


Variety SA
2015 Annual Review

1 October 2014 - 30 September 2015





GRANTS

Thomas' Story

Thomas is six years old and lives with spastic diplegia cerebral palsy. He used to use a crocodile walker to move around, and had up to 30 hours of intensive therapy each week. Thomas was also required to have Botulinum—toxin (Botox) injected into his legs every three to four months to ease the tightness in his muscles. As his body became more resistant to the Botox, and it became less effective, his parents investigated alternative solutions for his condition. In consultation with his specialist, they were told about selective dorsal rhizotomy (SDR) surgery which cuts through selected nerve fibres in the spine to reduce tightness in the muscles. After fundraising \$15,000 and managing to get their flights donated, they turned to Variety SA for assistance, who funded nearly \$75,000 for the surgery and associated costs.

Today Thomas is making improvement every day. He can already stand on one foot and will get rid of his crocodile walker very soon as he takes off and gets stronger.

"The surgery changed his life, but Variety made it happen. There has been a profound difference in every aspect of his life. He now takes fewer medications, concentrates better at school and his ability to walk has improved greatly; we will always be so thankful to Variety."

Rebecca, Thomas' mother.

MESSAGE FROM THE CHAIRMAN



It is with a great deal of pleasure and much pride that I present the 2014/15 Variety SA Annual Review. Our organisation is as diverse as the needs of the children and families we support and as such we have produced this document to encompass all facets of Variety – the Children's Charity.

You will be delighted to know that we have distributed a stunning \$3,752,332 this year, the second largest allocation in our history through 213 grants which has in turn supported a total of 49,716 children who are sick, disadvantaged or have special needs. We have also achieved a net revenue of \$3,046,966, a truly amazing effort.

This is at the heart of what we do and as supporters of Variety you should be immensely gratified that so many children in our state will be positively impacted by the hard work and generosity of the Variety family.

To you as a member, supporter, sponsor, event entrant, family or friend, please accept my personal sincere thanks for your individual and collective contribution to this incredible result achieved in the past year. Without this passion, enthusiasm and drive this result would not be possible.

Our flagship event, the Bash, defied history and the economy by posting a record \$2.33m net result on the back of a record set the previous

year. We enjoyed and celebrated similar successes with the Annual Themed Ball, 4WD Challenge, Variety Foundation House and V2 Motorcycle Run. Innovation is paramount to our ongoing success, I was thrilled that we unveiled new initiatives including our Radiothon, Variety Footy Jet and our partnership with Clipsal 500 Adelaide, all of which were both hugely successful.

To all those who were instrumental in the delivery of such an enviable suite of revenue streams, including our Variety staff, thank you again.

We are outcome driven; the sole reason we create this income is to assist more children in need in South Australia.

With you by our side, we look forward to the year ahead and your continued support.

On behalf of the thousands of little faces who smile with your support, I simply say –

Thank You!

OUR PROGRAMS



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 charities.



Variety Future Kids Program

Helping children enhance their communication potential by providing grants for education and communication equipment to individual children and organisations.

This program includes Variety's Scholarships, helping children who are disadvantaged or have special needs to achieve their sports or arts potential.



Variety Caring for Kids Program

Helping care for children through the provision of medical equipment, surgery, prosthesis and sensory equipment as well as providing funding to hospitals and medical units.

THE FACTS

Total granted in 2015 =

\$3,752,332

through

213

grants to help



children who are sick, disadvantaged or have special needs.

