



variety
the children's charity



Variety - The Children's Charity Queensland 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 is here to support you in your fundraising activities. Read on for ideas, handy hints, and a few basic rules to help you 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 advice, or require more information, please feel free to contact us at (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. Thanks to incredible supporters like you, thousands of kids' lives have been transformed, giving them the opportunity to participate in life alongside everyone else.

With your support, more kids can receive the assistance they need to achieve their full potential. Every child should be able to follow their dreams and be the best they can be, no matter what life throws at them or what their abilities are.

Every dollar you raise will make an enormous difference to kids and families in need. Here are just a few examples of what your fundraising could provide:

- ♥ **\$110 =** An EduKids Pack, to help kids with basic education supplies.
- ♥ **\$300 =** Assistance for sporting registration, equipment and travel.
- ♥ **\$1000 =** Sensory equipment such as headphones and hanging swings.
- ♥ **\$1500 =** Fundamental program, providing schools with basic needs.
- ♥ **\$2500 =** Nutritional items, to assist kids with feeding help.
- ♥ **\$3000 =** Trampolines and swing sets for sensory regulation and therapy.
- ♥ **\$4000 =** Modified Pedal Bikes to help with physical therapy.
- ♥ **\$5000 =** Mobility assistance with race runners and frames.



Our Mission

To empower Queensland kids who are sick, experiencing disadvantage or living with a disability to live, laugh and learn.

Our Vision

For all Queensland kids to reach their full potential regardless of their ability or background.

Our Values



Equality

We believe everyone deserves a fair go in life



Community

We believe it takes a community to raise a child.



Action

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



Joy

We believe in the importance of lightness and laughter.

How We Help

SCHOLARSHIPS

We support kids with an existing talent across the arts, education, and sport, so they can reach their full potential and follow their dreams.

GRANTS

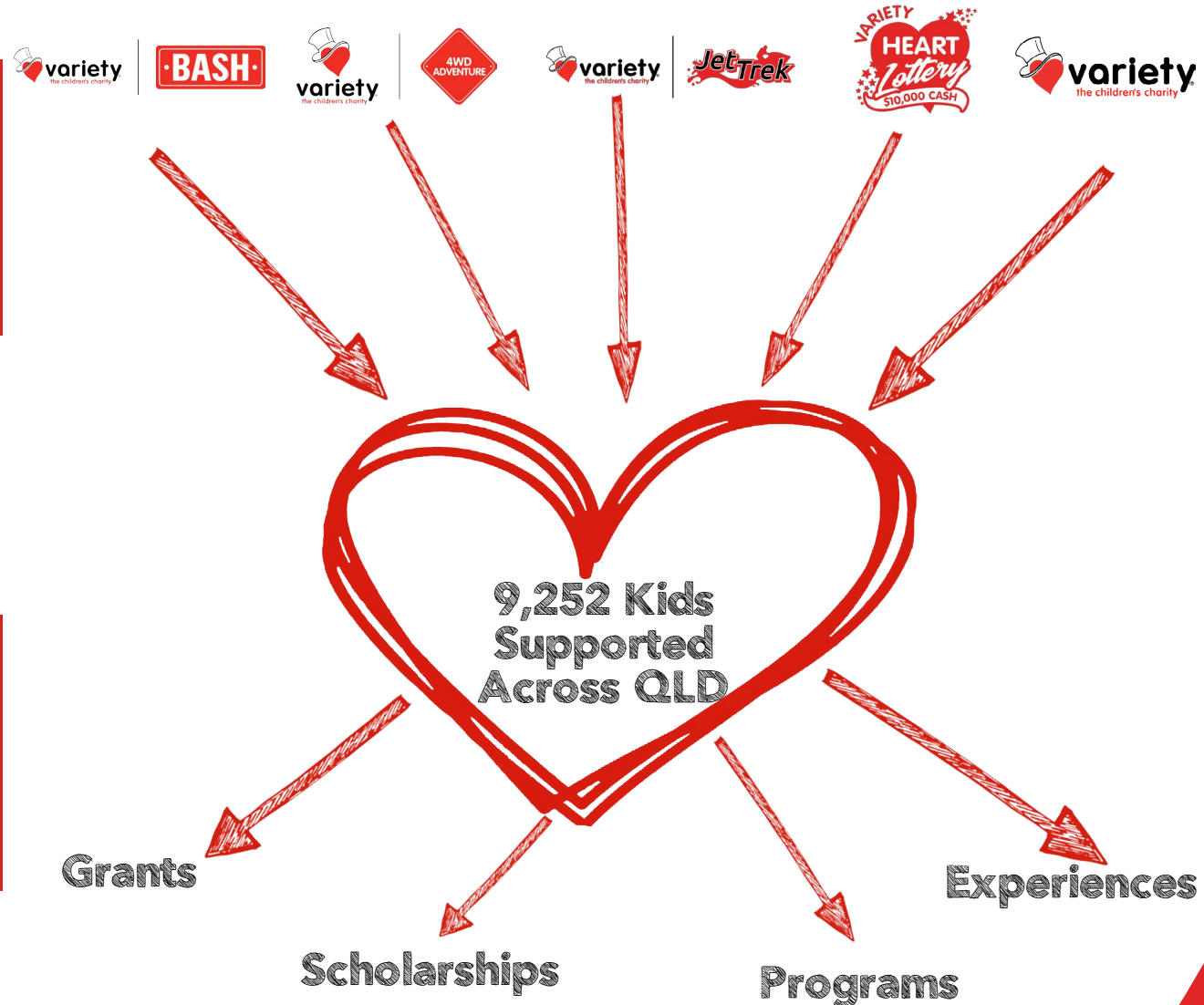
We deliver practical help with medical and mobility equipment, technology, educational resources, learning aids and transport.

