



**variety**<sup>®</sup>  
the children's charity

2019-20

# Fundraising Guide

# Fundraising for Variety

Thank you for fundraising for Variety - the Children's Charity and helping to give Aussie kids in need a fair go. This 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 efforts.

We are with you every step of the way and are always here to help! If you have any questions, need some advice, or more information please feel free to contact us on (07) 3907 9300.

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

**thank you!**





# About Variety

Since 1975, Variety has been helping Aussie kids who miss out due to disability, chronic illness or disadvantage. Our incredible supporters like you have changed the lives of thousands of kids, giving them what they need to join in life with everyone else.

With your support, more kids can receive the assistance they need to achieve their full potential because all kids should be able to follow their dreams and be the best they can be. No matter what life throws at them. No matter what their ability.

Every dollar you raise will make an enormous difference to kids and families in need:

♥ **\$275** = Sensory equipment to a child with an intellectual disability.

♥ **\$2,500** = Nutritional feeds for a child who requires tube feeding.

♥ **\$972** = A modified bike for a child with special needs.

♥ **\$5,000** = Allow a child to follow their dreams with a scholarship in the arts, sport or education.

♥ **\$1,000** = iPad assistive software for a non-verbal child.

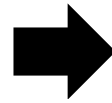
♥ **\$10,000** = Wheelchair accessible vehicle modifications to the family car.



# Our Mission & How We Help

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

We give kids who are sick, disadvantaged or have special needs a fair go.



By delivering support in these key ways:

- Grants
- Scholarships
- Experiences

According to a 2018 study conducted by Variety Australia, as a result of receiving a Variety Grant, parents and carers report significant improvements to the overall wellbeing of kids in their care.



In 2018 we gave more than \$1.2 million in grants to Aussie families, impacting over 5,000 kids (and their families) who could not afford specialist care and equipment when government support was not available.



# Getting Started



## Online Fundraising Page

Start fundraising in minutes by creating an online Team Variety page at [teamvariety.raisely.com/](https://teamvariety.raisely.com/). You can personalise it with your photo, story and goal to share with your friends, family and colleagues via email and social media. The best part is it's easy, powerful and FREE!

## Engage your Workplace

Ask your employer if they will be a sponsor, match your donations, encourage your colleagues to sign up to the Workplace Giving program or have a casual dress day for a gold coin donation.

## Host an Event

There are many different fundraising events that you could organise to reach your goal. Think about how you can make your event different with themes and activities. Raffles and auctions are a great source of funding at events. There is a helpful checklist and event concepts in this guide to help get you started. The first step is to register the fundraising activity/event with us at [variety.org.au/qld/get-involved/fundraise/register/](https://variety.org.au/qld/get-involved/fundraise/register/). We will provide you with an Authority to Fundraise letter, Proudly Supporting logos for promotional materials and our social media policy.

## Join or Participate in an Existing Event or Fundraising Campaign

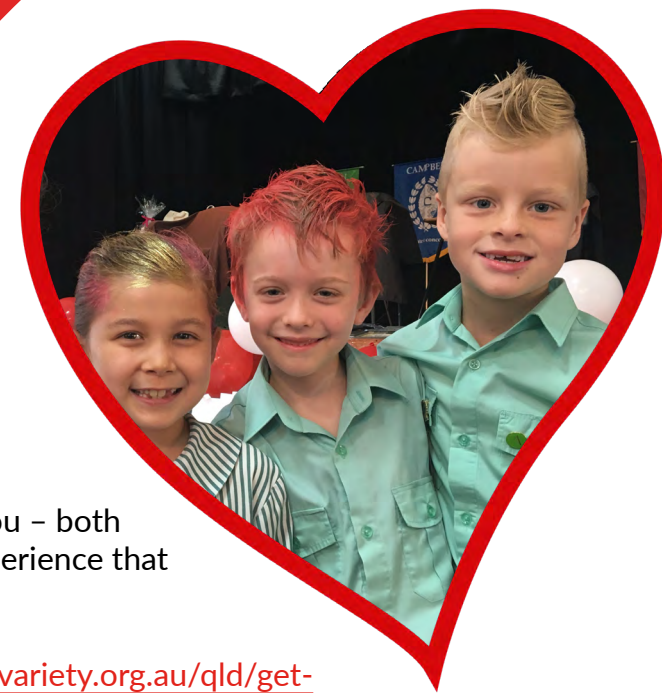
Keep an eye out for local fun-runs, colour runs, cycling and other fitness events – and join our Caped Crusaders fundraising campaign. Check out our events page at [variety.org.au/qld/events](https://variety.org.au/qld/events) for some inspiration on runs that are coming up near you.

You can also check out our Hair with Heart program to grow and donate your hair, while fundraising along the way. Visit [variety.org.au/get-involved/hair-donation/](https://variety.org.au/get-involved/hair-donation/) to find out more.

Check out some of our FAQs and T&Cs to find out more:



# Fundraising Ideas



There are lots of different ways to raise funds for kids in need. 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 register it through [variety.org.au/qld/get-involved/fundraise/register/](https://variety.org.au/qld/get-involved/fundraise/register/).