THE FACTS

\$3,752,332

spent on SA grants in 2015



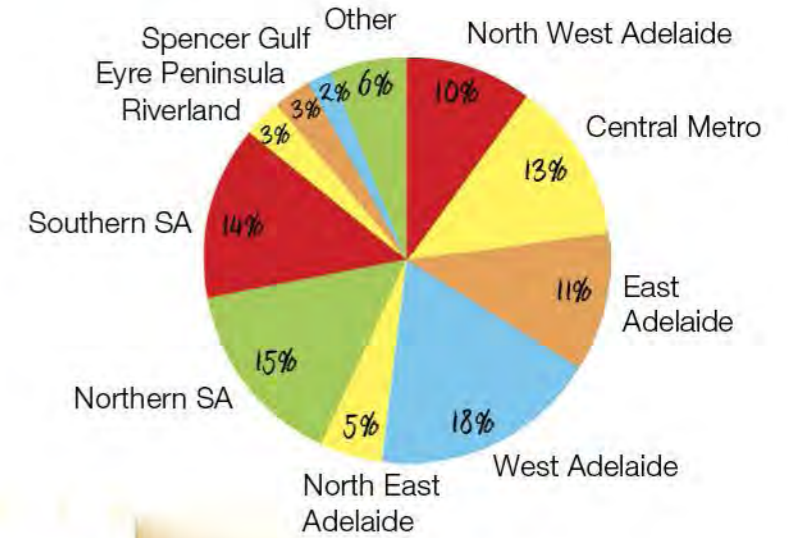
\$2,356,385
Freedom Program



\$1,210,543
Future Kids Program



\$185,404
Caring for Kids Program



GRANTS

Mattias' Story

Mattias is hardworking and focused on achieving in life, regardless of his blindness. He never uses any excuses not to work hard and aim high. Of his own free will he practises piano after school, knowing that 'practice makes perfect'. Variety granted Mattias a Show of Hearts

Scholarship for piano tuition to the value of \$2,160. He is doing exceptionally well in piano and has quite an 'ear' for music and wants to perform on the big stage one day.

THE FACTS

Over
\$50,000,000
net

Amount Variety SA has raised since 1983.

THE FACTS

\$3,046,966
net

Net Revenue in 2015.



Children directly impacted by Variety in 2015.



The number of talented children we supported through our Scholarships program in 2015.



The number of grants given to individuals and organisations in 2015.



The number of conditions Variety supports.

THE FACTS

5a
Funding
Highlights



12 grants for
playground/play
equipment



41 Scholarships
in sport and arts



Books for
1,500 children in
out of home care



34 computers, laptops
and iPads



Christmas gifts
for 1,129 children



2 assistance dogs



15 modified access
vehicles



3 Airconditioning
Units



13 Sunshine Coaches

6 trampolines



Gold Heart Award Winner

Variety SA was granted a Variety Gold Heart Award for the highest performing Variety organisation in the world (income over \$2.5 million gross) and presented with the "Gold Heart Award" at the 2015 Variety International Conference. This award recognises the organisation that best demonstrates the following attributes: programs, innovation, financial stability and growth.

The organisation also picked up a Freedom Award for individual grants, many of which relate to wheelchair vehicles for families.

In addition, Variety SA was nominated as a finalist for an Innovation Award for their work in generating new revenue streams, had long time contributor and past 4WD Challenge Chairman, David Ahola, recognised with an International Presidential Citation as well as supporting companies Beatwave and Codan recognised for Media and Corporate contributions respectively.

Hosted in May each year since 1937, the Variety International World Conference unites donors, supporters, board members and other volunteers, sponsors and professional employees from the forty international Variety organisations, who assist children around the world.





BASH

FACTS

- Record \$2.33m (net)
- 8 – 15 August, 2015
- 2,496km
- 320 costumed crew
- 103 vehicles
- 8 days

2016 SA VARIETY BASH

Port Lincoln to Clare
6 -13 August, 2016
Visit variety.org.au/sa
for information

EVENT HIGHLIGHTS

Setting off from the Clipsal 500 Adelaide start line the 27th annual SA Variety Bash, which was aptly named "500 Tracks to Loxton", covered a total of 2,496 km on some amazing private property and scenic tracks overnighting in Rawnsley Park, Arkaroola, Cameron Corner, Tibooburra, White Cliffs, Broken Hill and Wentworth before arriving in Loxton eight days later to be welcomed by hundreds of Riverland locals.

This Bash saw the highest number of grants ever distributed en route, twelve altogether totalling over \$200,000 to help children who are sick, disadvantaged or have special needs in the generous and friendly towns and communities visited by Bash entrants.

There were many highlights for the 320 entrants from the grants distributed along the track, the entertainment including the Variety Bash Can Dance competition with guest judge Mark Holden, to the long seafood lunch in Tibooburra, but to top them all was the announcement in Loxton that the 2015 SA Variety Bash had been another record breaking event raising an astonishing \$2.33 million net for our children in need.

FUN FACT

Approximately one third of all Bash entrants are female.





4WD challenge

FACTS

- \$435,000 (net)
- 14 – 20 March, 2015
- 1300 km
- 100 participants
- 47 4WD's
- 7 days

2016 4WD CHALLENGE

High Country - The Alpine Tour
12 - 18 March, 2016
Visit variety.org.au/sa
for information

EVENT HIGHLIGHTS

The 2015 Variety SA 4WD Challenge encompassed pretty much everything that you could wish for with a 4WD in South Australia; from the rocky creek beds and the steep ascents and descents of the Flinders Ranges, the tranquillity of the natural spring in the Willochra Creek to the soft sand hills of both the Coffin Bay and Port Lincoln National Parks.

