it is today and I am very proud to be playing my part.

Of course, all this effort is in support of our true goal – helping Aussie kids be kids. This year we helped 361 children with individual grants and supported 27,551 others through grants to schools and other organisations. What an outstanding achievement. Each grant is a gift which touches the life of not only a child who needs our help, but also their family and their community. They say it takes a village to raise a child and at Variety we proudly take our place as a part of that village for this incredible number of Australian children.

To all that have supported the work of Variety this year, a very big thank you – we couldn't do it without you.



**Tam Johnston**

CEO

Variety – the Children's Charity NSW

## Our Mission

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

## Our Vision

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



## Variety Freedom Program

Helping children gain independence, self-esteem and simply enjoy opportunities like all children should, by providing grants for mobility, in-home and positioning equipment for individual children, schools and other children's organisations.

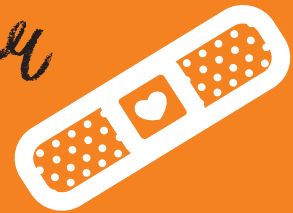
This also includes Liberty Swings for children in wheelchairs and Sunshine Coaches.



# ! Variety Future Kids Program

Helping children enhance their academic and communication potential by providing grants for education and communication equipment to individual children and organisations. This also includes Variety's Scholarship Program, helping disadvantaged and special needs children to achieve their academic, sports or arts potential.

# ! Variety Caring for Kids Program



Helping parents care for their seriously ill children at home by providing grants for feeds, insulin pumps, nappies and oxygen pumps. And the provision of prostheses, sensory equipment and more.

This also includes Variety's Princess Charlotte Alopecia Program, providing human hair wigs for children with alopecia, as well as Variety's Smile Program — assisting children with rare diseases.

CELEBRATING MILESTONES

## The Anwar Sisters

When the Anwar family arrived in Australia in 2010 as refugees from Afghanistan they faced more than just the usual difficulties of adjustment to a different life, as the two eldest girls, Fathema and Ocía had an undiagnosed neuromuscular condition with progressive muscle weakness.

### Ocía Anwar

Visits her big extended family and does things she loves like shopping.





*Fathema Anwar*

Loves school, painting and drawing  
and is sitting the HSC this year!

THE FACTS

\$9,721,489

spent by Variety on grants across Australia in 2014



91,476

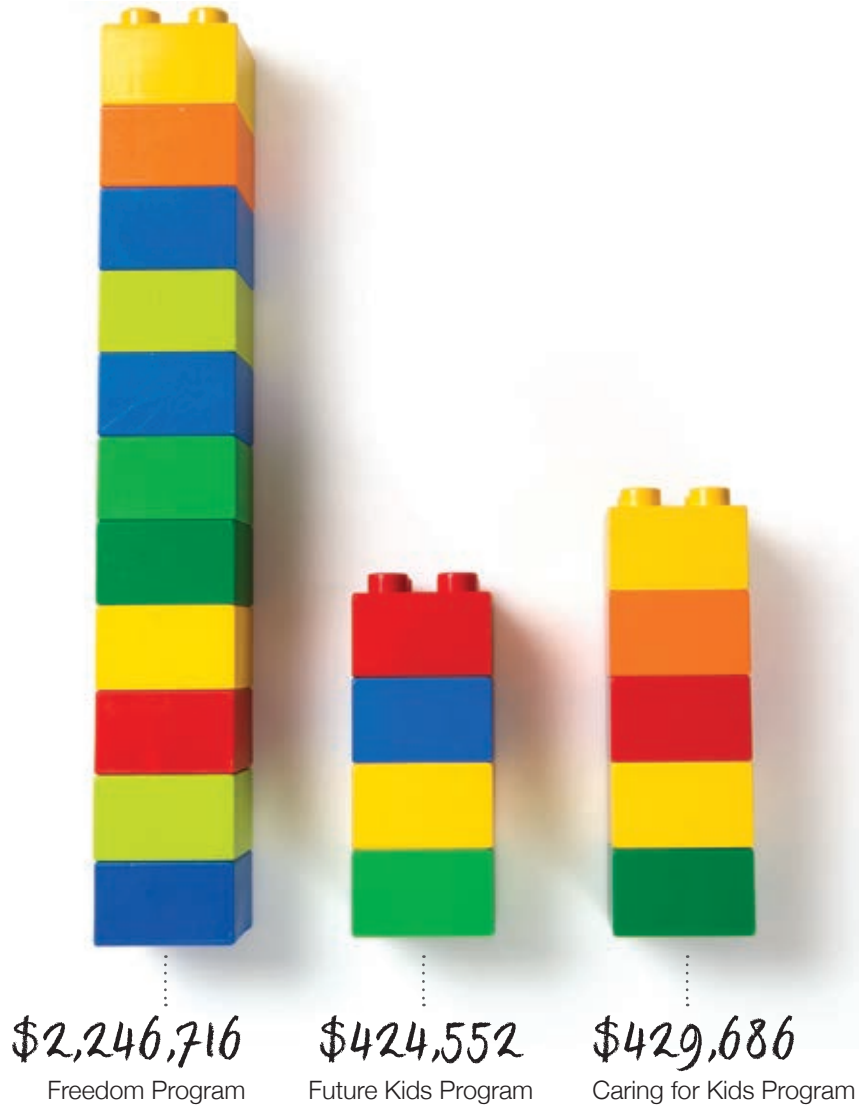
the number of children  
directly impacted across  
Australia by Variety in 2014