Here are some fun ideas to help get you started:

- ♥ Bake sale
- ♥ Trivia night
- ♥ Movie night
- ♥ A workshop or networking event with guest speakers
- ♥ An office challenge or personal goal (e.g. fitness related, give up sugar or social media)

- ♥ Gala event
- ♥ Art exhibition
- ♥ High tea
- ♥ Gift your birthday
- ♥ Golf day
- ♥ Wine & cheese tasting
- ♥ Sell **Cadbury** chocolates
- ♥ Always try to incorporate a raffle



For handy tips, guides templates and other resources check out our fundraising toolboxes for each of our events:



# Checklist for organising a fundraising event



♥ **WHEN** Pick a date and time that doesn't coincide with any other events and leaves plenty of time for planning.

♥ **WHERE** Where will the event take place? Take into consideration size, accessibility, cost, parking and public transport.

♥ **WHO** Select your target market for the event. Is it a public or private event? How many people are you wanting to attend?

♥ **ENTERTAINMENT** When planning entertainment for an event, think of themes, performances, music and other fun activities. Raffles and auctions are a great way to engage guests and raise funds, think about where you can source prizes from and how you will promote them on the night.

♥ **CATERING** If you're having food at the event, think about what type of food to have (cocktail or sit down dinner), where you will source it from and do you have any contacts who could donate food services?

♥ **BUDGET** Ensure costs are reasonable and a large portion of funds raised go towards kids in need. Can you get a discount or free items and services? How much are you aiming to raise? Will ticket prices cover the costs for the event?

♥ **COMMUNICATION** How will you communicate your event to people? How will you get the message of the cause across? Write press releases, print flyers, etc.

♥ **APPROVAL** Make sure you have registered your fundraising event with us and be sure to send through any marketing material for approval.

♥ **REGULATIONS** Ensure that you adhere to safety and legal regulations; where necessary apply for permits and insurance.

♥ **ORGANISING** On the day or night of your fundraising event, ensure you have a runsheet outlining timings and who is responsible for what.

♥ **RETURNING FUNDS** Deposit your funds raised from the event to us and notifying us of the details, such as total fundraising amount.

♥ **THANKS** Thank your supporters/guests for their help/attendance and let them know the overall fundraising amount. Remember – keeping a sponsor happy is much easier than finding new sponsors every year!





# Hair with Heart

Hair with Heart uses donated hair to make specialised wigs for kids who have lost their hair due to a medical condition such as alopecia.

The donated hair helps in more ways than one! Your donated hair is given a second life by giving back the gift of confidence and self-esteem to a child in need. Plus, through your fundraising efforts we can also help other kids who are sick, disadvantaged or have special needs by providing equipment and services. Get started now by creating an online fundraising page at [everydayhero.com.au/event/hairwithheart/](http://everydayhero.com.au/event/hairwithheart/).

You may also like to consider involving your school or workplace by encouraging a crazy hair day or themed Variety Day in exchange for a gold coin donation.

To read the guidelines and get some helpful fundraising resources please visit our website at [variety.org.au/get-involved/hair-donation/](http://variety.org.au/get-involved/hair-donation/).

# #HairWithHeart



# Meet Duke

Duke is a little legend with a big heart, who loves the outdoors – anything from sports like tennis, golf, rugby and fishing to being at the beach or the park.

At just 5 years-of-age, Duke made the brave decision to donate his luscious locks to our Hair with Heart program after watching a video of a little girl receiving a wig for her birthday. He decided that he wanted to be able to bring joy to another child just like the girl in the video – and donating his hair was the perfect way to do it.

His mum recounts the story of the inspiration behind his decision. She tells us how “His eyes widened as he watched her unwrap her present, he smiled when he heard her squeal with absolute delight and giggled in tune with her as she tried it on. At the end of the video, he turned to me and asked “Mummy, will my hair make someone feel that happy?” I replied, “yes Duke, it will”. And that’s when he had his ‘lightbulb moment’ and understood the full reality of why he was growing his hair.”

Then after 5 years of growing, Duke had his first ever haircut in November 2018 at his school assembly and was able to raise over \$4,800 to donate along with his hair.





Join Caped Crusaders to fundraise for Aussie kids in need in your next fun run!

Get active and fundraise by taking part in your local walkathons, fun-runs, cycling events and marathons, all year round. What a great way to challenge yourself, get fit and help more Aussie kids have a fair go!

It's easy to get started:

1. Find an event and register
2. Create an online fundraising profile at [teamvariety.raisely.com/signup/](https://teamvariety.raisely.com/signup/).
3. Recruit team members to join you
4. Share your profile with friends, family and colleagues!
5. Reach \$100 to receive a running singlet and \$500 for the CAPE!

# #CapedCrusaders





# Meet Brydi

Brydi was born paraplegic due to a tumour that was crushing her spinal cord. But being reliant on a wheelchair has never stopped her... she has big dreams of becoming a Paralympian and competing in swimming, track wheelchair racing and triathlons.