Highlights included Amber Joy Poulton performing with a backdrop of flood-lit gum trees in Willow Springs, the lookout at Mount Caernarvon, a slow meander through Willochra Creek, a crayfish dinner in the creek bed, Darke Peak, swimming with the tuna, seafood lunch on Seven Mile Beach and a formal dinner in a marquee in the middle of nowhere entertained by party band Platinum Plus.



EVENT HIGHLIGHTS

The 2014 event was a great success! V2 entrants and officials departed Adelaide and journeyed in excess of 2,000km over five days in mostly beautiful sunshine. The route travelled east from Adelaide over the border to Victoria, visiting Stawell, Castlemaine, Shepparton, Beechworth, Mt Beauty, Echuca, Pinnaroo and more. The event raised \$210,000 (net) for children in need in South Australia and although it was a long haul to get there, the day ride around the Victorian Alps certainly lived up to expectations. The weather was kind and the run along the river to Tooleybuc added another dimension. As in the past, amazing sunset parties, good accommodation and great entertainment all contributed to what has been described by the entrants as a 'brilliant' event. Mohammad Baltagie and his Dad joined V2er's at the start line, presenting his new modified bicycle funded by Variety which helps with rehabilitation therapy following a fracture and surgery on his leg due to a cancerous tumour.



MOTORCYCLE RUN

FACTS

- \$210,000 (net)
- 15 – 19 October, 2014
- 2,000km
- 63 participants
- 29 bikes
- 5 days

2016 V2 MOTORCYCLE RUN

13 - 16 October, 2016
Visit variety.org.au/sa
for information

Variety Annual Themed Ball



FUN FACT

Props for the ball included a 7m high wedding cake.

EVENT HIGHLIGHTS

Thanks to our major sponsor, The Adelaide Convention Centre, Variety's Wedding Party held on Friday 29 May was an amazing night and our biggest event yet! Records were broken all-around with guest numbers at 2,017 and we raised an incredible \$281,000 (net) for children in need in South Australia. The night was a wedding themed spectacular with the room adorned with flamingos as centrepieces, a Vegas chapel, wedding cars and much much more. To top it all off, it was a night full of fantastic entertainment, from an opera singer, bands Platinum Plus and Audio Box, an impressive Katy Perry tribute act and of course the throwing of the bouquet!

2016 Variety Annual Themed Ball:
17 June, 2016. Visit variety.org.au/sa for more information.



EVENT HIGHLIGHTS

The Variety Vintage Luncheon was held at The National Wine Centre on Friday 14 November. The event had a total of 280 guests and raised \$132k (net)! The MC for the day was Jeremy Oliver and world-renowned Plastic Surgeon Dr Fiona Wood was the guest speaker. Dr Wood discussed her work with burns victims in particular her work with young children. The day included a silent auction with private cellar collection pieces and a main wine auction of lots from twelve barrels of high quality 2013 vintage wine, specially bottled and labelled for the event from high profile wineries.

We would like to thank our sponsors: Tim Adams Wines, Charles Melton, Henschke, Elderton, Barossa Valley Estate, Brothers in Arms, Kaesler, Majella, Penny's Hill, Peter Lehmann, St Hallett, Wick's Estate, Diverse Barrel Solutions, National Wine Centre, Adelaide University and Prowine.



CAMPAIGN HIGHLIGHTS

The Variety Foundation House

28 ROSELLA RISE, MANNUM WATERS. SOLD IN MAY, 2015.

This project was only made possible due to the support of our generous sponsors, in particular Mannum Waters for the land and Endeavour Homes for the build. Many children have benefitted from the hardworking and generous nature of the people and businesses associated with this project and we hope to build upon this to create an even more successful project in the future.

THANK YOU TO OUR PROJECT PARTNERS



Toro Industries, Direct Mix, Stratco, Odyssey Carpets, Best Bricks and Pavers, Toop & Toop, Davison Earthmovers, James Hardie & Demor.

Air Comfort Services, Boral, Stegbar, Clipsal, Metalflex, Webster Security, Fujitsu General, Bianco Reinforcing, Radio Rentals, Advance Robes.

Gainsborough, Italia Ceramics, B & C Contracting, Gliderol, Termi-mesh, Austral, Haymes, Bianco Construction Supplies, Team Poly.



CAMPAIGN HIGHLIGHTS

Footy Jet

THE INAUGURAL FOOTY JET TOOK FLIGHT ON SATURDAY, JUNE 6, 2015.

The participants watched the only away game of Adelaide vs Carlton for the season. It was a perfect day, weather-wise as well as being a close game which ended with Adelaide taking a nine point victory. A great time was had by all and the service with a smile given to us from the Alliance crew was the icing on the cake. Thank you Alliance!