THE FACTS

**\$3,100,954**

spent on NSW/ACT grants in 2014



## THE FACTS

Variety  
NSW

27912

The number of children in NSW/ACT directly impacted by Variety in 2014.

133+

conditions have been supported  
by Variety in recent years.

37%

of individual children supported in 2014,  
have a **rare disease or condition**.

### The top 10 most common conditions Variety supported in 2014:

1. Cerebral Palsy
2. Autism
3. Intellectual Disability
4. Development Delay
5. Vision Impairment
6. Alopecia
7. Epilepsy
8. Cystic Fibrosis
9. Muscular Dystrophy
10. Acquired Brain Injury

### The top 10 most common grants in 2014:

1. Communication/Educational Equipment
2. Scholarship
3. Vehicle modifications
4. Smile Grant (*Therapy, Respite, Medical Appointments, Healthcare Items*)
5. Wig
6. Feeds
7. Wheelchair
8. Standing Frame
9. Sunshine Coach
10. Modified Bike and Tricycle

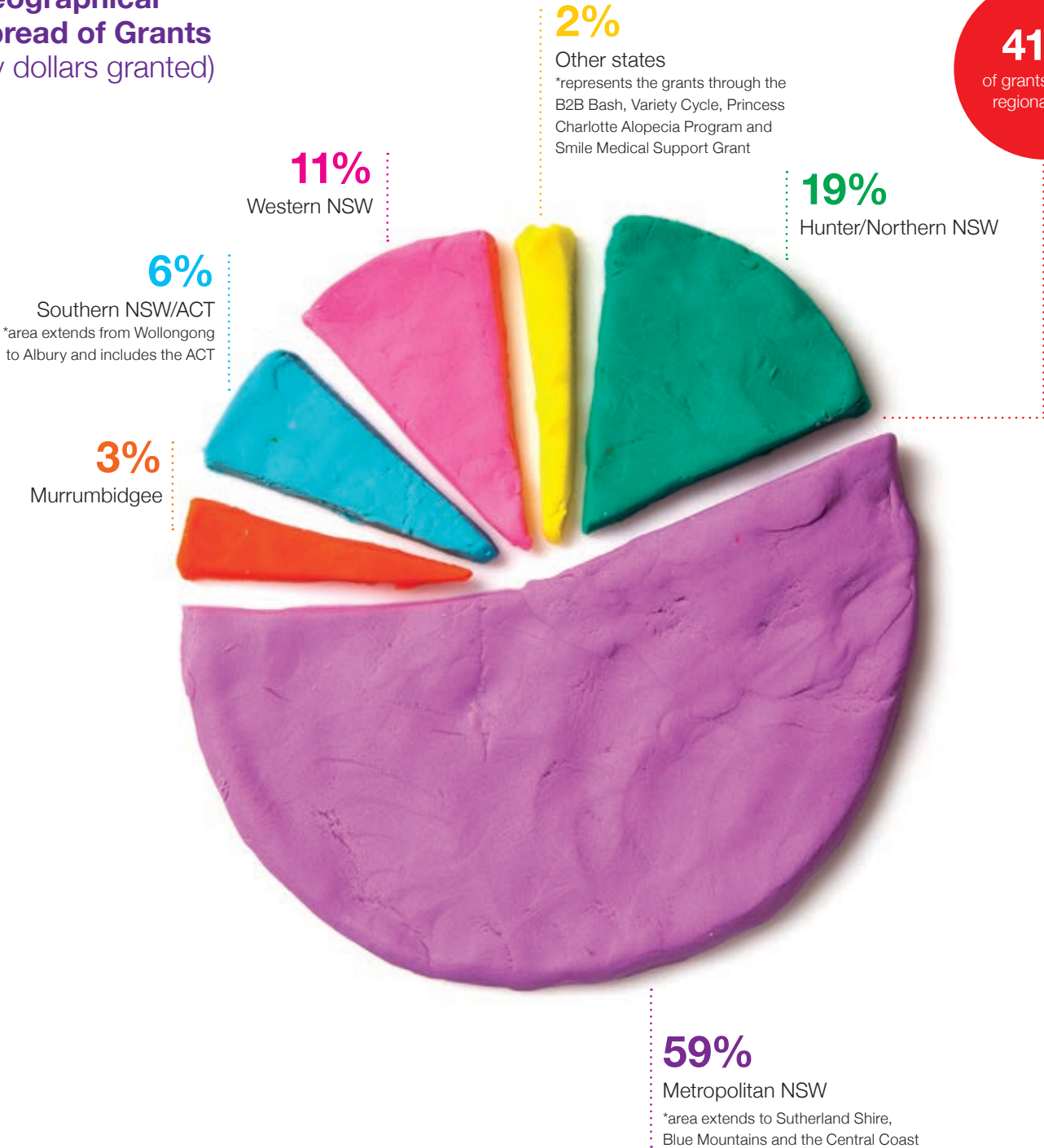
62

Different types of equipment  
granted in 2014.

441

the number of grants given to  
individuals and organisations in 2014.

**Geographical  
Spread of Grants**  
(by dollars granted)



# Alopecia Awareness Week

Variety's Princess Charlotte Alopecia Program supports children with alopecia, a condition that causes hair loss. Variety's program generates awareness about alopecia, grants human hair wigs for children with the condition and takes hair donations to be made into wigs.



In June 2014, Variety championed Alopecia Awareness Week, and through a media campaign, encouraged Australians to do an extraordinary thing for kids with alopecia by donating their hair.

As result of this, Variety received great media coverage, support on social media and from the Australian community, with many children and adults committing to donate their hair to be made into a wig for someone with alopecia.

Alopecia affects approximately 2% of the Australian population, and Variety alone granted over \$83,000 worth of wigs to Aussie kids in need in 2014. The need for wigs in Australia equates to a minimum of 4,000 ponytail donations required each year to keep up with the demand. As the wigs are made from real human hair, anywhere from 10-25 ponytails are required to make just ONE wig. Donations of hair are integral to Variety being able to continue to provide wigs to children whose families are not able to meet the expense.

[www.princesscharlottealopecia.com](http://www.princesscharlottealopecia.com)



AT AGE six Charlotte Peters made the tough decision to cut her long locks to help sick children. Last month, the Emu Heights child visited a hairdresser and offered 30 centimetres of her hair to Variety's Princess Charlotte Alopecia Program. The program aims to improve the lives of children with alopecia (hair loss), through fund-raising and hair donations.