PROGRAMS

We offer inclusive programs to encourage participation, providing opportunities for kids to shine.

EXPERIENCES

We host events where kids can make new friends, have fun, relax, and create special memories with their families.



Getting Started

Online Fundraising Page

Start fundraising in minutes by creating an online Team Variety page at 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 sponsor, match your donations, encourage your colleagues to sign up for 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 unique with themes and activities. Raffles and auctions are great sources of funding at events. There is a helpful checklist and event concepts in this guide to help you get started. The first step is to register the fundraising activity/event with us at variety.org.au/qld/get-involved/fundraise-2/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. Check out our events page at 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/ 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-2/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
- ♥ Meat tray raffle

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

Meet Alice

Diagnosed with Orbital Rhabdomyosarcoma in July 2021, Alice's parents, Sian, and James, along with her three brothers, moved from Calliope, in Queensland's Gladstone region, to Brisbane, where Alice underwent six months of chemotherapy and radiation to her right eye.

Alice was declared cancer-free by December 2022 but when her initial symptoms returned six months later, the Morley family were faced with unimaginable news. Doctors needed to remove Alice's entire right orbit – the optic nerve, the eyeball, the eyelid and everything around it – to save her life.

Through it all, Alice kept her radiant smile.

"It's really hard, but she keeps smiling," shares Sian. "She's always smiling and happy."

After finishing treatment in mid-March 2023, Alice went back to school. Her bravery and resilience continue to inspire many – including the team here at Variety Queensland.

We know from experience that families often put their lives on hold when their kids face illness. For the Morley family, this meant normal activities were off the cards while Alice was at her most vulnerable.

Thanks to your fundraising efforts, Variety Queensland was thrilled to present brand new bikes to Alice and her brothers William, Xander, and Henry. It was wonderful to see the kids enjoying their new bikes as the family returns to their normal, everyday activities.

"Look at these happy faces!" says Sian. "You have made this possible and I know we say thank you over and over again – but we just really appreciate it so much. We are going to have lots of riding adventures and the kids are just as thrilled as James and I are."

Special thanks to the Morley family for generously sharing Alice's story to raise awareness about cancer.