Radiothon

THE INAUGURAL VARIETY RADIOTHON TOOK TO THE AIRWAVES ON FRIDAY, AUGUST 21, 2015.

Thanks to the team at FLVEaa, the day was a huge success that saw a heartfelt response from listeners across the state and raised \$73,488 (net).

Our grant recipients and their families took time out of their busy days and schedules to tell their stories and without them the day simply would not have had the same impact, thank you.



MAJOR GRANTS

Zoos South Australia

INCLUSIVE PLAYGROUND - \$322,963

Variety SA has partnered with Zoos South Australia to create an interactive playground at Adelaide Zoo. The Nature's Playground development is all inclusive and has been designed to cater for all children, with Variety SA's contribution to the project ensuring that the playground will give excellent facilities for those with special needs.

Variety SA will contribute more than \$300,000 towards the construction of the playground and in return, Zoos SA will provide an equivalent value in Zoo tickets and event facilities. This project, the first stage of which will be launched in December 2015, will give children who have special needs the opportunity to play like all children should, regardless of ability.



MAJOR GRANTS

Time for Kids

CHILD SUPPORT PROGRAM - \$125,000

Time for Kids is a not-for-profit organisation that provides services to South Australian children and young people with a need for nurture, care, social activities and role models to support them in overcoming disadvantage.

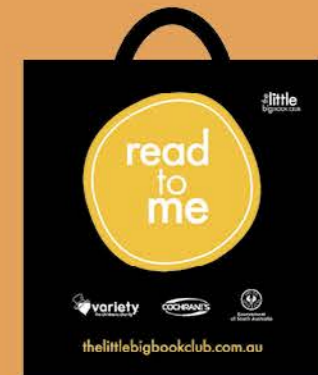
Financial assistance was granted by Variety to support 40 children and young people with volunteer carers over one weekend each month.



The Little Big Book Club, a program of Raising Literacy Australia

READ TO ME PROGRAM - \$100,000

Variety SA, in conjunction with Cochrane's Transport and the State Government SA, contributed funding to the Read to Me project that makes books and educational resources available for up to 1500 children aged 0-5 years who are in out of home care. The program will encourage their development and help get them ready for school, as well as building a personal library for them to keep.



PARTNERSHIPS

Clipsal 500 Adelaide

26 FEB - 1 MAR, 2015

Variety – the Children’s Charity of South Australia is proud to announce that \$133,000 (net) was raised through its charity partnership with the 2015 Clipsal 500 Adelaide.

New initiatives brought to the event by Variety included an exclusive dinner for twenty people with the V8 Supercar drivers, an online auction of the Ford GT Safety Car generously donated by Jarvis Ford and an opportunity for fans to have their photo taken with the replica winner’s trophy!

In typical Variety fashion, the workload was shared thanks to the generosity of Variety’s volunteers. A total of 175 individuals covered 247 shifts across the four day event, shaking tins and selling merchandise. This is another example of the teamwork that makes Variety so successful in South Australia.



PARTNERS

MAJOR CORPORATE PARTNERS



The Advertiser

Tim Adams
CLARE VALLEY



MR. MICK

NATIONAL PARTNERSHIPS



PR & MEDIA PARTNERSHIPS



PARTNERS

KEY CORPORATE PARTNERS



VARIETY SA BOARD



Ron Barton
Chair (Chief Barker)



Dr Kathryn Zeitz
Deputy Chair (Deputy
Chief Barker)



Dr Bronte Ayres
Chair of the Grants
Committee



John DalCollo
Board Member



Janet Leske
Chair of Show of Hearts
Scholarships Committee



Peter Cochrane
Board Member



Peter de Cure
Board Member



Scott Limbert
Board Member



Peter Curtis
Chair of the ACC Ball
Committee



Phillip Eglinton
Chair of the Governance
& Audit Committee,
Chair of Family Picnic
Committee



Nicole Haack
Immediate Past Chair,
Chair of the Marketing &
Comms Committee,
Chair of Large Grants
Committee