Charlotte's mother Jacqueline Peters said she was proud of her daughter. "Charlotte instantly wanted to donate her hair after witnessing the quick hair loss of my friend's two-year-old daughter Evie, when she was diagnosed with cancer this year and underwent chemotherapy," Mrs Peters said. "Charlotte told me it wasn't fair that she had so much hair when kids like Evie didn't. "It was completely her idea to donate her hair." Charlotte said she wanted to help others. "I did it because sick kids need kids like me to help them and I wanted to help others," she said.

Variety is hoping others will follow in Charlotte's footsteps — and donate their hair for use in wigs for people living with the condition — during Alopecia Awareness Week (Monday, June 2 to Sunday, June 8).

The children's charity chief executive Tam Johnston said a wig gave children living with alopecia their independence, confidence and self-esteem.

"It really is a remarkable gift and we hope that Alopecia Awareness Week will encourage our long-haired popula- tion to have a cut for a cause," she said.

To donate, hair must be no less than 30 centimetres in length, dry and clean, tied in a ponytail and secured with an elastic band.

Penrith City Star, Sydney  
29 May 2014, by Jessica Aquilina



## Ella Brimingham

"You want your child to have the best life they can have, and seeing Ella so happy and confident in her wig has brought us so much pride and joy."

Ella's mum, Alanna.



### HIGHLIGHTS

**571 cut their hair**, donating it to Variety in 2014. This hair went into making wigs for people with alopecia!

**\$105,146** was raised through the efforts of hair donors, fundraisers and supporters of the program in 2014.

**25 wigs** were granted to children with alopecia.



14 year old Taylor has a special story - she had to undergo brain surgery and when she found out she would have to shave her head, she wanted to donate her locks to Variety.

Her mum Michelle said, "*We know it's only a small amount that she is sending you but we still hope you can add it to your collection and make a child with Alopecia a beautiful wig.*"



# Variety's Smile Program

In 2014, Variety – the Children's Charity took over the programs of the Smile Foundation, with the aim of continuing the Foundation's wonderful work in improving the quality of life of children living with a rare disease, or condition, and helping to raise awareness. Under Variety's umbrella this became the Smile Program, and the move aimed to provide ongoing sustainability, reduced administration costs, and growth opportunities for Smile's important work – so that we could continue to help more children and families.



**smile**  
helping kids with  
rare diseases

The program includes, Variety's Smile Medical Support Grant which provides assistance to families with a child who has a rare disease or condition, to purchase minor items and services relating to their child's healthcare, over a 12-month period.

