



# Guide to Fundraising Motoring Events



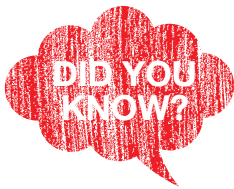
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## Hello from Variety



Variety aims to enrich the lives of children who are sick, disadvantaged or have special needs, helping them to live, laugh, and learn.

Variety grants on average \$1 million per month, across the country.

Thank you for fundraising for Variety and supporting Aussie kids in need. This booklet is designed to offer you support with your fundraising activities, assisting you with handy hints and tips and basic rules to follow in achieving your fundraising goal.

Variety is with you each step of the way and is always there to help. Please don't hesitate to contact us at any time for more information, advice or fundraising materials.

On behalf of the children we support and their families, thank you. Without your help we simply couldn't continue our vital work.



# About Variety

Variety – the Children’s Charity is a national not-for-profit organisation committed to empowering Australian children who are sick, disadvantaged or have special needs. By giving practical equipment, programs and experiences, Variety helps children in need to overcome whatever obstacles they face and live life to the fullest – *simply put, we help kids be kids.*

Variety’s work allows children to gain mobility and freedom, to get out and about in the community, be able to communicate, achieve independence and increase self-esteem, and where possible the assistance to help them be integrated into mainstream school and activities. All purchases and grants for equipment and services are made directly by Variety to ensure that every dollar gets through to where it is needed most.



# Five reasons to support Variety

- ♥ Variety helps children who would normally 'fall through the cracks' and can't get assistance elsewhere.
- ♥ Variety provides tangible equipment and programs that have a lasting impact and are essential to the child's needs
- ♥ Variety keeps administration costs below 15% to ensure that a high proportion of every donation gets through to the kids
- ♥ Every dollar raised in Australia, stays in the country, helping Australian kids in need
- ♥ Variety helps all Australian children in need, regardless of their ability or background



**\$100**

can give a disadvantaged child the gift of joy with the experience of the Variety Kids Christmas Party



**\$200**

can help a child who is non-verbal to communicate with iPad assistive software



**\$1,000**

can give fun and freedom to a child living with a disability with their own customised tricycle



## How your dollars help

**\$3,500**

can help to provide a child with alopecia a specialised wig to rebuild their confidence and self-esteem



**\$5,000**

can help to provide a child with a specialised chair for support

**\$10,000**

can help a child living with a physical disability with a customised standing frame





# Meet Variety kids

## Meet Jessica

Age: 9

**Equipment granted by Variety:**  
Stroller and supportive chair

*"We are so grateful to Variety and now can't imagine life without the stroller and chair - it's been a huge benefit to our family."*

*(Jessica's mother, Allison)*





# Meet Nathaniel

Age: 10

**Equipment granted by Variety:**  
Suction pump and wheelchair tray

*"We are now able to get out and about with ease,  
it has really changed our lives and especially  
for Nathaniel who no longer has to miss out on  
enjoying outings typical of boys his age."*

*(Nathaniel's mother, Karen)*





## Meet Tobias

Age: 4

### Equipment granted by Variety:

Trampoline and specialised  
play equipment

*"The resources have made Tobias  
so much happier and more social,  
which in turn has had a positive  
effect on our entire family."*

*(Tobias' mother, Debra)*



# Start Fundraising

There are a few simple rules Motoring Event entrants must observe when fundraising or seeking sponsorship for their entries. Motoring Events are NOT a free holiday. All money raised through sponsorship, functions, raffles, etc must be donated to Variety.

The cost of preparing your vehicle, meals, travel and merchandise is your personal responsibility. Make your sponsors aware that their donations will directly assist sick, disadvantaged and special needs children and 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 your events with plenty of time in advance to ensure that your event is well organised, well promoted and runs smoothly.

When planning your fundraising event, you should have a few key things in mind...