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:** Always include a link to your fundraising page in your posts. It sounds like a no-brainer, but it can be easy to forget. Make it as easy as possible for people to donate.
- ♥ **Tag @VarietyQLD:** Tag [@VarietyQLD](#) on Instagram or [@VarietyQLD](#) on Facebook in your posts to increase visibility and show your connection to the organisation. This can also help your posts get shared by Variety QLD's official accounts.
- ♥ **Highlight Impact:** Show the impact of donations by sharing stories and testimonials from beneficiaries. This helps donors see the tangible difference their contributions are making.
- ♥ **Thank Your Supporters:** Publicly acknowledge and thank your donors and supporters by tagging them in your posts. This not only shows appreciation but also encourages others to contribute and spreads your fundraising efforts further.
- ♥ **Call to Action:** Always include a clear call to action in your posts. Whether it's asking for donations, sharing your campaign, or attending an event, make sure your audience knows how they can support you.
- ♥ **Leverage Different Platforms:** Use a mix of social media platforms like Facebook, Instagram, Twitter, and LinkedIn to reach different segments of your audience. Tailor your content to suit each platform's unique features and audience.
- ♥ **Use Stories and Live Videos:** Utilise features like Instagram Stories, Facebook Stories, and live videos to give real-time updates and behind-the-scenes looks at your fundraising efforts. This creates a sense of immediacy and excitement.
- ♥ **Share Updates:** Regularly update your followers on your progress. Share milestones, thank your donors, and keep everyone informed about how their contributions are making a difference.
- ♥ **Use Visuals:** Always include photos and videos of your fundraising activities, events, and the impact of donations. Visual content tends to get more engagement than text-only posts and helps convey your message more effectively.
- ♥ **Leverage Different Platforms:** Use a mix of social media platforms like Facebook, Instagram, Twitter, and LinkedIn to reach different segments of your audience. Tailor your content to suit each platform's unique features and audience.



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.

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/.

#HairWithHeart



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 with 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-2/register/ **This logo cannot be modified in any way.**
- ♥ Please use our full name, **Variety – the Children's Charity Queensland**, 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 events@varietyqld.org.au



Meet Keira

Keira was affected by Cytomegalovirus (CMV) before she was born. The virus impacted Keira's brain development and her hearing; she has been left profoundly deaf with two cochlear implants.

Keira's parents spent the first two years of her life not knowing if she would ever walk or achieve any of her goals.

Mum Danie shares, "She only learned to walk when she turned three, and we'd been doing physio since she was six months old – and one day we were doing our practicing, as we always do, and she just walked. We went, oh my God! She's doing it, it was awesome."

Danie adds, "That was the day she ran...and ran...and RAN!"

Little Keira quickly turned into an energetic adventurer – and it became difficult for the family to go on holiday and keep her safe. "She was an escapee," Danie says. "She could get out of anything."

"We found this safety sleeper bed that was completely enclosed. She couldn't get out of it, and she was safe, but we couldn't get it through NDIS," Danie explains.

The safety sleeper was overseas, and with nothing available locally, the family found Variety Queensland and applied.

"And it has been a game-changer," Danie says. "We can now go anywhere. Christmas holidays, weekends away. They really are great."

Dad Jack adds, "The NDIS is a great program, but there are gaps – to have a charity like Variety fill in those gaps is just amazing."



Meet Tom

Tom's hardships have not stopped him pursuing his dream to compete in beach volleyball. Despite the odds – and the fact that there are no sand courts in rural Gympie – he has defied expectations as he carves out a future where his dream can become a reality.

Competitive sports require significant funds, especially for kids living remotely. This was a tough prospect for Tom's family, but when they discovered that Variety could help fund people facing disadvantage, Tom was able to receive a Variety Heart Scholarship.

Tom had been using a worn-out pair of converse shoes. Even after his foot poked through his shoes mid-game, Tom improvised with zip ties to continue playing.

The Variety Heart Scholarship helped Tom with items as simple as a new pair of shoes – while also empowering him to attend open tournaments and play against Olympians. Now equipped with the right gear, he can compete in volleyball alongside his peers.

Tom has gone from strength to strength – winning multiple awards including Gold alongside his partner at the Queensland Beach Tour, and he was named 2023 Senior Sportsman of the Year.

Next up for Tom is to represent Australia at a national level and at the Olympics.

Tom and his family are so grateful for the support of Variety Queensland, with Tom expressing, "I just want to say thank you to all the supporters. I hope I do well and make them just as proud as my family."

And Tom adds, "Never quit something you love – just find a way to do it."



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 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

Online Fundraising Profile:
You can set up an online fundraising page at 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 events@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! Tag us on socials or email them to Marketing@varietyqld.org.au.



Variety – the Children's Charity of Queensland

ABN 35 940 541 014

2 Sports Lane, Bunya, Queensland, 4055

P (07) 3907 9300 | E events@varietyqld.org.au | variety.org.au