Through this program Variety provides a one-off grant of \$1,000 worth

of expenses relating to medical appointments, healthcare items, therapy and respite care.

The Smile Program also provides the service of a Case Manager for families affected by rare diseases and conditions. Variety's Smile Case Manager is available to support families affected by rare disease, helping to find support networks and assistance, including financial, emotional and physical support.

[www.variety.org.au/smile](http://www.variety.org.au/smile)



## HIGHLIGHTS

**28 Smile Medical Support Grants** have been approved so far, valued at \$28,000.

**16 families** being supported through the Variety Smile Case Management service.

There are more than **8,000 rare diseases**, affecting an estimated **6-8% of the Australian population.**

## CELEBRATING MILESTONES

*Eva Pym*

Saying "mummy" for the first time!



THE FACTS

# NSW Funding Highlights



5 Liberty Swings  
giving wheelchair bound children  
the exhilaration of a swing



31 walk aids  
and standers  
helping kids get mobile



38 Scholarships  
granted through our Future  
Kids Program



2 assistance dogs



13 Sunshine Coaches  
granted allowing thousands of  
school kids the chance to get out  
and about, learn and be a part  
of the community



16 playgrounds/play equipment  
bringing joy to kids



4,437 kids  
attended the Variety  
Kids Christmas Party



4 beach wheelchairs



25 wigs for girls and  
boys with alopecia



37 vehicle modifications  
transformed family vehicles  
to give wheelchair access

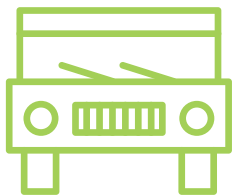


22 feed grants  
delivering a year's supply of  
nutritional supplements to kids



4 hospitals supported  
with the provision of vital equipment  
to help sick and seriously ill children





**346 people took part** in the  
Variety Dick Smith B to B Bash

# 12,215



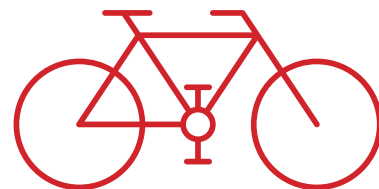
**new Facebook fans** reached (doubling our Facebook community  
to more than 26,000 in 12 months!)



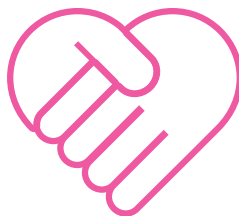
More than  
**14,000**  
volunteer hours given



**25 Aussie music legends**  
took to the mic for Variety's  
Great Australian Songbook



**180 riders** took part in  
the inaugural Variety Cycle



**17 Variety corporate volunteer**  
**days** were held



**5,000 sandwiches** made for the  
Variety Kids Christmas Party, thanks to  
a generous donation by Woolworths



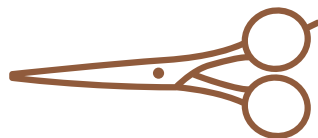
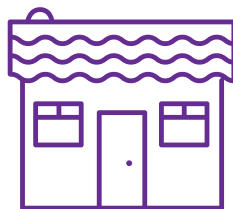
80

**suppliers and contractors**

were involved in discounting and donating their services to complete the GJ Variety Freedom Home

The sale of the GJ Variety Freedom Home raised a NET figure of

\$209,000



**571 cut their hair**, donating their ponytail to Variety in 2014. This hair went into making wigs for people with alopecia

12,838

**km's travelled for kids** (through Variety B to B Bash, NSW Bash, 4WD Charity Adventure, Santa Fun Run and The Variety Cycle)

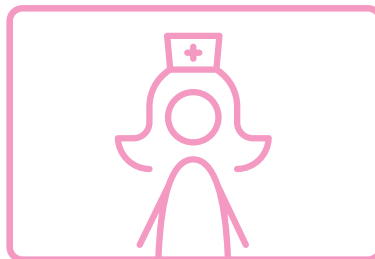


**5,058 Santa** took part in Variety Santa Fun Run's in Sydney, Canberra and Newcastle



**An average of 12 deliveries**

made free of charge EVERY WEEK, thanks to Allied Express Couriers.



118

**calls for assistance** made through Variety's Vision for Life systems in NSW hospitals





A photograph of a man and a young boy sitting outdoors. The man, in the background, is wearing sunglasses and a dark blue hoodie, smiling broadly. The boy, in the foreground, is wearing a green and blue jacket over a camouflage t-shirt, also smiling. They are sitting on a patterned blanket in front of a green and white fence.

CELEBRATING MILESTONES

## Harry Davenport

Harry can now feed himself and while he's legally blind, his vision does seem to be improving, and recently for the first time he made and held direct eye contact with his Mum.