**When?** Think about key dates, and give yourself plenty of time to organise the event.

**Where?** Decide on a location, ensuring it's the right size, accessible and see if you can get a discount rate or free!

**Who?** Decide on who you will invite, is it a private or public event, see who may be able to help you out, and give them lots of notice.

The fundraisers arrangements for events should involve a reasonable level of liason and information about the event with the Variety office.

Most importantly - contact the Variety office if you're struggling to raise funds and we can provide some ideas that may assist. We are here to help!



# Fundraising Tips

## Online Fundraising Page

On entering the event we advise all Motoring Event entrants to request your Variety contact to set up an online fundraising page for you. It's a great and easy way to fundraise.

You will be sent your own login details and can then personalise your fundraising page with images and information about your Car and team. You can then send the URL of your fundraising page to friends, family and colleagues to sponsor you. Donors will be instantly receipted and funds transferred to Variety for credit to your car. Contact the Variety office for more information about your online fundraising page or for any assistance.

## Social Media

Social media is one of the quickest and easiest ways to raise funds. Post links to your online fundraising page on your Facebook, Twitter or Instagram account (just to name a few), encouraging friends, family, and colleagues to donate online. You can also keep people updated through social media of your upcoming events and fundraising activities.

## Workplace Gift Matching

Many companies offer to match donations or fundraising of staff members for approved charities like Variety. Why not approach your company or another local company to ask if they would consider making a commitment to gift match what you raise.

## 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.



## Celebration Donations

In lieu of receiving gifts at celebrations such as birthday, wedding or Christmas, you could ask for a donation to be made to Variety instead.

## 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.

## 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.





## Casual Day

You can ask to hold a casual day at your local school or workplace. Students/employees can wear their casual clothing for the day and a donation can be made to Variety on your behalf.

## Raffles

Raffles are a great way to raise funds at social or community events. When organising your raffle, there are a few points to consider:

- ♥ What kind of prizes do you want to offer? Vouchers, special experiences etc.
- ♥ How will you source the prizes? We suggest creating a professional letter or proposal to go to local businesses etc. to ask
- ♥ How will you price the tickets? Generally the higher the prize value or greater odds of winning, the higher the face value
- ♥ Where will you source your raffle tickets from? Ensure you have plenty of tickets and there is no 'double up' on numbers

When organising your raffle please ensure you follow the guidelines of the NSW Office of Liquor, Gaming & Racing.

[www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

## Cause Related Marketing

You can negotiate with your employer or one of your local businesses to run a special promotion to drive sales or business leads, while at the same time raising funds for Variety. For example, 50c from every cup of coffee sold during August, or 20% of the cost price of a product donated to Variety.



## Events

There are many different fundraising events that you could organise to reach your goal, here are a few ideas:

- Trivia night
- Luncheon or dinner
- Sporting event
- Morning Tea
- Golf day
- Cocktail party
- Movie night
- Wine tasting
- Picnic
- Talent contest
- Car boot sale
- Karaoke night

Think about how you can make your event different with, themes and activities. Raffles and auctions are a great source of funding at events. Contact friends and/or businesses to see if they can donate items for you to use.

Don't forget when you're holding an event there's lots of other creative ways to make additional funds. Encourage people to bribe you with money for trivia answers, make up movie snack bags for people to purchase, or if you're holding a sporting event, get people to bet on your times!



## 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, parking and public transport
- ☐ **WHO** Select your target market for the event. Is it a public or private event? How many people?
- ☐ **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 will you source it from and do you have any contacts who could donate food or services?
- ☐ **BUDGET** Ensure costs are reasonable and a large proportion of funds raised go to Variety. Can you get a discount or free items and services? How much are you aiming to raise?
- ☐ **COMMUNICATION** How will you communicate your event to people? How will you get the message of the cause across? Write press releases, print brochures etc
- ☐ **APPROVAL** Notify Variety of your fundraising plans and send marketing material for approval
- ☐ **REGULATIONS** Ensure that you adhere to safety and legal regulations; apply for permits, insurance, or for approval where necessary
- ☐ **ORGANISING** On the day or night of your fundraising event, ensure you have a run sheet outlining timings and volunteer duties
- ☐ **RETURNING FUNDS** Deposit your funds raised from the event to Variety, notifying them of the total fundraising amount
- ☐ **THANKS** Thank your supporters for their help and let them know the overall fundraising total - Remember, keeping a sponsor happy is much easier than finding new sponsors every year!

