



variety
the children's charity

Fundraising Guide

Motoring Events

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♥ G'day

Thank you for fundraising for Variety and helping to give Aussies kids in need a fair go.

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 for more information please get in contact with us, our contact details are on the last page.

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, chronic illness 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.



♥ How your support helps

Variety helps children who might 'fall through the cracks' and can't get assistance elsewhere. The funds you raise will help kids overcome the obstacles they face, so they can join in life with their family and friends.

Your support will help kids like Eva.

There is no one else in the world quite like four-year-old Eva. Two weeks after Eva's birth, genetic testing indicated she has a rare chromosomal deletion disorder; she is the only known child in the world with this particular deletion.

The chromosomal disorder means Eva has severe movement, mobility, development and language delays.

The long-term prognosis is uncertain, as it will take several years to establish a clear understanding of her developmental strengths and weaknesses.

Eva, however, has already conquered her mobility problem, thanks to a \$1,000 donation from Variety – the Children's Charity NSW/ACT that paid for therapy sessions.

Eva's mother, Katherine, said, *"The funding Variety provided was used for Eva's weekly occupational therapy sessions. Prior to starting the sessions Eva walked with the assistance of a walking frame. But within three weeks of the therapy she was able to walk unassisted."*

♥ Getting Started

There are lots of different ways to raise funds for Variety, however we have a few simple rules Motoring Event entrants must observe when fundraising or seeking sponsorship for their entries.

The cost of preparing your vehicle, meals, travel and merchandise is your personal responsibility. Make your sponsors aware that their donations will directly assist kids who are sick, disadvantaged or have special needs. Emphasise that you and your crew meet the cost of preparing the vehicle and all other related expenses.

Once entry forms have been received "Authority to Fundraise" letters can be issued. These letters advise potential sponsors that you have authorisation from Variety to fundraise on our behalf.

The first step to fundraising is planning. It's important to plan how you wish to raise your entry donation.

Quick Tips

- Before you start, make a list of any potential sponsors you think might support your vehicle.
- Are there any seasonal fundraising activities you can plan ahead for?
- Do you like to BBQ? Perhaps you can contact your local Bunnings and get a date.
- Plan out your fundraising month to month so it doesn't all happen in the last few weeks.



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.

Studies have shown that if you ask people three times for a donation, 30% of everyone you have asked for an online donation will give, so make sure you share your ask far and wide.



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
- ♥ BBQ
- ♥ Community Sausage Sizzles

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.



When organising your fundraising event, think about:

- ♥ Venue, catering and beverages
- ♥ Sponsors
- ♥ Budget
- ♥ Ticket price
- ♥ Entertainment/theme
- ♥ Timing
- ♥ Promotion
- ♥ Ticket sales method
- ♥ Fundraising strategy



Spread the word

When kicking off your fundraising efforts, it's best to start with those who are closest to you, like your family and close friends, who 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 show others that you're committed to the cause. Find some handy resources such as logos, brochures and videos [HERE](#)

Social Media

Social media is a great way to reach as many as possible.



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!



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!

Dear <name>,

I've decided to fundraise for Variety – the Children's Charity by entering the Variety <insert motoring event>. This cause means a lot to me as <insert why you're fundraising for Variety> and am really excited about making a difference for Aussie kids in need!

Variety – the Children's Charity is a national non-profit organisation committed to empowering Australian children who are sick, disadvantaged or have special needs to have a fair go!

I would really appreciate it if you would support me by donating at my online fundraising page. I'm aiming to raise <target> so don't be shy, every little bit counts!

- \$50 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
- \$1,000 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 your fundraising page>

Thanks for your support in advance. Together, we can help Variety give kids a fair go!
Thanks so much,
<your name>



Other Fundraising Ideas

Online Fundraising

Online fundraising is an easy and effective way to raise funds, and it is so simple to set up your own fundraising page. 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 motoringevents@variety NSW.org.au

Community Fundraising

There are all sorts of ways you can fundraise with your community. You could have collection boxes in local stores, a community BBQ, cake stall, garage sale or a carwash. Be sure to seek the required permission from land owners and council (where necessary). Variety's office has a supply of donation boxes and buckets, if you wish to borrow any, please get in touch with your Variety contact.

Workplace Giving

Workplace Giving allows employees to make regular donations to a deductible gift recipient such as Variety. Donations are deducted from employees' salaries before tax is applied (hence reducing their taxable income). They are then entitled to an automatic tax deduction, whilst Variety gets the full amount donated. Contact us if you would like our Corporate Partnerships Manager to come with you to talk to your employer or company about this opportunity.

Grants

Many clubs have grants for charitable causes. Contact your local clubs to find out if they have a grant you could apply for on behalf of Variety. Find out the application procedure and if you require any assistance please contact your Variety representative.

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, a wedding or anniversary? Have you considered in lieu of receiving gifts asking instead for a donation to be made to Variety?

♥ The serious stuff

General

Please note that whilst 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 prizes, entertainment, venues, or organise media or publicity.

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, all event flyers must make this clear. Recommended wording for events is '**Proudly supporting Variety - the Children's Charity.**' Your Variety contact 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. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in any communications.



If you want to share what Variety does please use this wording:

Variety - the Children's Charity believes all Aussie kids deserve a fair go so we support kids who are sick, disadvantaged or have special needs to overcome challenges and reach their full potential.

Marketing Materials Approval

Any marketing materials must be submitted to Variety for approval. Approval is given within a day in most cases and we're happy to provide you with ideas too! Send materials to motoringevents@varietytnsw.org.au or your Variety contact.

♥ 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 NSW 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 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:

Account Name: Variety the Children's Charity NSW - Gift Account

BSB: 032 020

Account number: 208569

Reference: event name, vehicle number, donor name
eg: NSWBash123JSmith

Cheques

For returning cheques, please ensure cheques are made out to:

Variety - the Children's Charity NSW/ACT

On the back of the cheque please put event name and vehicle number.
Then post to:

Sydney Office

Locked Bag 2468,
St Leonards, NSW 1590

Newcastle Office

PO Box 186,
Broadmeadow, NSW 2292



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...

"Rhyleigh received her brand new bright pink standing frame that Variety - The Children's charity NSW funded. We wish to thank you all once again! You do not know how much this means to our family and how much it will benefit Rhyleigh"

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

"Thanks to everyone at variety for helping out our family. It means so much to us instead of being worried about the year ahead we can actually be happy for Selina that she got on the world team and she can focus on her sport. It's not just the financial burden that has helped but the fact that someone cares. Thanks a million."

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

"This is a LONG overdue THANK YOU to Variety for approving my son's application for his walking frame. We have it now and I'm in the process of arranging his physio to come to school so the team there are able to contribute to his progress. Thanks again, you made the world of difference to my son's life. More than you realise :)"

Ms Newton – Variety granted a standing frame 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 the Sydney office a call on 02 9819 1016 or email to rebecca.rowe@variety NSW.org.au

or the Newcastle office on 02 4965 4911 or email janet.kilazoglou@variety NSW.org.au

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