EVENT HIGHLIGHT

# An epic ride to help kids be kids.

The inaugural Variety Cycle departed Sydney on 22 March 2014 with a route that was almost 4,000km long. Riders travelled across five states and territories, traversing some of Australia's most iconic landscapes, before finishing up at Uluru.







## HIGHLIGHTS

**180 riders** took part in the inaugural Variety Cycle, **raising over \$600,000** for Aussie kids in need.

**4 schools and organisations** were visited along the way granting equipment to local children in need, thanks to the fundraising efforts of our cyclists.

**520** media reports on the event translated to over **\$2 million worth of media value.**

**21 Variety Cycle posts** on Facebook received **683,583 impressions.**





#### EVENT HIGHLIGHT

Variety's signature fine dining event, Variety of Chefs was hosted by some of Australia's top chefs, for an incredible night of fine dining, exciting prizes and sensational entertainment.

#### HIGHLIGHTS

**450 people** joined us at the Hilton Hotel Sydney where we **raised \$139,000 net!**

Top Australian chefs **Matt Moran, Darren Robertson, Marion Grasby** and **Justin North** donated their time to cook some of their signature dishes for our guests.

**Newest Variety ambassador**, 11 year old Jagger Alexander-Erber opened the night with a show stopping drumming performance.







#### EVENT HIGHLIGHT

Variety's second annual Great Australian Songbook at Enmore Theatre saw a fresh line-up of 20 of Australia's finest singers, performing some of Australia's greatest songs.



#### HIGHLIGHTS

Australian entrainment legend, Monica Trapaga was a wonderful host for our **1,070 concert guests.**

A stellar line up of artists donated their time for Variety which included: **Jon Stevens, Shannon Noll, Ian Moss, Hoodoo Guru's Dave Faulkner, Diesel, James Morrison, Christine Anu, iOTA, Variety Ambassadors John Paul Young and John Williamson,** just to name a few!

A **final INXS medley**, led by most recent INXS front man, Ciara Gribben had the whole audience on their feet, a great way to finish the night!



#### EVENT HIGHLIGHT

Thousands of jolly folk filled the streets in every capital city for Australia's most festive fun run, the 5th Annual Variety Santa Fun Run.

#### HIGHLIGHTS

**5,058** people took to the streets in Sydney, Canberra and Newcastle for the 2013 Variety Santa Fun Run.

**Over \$48,000 raised** through the efforts of our Santa participants in Sydney, Canberra and Newcastle.

**877 media reports** on the event translated to **over \$1.8 million worth of media value.**







#### HIGHLIGHTS

**4,929km journey** from Brisbane to Busby's Bore was completed by 346 people on the Dick Smith B to B Bash, which raised **over \$2.25 million net!**

**2,500km journey** from Newcastle was completed by 233 people on the NSW AHA Bash, which raised **\$643,587 net!**

Variety NSW hosted a National Bash Dinner for 1,690 people at the Hordern Pavilion where the national fundraising figure was announced – **over \$8.17 million raised** in 2014!

**1,399 media reports** on the Bash events across the country translated to **over \$2.3 million worth** of media value.



*Variety  
Kids Christmas  
Party*



*City2Surf*



*4WD Charity  
Adventure*



## Fine China



## Scholarship Presentation Evening

## Sumatran Jungle Trek





CELEBRATING MILESTONES

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# Beau Cudmore

"We are thankful for every milestone in Beau's life since his heart operation, but none of these more than the moment he opened his eyes for the first time a few days after his surgery."

Beau's mum, Gemma



## CORPORATE PARTNER HIGHLIGHT

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# Woolworths

“Woolworths are proud to be supporting Variety – the Children’s Charity for a second year and are delighted to now be building on the \$900,000 we raised last year. As an organisation with a strong community spirit, our partnership with Variety is very important, enabling us to make a big difference to Aussie kids in the communities in which we serve.”

**State Operations Manager for NSW /ACT,  
Woolworths Supermarkets - John Eales**

## HIGHLIGHTS

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**\$900,000 raised** in their first year of partnership thanks to the commitment and dedication of store staff at over 260 stores across NSW and the ACT.

**One gala fundraising dinner**, *The Woolworths Have a Heart Ball*, two Fresh Community Fairs, hundreds of sausage sizzles, raffles and bucket shakes and thousands of Variety pens, bears and balls sold!

**5,000 sandwiches** generously donated to help spread festive cheer to disadvantaged Aussie kids attending the Variety Kids Christmas Party.





## CORPORATE PARTNER HIGHLIGHT

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# Dick Smith

"Dick Smith are proud to be supporting Variety – the Children's Charity as the Naming Rights Sponsors for a second year for the 2014 Variety Dick Smith B to B Bash. We are honoured to support Variety on their journey, as they travel the miles for the smiles of Aussie kids in need. Our partnership with Variety is very important – it's a privilege to be a part of the Variety Bash event, and even get to have our own Dick Smith car for our key staff to be able to experience and to be a part of the important contributions made by Variety, as well as join in all the FUN along the way!"

