



# Variety Messaging

A guide to how to talk about Variety

Equality | Community | Action | Joy

# How can we easily talk about Variety?

The Australian value of 'a fair go' is the most cherished value we have. But for thousands of kids and their families, life's not always fair.

It's not fair on the parents of the 10,000 kids with a disability in NSW who don't receive government support. Or for the parents of the 46,000 kids whose NDIS plan doesn't cover many of the essential things their child needs.

It's not fair for the 1 in 7\* kids in NSW who are living in poverty, the highest of any State in Australia. These kids have a higher chance of health and behavioural problems, and are less likely to finish school.

At Variety, we're passionate about giving kids who are sick, disadvantaged or have special needs a fair go. We don't think any child should fall through the gaps. Not the 3 kids in every classroom who are living in poverty. And not the 10,000 kids with a disability who are missing out on Government support.

For over 40 years Variety has been helping kids in need with grants, programs, scholarships and experiences. We provide practical support when they need it most, and a helping hand to reach their full potential. We believe all kids deserve a fair go.

\*Child Disadvantage in NSW

\*\* Low income bracket is based on definition provided by FACs ie families with less than half the median household income (or weekly income less than \$750)

## Elevator Pitch – snappier, the facts

We're very fortunate to live in the lucky country, the land of the fair go.

But for thousands of kids and their families, life's not always fair. 1 in 7 kids in NSW live in poverty, and of the 46,000 kids in NSW living with a disability, 1 in 5 don't receive any government support - the need is great and that's why we need your support.

At Variety we're passionate about giving kids who are sick, disadvantaged or have special needs a fair go. Last year our grants, programs, scholarships and experiences helped 39,500 kids with over 200 conditions, providing practical help and support when families need it most.

We believe all kids deserve a fair go.

# How we help – Kids Support Framework

**We believe all Aussie kids deserve a fair go.**

We help kids 0-18 years of age who face one of these challenges



Variety provides support to families and organisations in the following ways:



## Grants

We grant equipment, supplies & therapy to help kids & organisations in need.

[More Info >](#)



## Programs

We run programs to educate & empower kids in need.

[More Info >](#)



## Scholarships

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

[More Info >](#)



## Experiences

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

[More Info >](#)

## How we help – Grants

**Variety Grants** help kids communicate, increase their self-esteem and social skills, and get out and about to enjoy the freedom of being a kid.

We provide practical and essential help for individuals and organisations in need. We grant medical & mobility supplies & equipment, technology, vehicle modifications, educational resources, feeds, nappies and wigs.

**Variety Sunshine Coach** grants provide transport to schools and organisations, which are helping kids living with a disability, chronic illness, financial hardship or through geographic isolation to access their community and to experience a range of special programs and activities.

### Need

- 1 in 7 kids in NSW are living in poverty
- There are 46,000 kids living with a disability in NSW
- 1 in 5 do not receive any government support

### Facts

- \$4m granted to kids & families
- 39,500 kids supported NSW/ACT
- 12 Variety Sunshine Coaches
- 200 different conditions supported
- 117,712 kids impacted by Variety in Australia

### Outcomes

- Recipients of a Variety Grant report
- Increased Quality of life – 95%
- Self-esteem – 81%
- Connection to Community – 84%
- Decreased family strain – 90%

## How we help – Programs

Our programs educate and empower kids.

Our **Activate Inclusion Sports Days** give kids with disabilities the chance to try different sports they may never have been able to play before.

More than half of kids with a disability are bullied and experience social exclusion. The **Variety Just Like You** schools program educates kids and build awareness of people with a disability. The aim is to stop bullying and celebrate people of all abilities.

The **Variety Kids Choir** is an inclusive vocal group for young people aged 9 to 18, who share a love of music, singing and performing. The program is unique and strives to enrich the lives of the members through friendship, self-confidence and musical mentoring.

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## How we help – Scholarships

**Variety Heart Scholarships** empower the leaders, sports stars and artists of tomorrow. The Scholarship program supports kids with a demonstrated talent who are living with a disability, chronic illness or financial hardship, to pursue their dream and realise their potential.

Scholarships of up to \$5,000 are awarded in the areas of Sport, the Arts and Education, and can be used for things like uniforms and equipment, coaching and lessons, travel and other expenses.

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## How we help – Experiences

We bring joy and inclusion to kids and their families.

We hold exciting events such as the **Variety Kids Xmas Parties**, Variety Musical Picnics and story time, and **Variety Family Fun Days**.

We also help create Variety Livvi's Place inclusive playspaces, so all kids can enjoy playing side by side. These experiences allow kids and their families to have fun, meet new people and try something new.

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## **Our vision**

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

## **Our mission**

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

## **Our values**

### **Community**

We believe it takes a  
community to raise a  
child

### **Equality**

We believe  
everyone deserves  
a fair go in life.

### **Action**

We believe in rolling  
up our sleeves and  
getting stuff done.

### **Joy**

We believe in  
the importance  
of lightness and  
laughter.