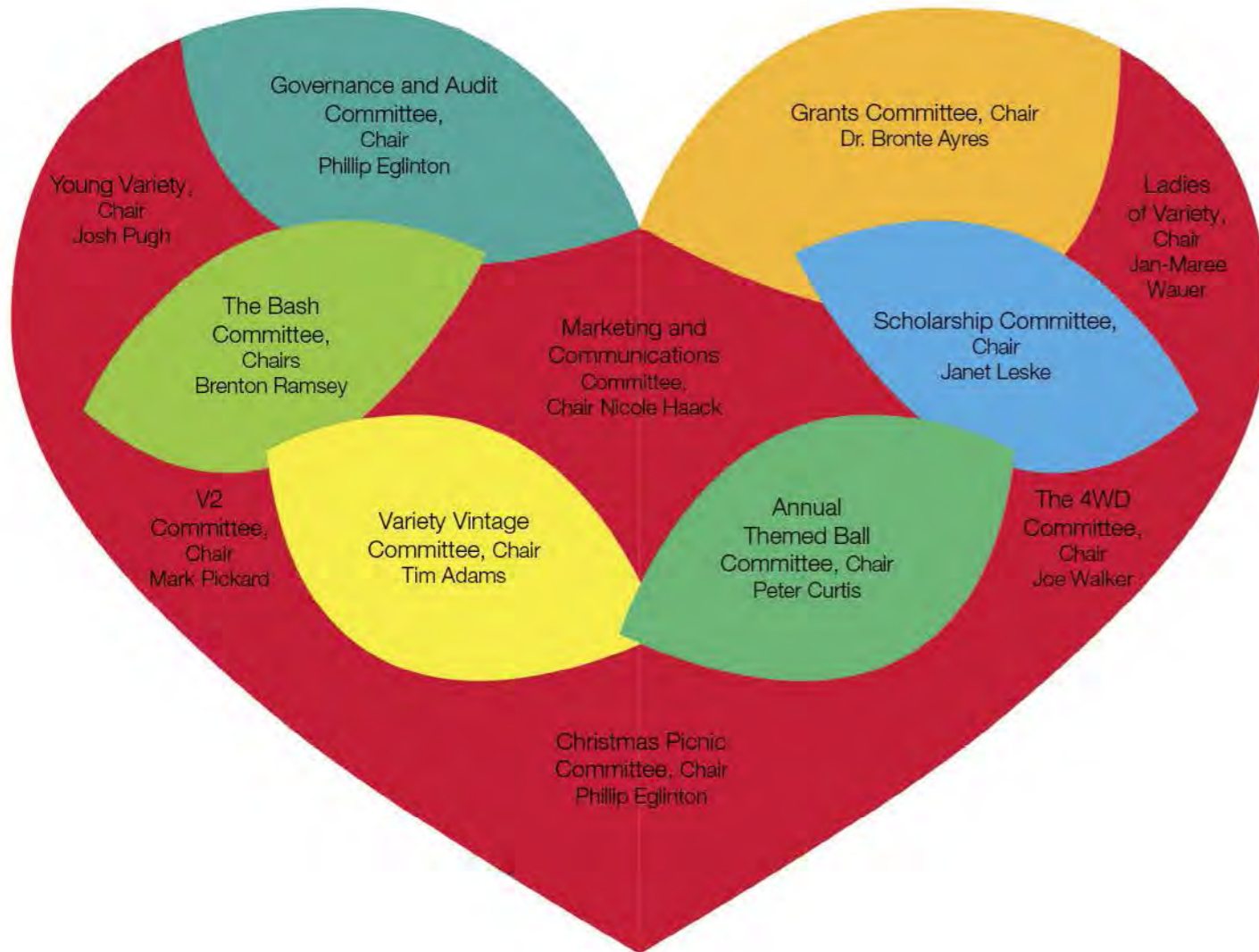
Russell Good
Treasurer (Dough Guy)



Rob Kerin
Board Member

VOLUNTEER COMMITTEES

"The best way to find yourself is to lose yourself in the service of others"
Gandhi



AMBASSADORS

We thank our ambassadors who help to profile the important work we do throughout the South Australian Community.



Renee Hallinan



Lisa McAskill & Jane Reilly



Liza Emanuele

Jane Reilly
Kate Freebairn
Lisa McAskill
Cat Southern
Les Burdett
Darren Lehmann
Matthew Cowdrey, OAM
Liza Emanuele
Renee Hallinan
Scott McBain

National Ambassadors:
Dr Fiona Wood, AM
and Michael Caton



GRANTS

Olivia's Story

Olivia is a five year old girl with cerebral palsy. Olivia relies on a manual wheelchair for her mobility and she requires assistance for all her daily activities. Her mother, Diana, sought financial assistance from Variety to purchase a vehicle with side access to allow for the use of a hoist, to assist with lifting Olivia in and out of the family car.

Variety came to the family's assistance by providing a vehicle valued at more than \$37,000 to make their lives easier.

Grant portraits by Simon Vaughan,
Evolved Images.

*Donate now and
help a child like Olivia*

Visit our website

www.variety.org.au/sa

or phone 1300 4 VARIETY

Helping Kids be Kids





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