**CEO, Dick Smith - Nick Abboud**

## HIGHLIGHTS

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Second year as proud **Naming Rights Sponsor of the Variety Dick Smith B to B Bash** - enabling us to raise over **\$4 million** through the event over this time!

**158,172 unique views** on the **Bash 'Photo of the Day' competition!**

**10 regional schools** given additional help along the Bash - \$500 Dick Smith vouchers and much needed electronics donated to improve the learning experience for students.

Official **Dick Smith Bash Car** and team entered in the event, allowing Dick Smith staff to experience the Bash and join in the fun and fundraising!





Best performing Facebook post for the Bash 'Photo of the Day' competition  
Reach: 105, 248

## CORPORATE PARTNER HIGHLIGHT

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# Sydney Airport

"Variety makes a real difference to disadvantaged children in our community every single day. We were proud to partner with Variety for our Sydney Airport Community Christmas Giving Appeal in 2013 and we look forward to working with them again this Christmas."

**CEO, Sydney Airport - Kerrie Mather**

## HIGHLIGHTS

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**\$180,000 raised** in just six weeks for Aussie kids in need, through the Sydney Airport Christmas Giving Appeal in November and December 2013.

The message of Sydney Airport's support helping kids be kids, reached over **150,000 people each day** with Sydney Airport and Variety branded advertising both inside and outside the terminals.

Over **600 volunteers** donated their time and energy to shake buckets, wrap presents and generally spread Christmas cheer.





## CORPORATE PARTNER HIGHLIGHT

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# Gloria Jean's Coffees

"We proudly continue our support of Variety – the Children's Charity through our network of coffee houses across Australia. Our relationship is a true partnership, we believe in the work they accomplish, the children they empower and the dedication of their team who help individuals live life to the fullest."

**Founder of With Heart, a Gloria Jean's Coffees Foundation**  
**Angela Saleh**

## HIGHLIGHTS

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**400** Gloria Jean's Coffees stores across Australia took part in a month of fundraising activities.

Over **65,000** cappuccinos and iced cappuccinos were sold on the two day Cappuccino for a Cause event.

**\$175,000** raised for Variety – the Children's Charity, sponsoring **81** children through Variety's Scholarship Program.





  
*With Heart*  
 Gloria Jean's Coffees Foundation





## CORPORATE PARTNER HIGHLIGHT

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# GJ Gardner Homes

“We’re very proud of our partnership with Variety and thrilled with the result of our first home build project in 2014, with our Shoalhaven franchise partners. We’re looking forward to a continued partnership, engaging more GJ Gardner business owners and local suppliers to help raise vital funds for the charity.”

**Director, GJ Gardner Homes NSW & ACT – Matthew Hope**

## HIGHLIGHTS

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**GJ Gardner Shoalhaven** were the franchise team that started this project with Variety. Along with the Variety Shoalhaven Committee they gained outstanding support from local suppliers, businesses and media, looking to support the home build and Variety kids in need.

The GJ Variety Freedom Home sold for \$460,000,  
**raising \$209,000 net** for Variety NSW!



## CORPORATE PARTNER HIGHLIGHT

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# Altis Consulting

"Altis are proud to have supported Variety for the past two years. It's a privilege to be part of the Variety Family, and our staff jump at any opportunity to get involved in the fulfilling experiences that are on offer throughout the year with Variety – from workplace giving, volunteering, and the fabulous dining events such as Variety of Chefs, to one member of the team even joining The Variety Cycle 2014 to cycle from Sydney to Uluru, and even entering our own Altis (Altisaurus) car for some key staff to be able to experience and be a part of the important contributions made by Variety, as well as join in all the FUN along the way!"

**CEO, Altis Consulting - John Hoffman**

## HIGHLIGHTS

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**60%** of Altis employees are signed up to a Work Place Giving scheme, making monthly donations to support Variety (a record vs. the average engagement rate of 4.5% of Australian workplaces) (JBWere 2012)

**Fantastic and engaged team** always keen to lend a hand volunteering – experience ranging from helping children that Variety support at ice-skating days, and the Variety Kids Christmas Party, through to helping to raise funds shaking tins at Woolworths stores or selling raffle tickets at Variety's Great Australian Songbook.

**Entered a car** - the Altisaurus - in this year's Variety Dick Smith B to B Bash for the first time raising over \$9,000.











CELEBRATING MILESTONES

# Josh Burns

Josh is now running despite being told  
by doctors, he'd never be able to.



## CELEBRATE GIVING BACK

Variety NSW offers a range of volunteer opportunities for corporates to give their staff meaningful and hands on experiences, impacting the children Variety support.