In 2018, Brydi received a Variety Heart Scholarship, allowing her to pursue her dreams of competing at the Paralympics.

Come hail or shine, young Brydi trains several times a week and competes in triathlons most weekends. Brydi led our Caped Crusaders as the Team Captain in the 2018 Bridge to Brisbane, where the team completed the 5 km course and collectively raised over \$2,200 in support of giving other Aussie kids in need a fair go.

What an inspirational young lady!

You can read more stories like Brydi's and learn more about the impact Variety has on Aussie kids at [variety.org.au/qld/about/our-impact/](https://variety.org.au/qld/about/our-impact/).



# Young Variety (YV)

Young Variety members create, manage, promote and execute fundraising activities and campaigns, to help us spread our key messages to the younger generation.

No matter what your skills or interests are, there is an exciting way for you to get involved with a strong focus on having fun while building solid friendships and contacts. Whether it be participating in fun runs, organising a causal dress day at work or school, hosting an event or setting yourself a challenge.

All kids deserve a fair go and that's why proceeds from YV activities are used to help support Aussie kids who are sick, disadvantaged or who have special needs to LIVE, LAUGH and LEARN!

Join Young Variety for free today at [facebook.com/groups/207044333425376/](https://www.facebook.com/groups/207044333425376/)! Whether you only have a few moments every month or would like to make a long term commitment, we want to hear from you!

You can become a YV Ambassador and be the face of YV at Variety and supporter events, more information please contact [melissa.mcmahon@varietyqld.org.au](mailto:melissa.mcmahon@varietyqld.org.au).



# Social Media Tips

Once you've sorted out the finer details it's time to get the word out! Social media is a great tool to help you reach more people. Here are some of our top tips to help you make the most of it:

- ♥ Include a link to your fundraising page (it sounds like a no-brainer but can be easy to forget) and tag us @VarietyQLD
- ♥ Always include an image as these tend to get more engagement than those with only text
- ♥ Ask people to share your post, 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!





# Please Help Us Help You

We love helping our fabulous supporters with their fundraising activities as much as possible but we also need your help! Our logo and our brand mean a lot to us and they help to define us all as a collective group of wonderful volunteers, fundraisers and staff all with the common goal of helping to give Aussie kids a fair go.

In order for us to provide you the highest level of support possible, we do have a few things we need to ask of you to ensure we also meet our national guidelines and keep everyone on track with consistent branding and clear messaging about the incredible things we're all doing for the kids.

## Use of Variety Logo & Content

You've worked hard to pull your event together and deserve all the credit! To differentiate that your fundraising event is raising funds for Variety - the Children's Charity, and is not a Variety event, please:

- ♥ Label your event as 'an event supporting Variety - the Children's Charity'
- ♥ Use our 'Proudly Supporting' logo in all fundraising promotions and on all printing and advertising material. We can send you a copy of this when you register your event with us at [variety.org.au/qld/get-involved/fundraise/register/](https://variety.org.au/qld/get-involved/fundraise/register/). This logo cannot be modified in any way.
- ♥ Please use our full name, Variety – the Children's Charity, in its whole phrase for headings. You can refer to us as Variety in basic content thereafter. Variety – the Children's Charity is not to be referred to as the Variety Club or any other name in marketing material.
- ♥ Any marketing materials or advertisements must be submitted to Variety for approval prior to advertising your fundraising event. This includes any printing, artwork proofs, online Facebook pages and website advertising. Approval can be given within a day in most cases. Please email this to [info@varietyqld.org.au](mailto:info@varietyqld.org.au)



# Managing the Money

Keeping an accurate record of the finances, managing the funds and depositing those funds to Variety is big part of your fundraising process. We know this can be tricky, so to help you out we've put together a few important things to keep in mind:

- ♥ Remember that the reason your raising money is to give Aussie kids in need a fair go. This means your expenses should not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. To keep it simple, the majority of what you raise goes to the kids.
- ♥ If you have any donors ask for a receipt, simply email [finance@varietyqld.org.au](mailto:finance@varietyqld.org.au) the details such as their name, address and contact details when you remit your money. Receipts cannot be issued for donated goods or services, however a letter acknowledging the type and value of the supporters contribution can be provided
- ♥ Thank your supporters!

Depositing Funds into our Bank Account  
Westpac: Variety Queensland General Account  
BSB Number: 034 072  
Account Number: 201 739  
Reference Number: Community Fundraising  
Email remittance to: [finance@varietyqld.org.au](mailto:finance@varietyqld.org.au)

Online Fundraising Profile:  
You can set up an online fundraising page at [teamvariety.raisely.com/](https://teamvariety.raisely.com/). All of the donated funds will be received by Variety! You can personalise the page with your photo, story and fundraising and share via email and social media. You can also post photos and updates to your supporters.



# Thank you!

Thank you so much for your wonderful support! 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 07 3907 9300 or send an email to [melissa.mcmahon@varietyqld.org.au](mailto:melissa.mcmahon@varietyqld.org.au)

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



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