"The joy it brings the children is an amazing reward for giving up your time!"

Allphones Arena volunteer

17 corporate volunteer days were run in this time which ranged from workshops at the Art Gallery of NSW, music therapy and ice skating with wheelchairs, to school renovation projects and fun days for classes of students with special needs.



The last year has seen the program grow significantly with an increase in demand from corporates wanting to volunteer and get their staff involved in giving back.



"Doing art work with the children was inspirational! I took back beautiful memories of the day to share with my own children."

AMP volunteer

"It was wonderful to experience first-hand how our contribution brought so much joy to these very special children."

Omnilab Media volunteer



# Major Partners

A very special thank you to the following Major Partners who have generously contributed over \$100,000 and in so doing have made a significant and life changing difference to so many Aussie kids in need over the last year. Our Major Partners support us in an amazing variety of ways from donations, to staff fundraising, joint marketing campaigns, sponsorship, in-kind donations, work place giving, volunteering and more.



Official Transport & Logistics Partner



Distinguished Sponsor – The Variety B to B Bash 2014



Naming Rights Sponsor – The Variety B to B Bash 2014



Founding Partner, The Variety Cycle





# Key Partners

Thank you to our key Partners who have generously supported Variety in the last year through fundraising, marketing and volunteering initiatives. Your support is vital in enabling us to continue our work with Aussie kids in need.



Naming Rights Sponsor  
The Variety B to B Bash 2014

De Lambert  
Largesse



Major Sponsor  
The Variety B to B Bash 2014



Chatswood  
Corporate Design  
& Print Solutions

Laminex  
Inspire your space



NEWCASTLE PERMANENT  
CHARITABLE  
FOUNDATION



The Shirley Ward  
Foundation



WILSON  
ASSET MANAGEMENT

# Key Supporters

Thank you to all our very generous Key Supporters. Your time, talent and fundraising support makes our work supporting Aussie kids in need possible.

Adelaide Brighton

Allianz

Amadeus

AMP Foundation

Aroona

Art Gallery of NSW

Assetlink

B & B Total Supply

Bimbadgen Estate

Boab Tree Wines

BP

Brasserie Bread

Bridgestone Tyres

C & I Retailing

CEB

Coca Cola Amatil

Covidien

Crown Castle

Dick Smith Foods

DLA Piper

DP World

Empire Touring

Essential Energy

Herbert Smith Freehills

Higer

Johnson & Johnson Pacific

Kimberly Clark

Macquarie Group - Compliance Team

Maddocks Foundation

Miss World Australia

Newcastle Family & Sports Podiatry

Oracle

Pacific Optics

Peter Blackshaw Real Estate

Pickles Auctions

Port Waratah Coal Services

PWC

ResMed

Schweppes

Singapore Airlines

Singapore Airlines Holidays

St George Business Banking

Subaru

Subzero Group

Taylor Construction

The Eliza Braitling Foundation

The Rhythm Village

The Rotary Club of Botany Bay

The Rotary Club of Marrickville

The Rotary Club of Rockdale City

Top Gear Festival Sydney

Toshiba

UBS

University of New South Wales

Virgin Australia

VM Ware

Vodafone Foundation

Volvo Truck and Bus

Westpac

Westrac

XVenture

## Media Partners

Variety would like to acknowledge our Media Partners, who have helped spread the word on our cause and events, raise awareness and engage the Australian public, which ultimately helps Variety assist more kids in need.





## GIVING THANKS

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# Board & Committees

We would like to give special mention to the people that give up their time, talent and hearts to Variety, to be a part of our Committees. Your leadership and support is vital to ensuring Variety's success in reaching as many Aussie kids in need of our assistance.

### *NSW Board of Directors*

Paul Mullaly (Chair)  
Mahesh Hettiaratchi (Treasurer)  
Gordon Cooper AM  
Geoff Davis  
John Dennis  
Henry Eggers  
Peter Hebbes AM  
Brian Hoare (Director until August 2014)  
Dr Greg Levenston  
Greg Lewis  
Amanda Mead  
Duncan Ross  
Susan Warda

### *Grants Committee*

The Grants Committee oversee the various grants programs run by Variety.

Amanda Mead (Chair)  
Greg Lewis (Deputy Chair)  
Sallymae Bailey  
Corrine Brown  
Henry Eggers  
Jeannie Gee  
Deslie Griffiths  
Dr Greg Levenston  
Leah McKenzie  
Alan Samuels  
Alison Sellers  
Allan White

## Revenue Committee

The Revenue Committee is charged with reviewing the potential and past performance of all events and other revenue streams, to assist with event selection and resource allocation.

Duncan Ross (Chair)

Julie Babineau

Dharma Chandran

Geoff Davis

John Dennis

Brian Hoare (until August 2014)

John Hoffman

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## Finance Committee

The Finance Committee has responsibility for financial overview of Variety's operations, ensuring sound financial management policies are in place to both maximise the performance of Variety's events and programs and ensure the organisations long term financial security.

Mahesh Hettiaratchi (Chair)

Gordon Cooper AM

## Regional Committees

### NEWCASTLE COMMITTEE

The Newcastle Committee work on maximising the impact of Variety's operations in the Newcastle-Hunter Region whether that is through the substantial events program or mobilising local business in the region.

Alison Sellers (Chair)

Wayne Sexton (Deputy Chair)

Mick Starkey (Treasurer)

Super Hubert

Kevin Leahy OAM

Bill McGuigan

Dean O'Brien

Jamie Price

Darren Smith

John Paul Young OAM

### SHOALHAVEN COMMITTEE

The Shoalhaven Committee provide a real visibility for Variety in their region, organising numerous events to raise funds and motivate the local south coast community to help support Variety's various grants programs.

Brian Muller (Chair)

Rhonda Grant (Secretary)

Kevin Carter (Treasurer)

## GIVING THANKS

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### *Risk & Governance Committee*

The Risk and Governance Committee reviews and advises on all aspects of risk and governance policy for Variety NSW, including event risk mitigation, workplace health and safety and Board governance.

Susan Warda (Chair)  
Poppy Fassos  
Mahesh Hettiaratchi  
Amanda Mead

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### *LOV Committee*

The Ladies of Variety (LOV) work tirelessly year-in-year-out to bring joy to thousands of kids through so many wonderful events. We would particularly like to recognise their efforts in staging the annual Variety Kids Christmas Party, bringing the Christmas spirit to 5,000 children of all abilities and backgrounds.

The LOV's currently have 41 members which are headed up by the leadership of:

Margaret White (President)  
Elizabeth Higlett (Vice President)  
Barb Brown (Secretary)  
Bev Pennington (Assistant Secretary)

### *Young Variety Committee*

Young Variety (YV) is a group of like minded 18-35 year olds with a flair for hosting fresh and exciting events in and around Sydney to help children in need.


Bernt Schindler (Chair)  
Andrew Antoniou  
Martin Bouroncle  
Allan van Breukelen  
Michael Brunner  
Costa Cominos  
Michelle Cottrell  
Pam Domene  
Elizabeth Gordon  
Joshua Hartz  
Justin James  
Greg Lewis  
Emir Mani

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### *Event & Campaign Committees*

We have established a number of committees to ensure the success of some of our key events and campaigns. These include the Motoring Events Committee, The Variety Cycle Committee, Teen Variety and the 40th Anniversary Committee – a very big thank you to you all.





CELEBRATING MILESTONES

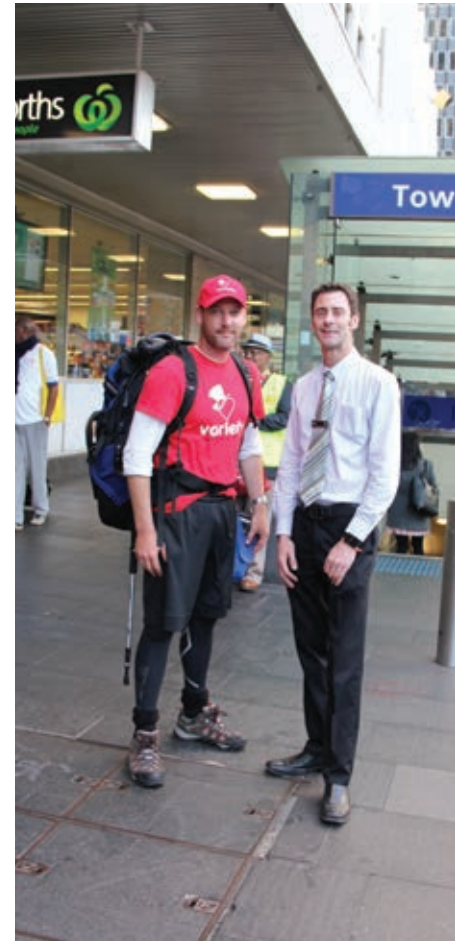
*Evin Prinitis*

Being able to go swimming  
and play on the school's  
playground equipment.



### GIVING THANKS

We would like to recognise the outstanding Community Fundraisers who go above and beyond to personally fundraise and achieve incredible results for Variety and the kids we assist. Your support is vital to continuing Variety's work in helping Aussie kids in need. From the bottom of our hearts, thank you!











Photographs of Variety kids, beautifully taken by Selah Photography



CELEBRATING MILESTONES

*Ashley Austin*

Walking 2km just holding her mums hand!





**W:** [variety.org.au/nsw](http://variety.org.au/nsw)

**P:** 02 9819 1000

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