# Media Information

*Have a good quality photo taken to give to local media, in case they don't have their own photographer available*

You may wish to use local media to seek support from the community and raise funds towards your event or fundraising activity.

With your permission Variety will provide your details to our PR agency to contact your local newspaper on your behalf with a generic media release. We do however encourage you to approach your local media outlets yourself to promote your fundraising efforts. All media releases or information must be approved by Variety NSW prior to circulation. In most cases approval can be given within a day.

**Below are a few tips on how to ensure that you and – more importantly – your supporters, get good media coverage:**

- Think about what your objectives are. Do you want to sell tickets to your fundraising event? Do you need to promote your major donor? Or are you seeking community donations?
- Decide on the best timing to send your release
- Prepare a media release and send to the editor at your local newspaper (approved by Variety)
- Be sure to include names of participants involved, suburbs and anything newsworthy
- Remember that you may only get

one or two opportunities at this, so make sure you select your best media opportunities to put forward

- Follow up and be persistent! Don't be too disappointed if your article doesn't get published straight away. Follow up and see whether you could provide them with new or further information.

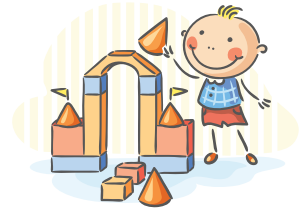
**Think of the following points when creating your media release:**

- **WHO?** Who is involved, and who are you targeting?
- **WHAT?** What is the event, fundraiser or focus of your article?
- **WHEN?** When is your event or fundraiser to take place?
- **WHERE?** Where is it all taking place?
- **WHY?** Why are you organising the event? Why should people get involved? Why are you supporting Variety?
- **SOMETHING INTERESTING!** Include a point of interest or newsworthy information e.g. is this your 20th Bash? Have you been supported by Variety? Do you have a theme for your car? Has Variety helped someone you know?

You can find a sample media release template in your fundraising pack to use for further ideas or support.



# Returning Your Funds



## 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 (which you can also do online!)

## Offline Fundraising

If you are collecting funds offline from events or other fundraising activities and would like a manual receipt book please contact your Variety office. Please ensure that all receipt books (used and unused) are returned to your contact at Variety to ensure funds are credited to your car.

## Depositing Funds

For all offline fundraising please deposit to the following account:

Account Name:

**Variety the Children's Charity**

**NSW - Gift Fund**

BSB: **032 020**

A/c No: **208569**

Please name your deposit with event and car number (ie. NSW Bash 24, NEWC Bash 24, 4WD 24).

Please notify your contact at Variety by email the date of your deposit, total amount and details for whom the receipt should be made out to.

## Cheques

Please ensure cheques are made out to Variety - the Children's Charity with car number written on the back. Cheques should be returned to your contact at Variety.

## In Person

Fundraisers can personally drop off cash and cheques to the Variety office organising your event. Please notify your main Variety contact of when you would like to visit.



# Fundraising Guidelines

Due to limited resources, Variety is unable to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes or organising celebrities. The event, including the financial aspects, fundraising, raffles, record keeping and management of the event, shall be conducted in your (the Fundraiser's) name and is the sole responsibility of the Fundraiser.

## Financial Information

- The fundraiser must take all 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, Variety NSW, Variety Bash or Bash Car 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-deductable 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).



# Use of Variety Logo and Content



**The Fundraiser must label their events as ‘an event supporting Variety- the Children’s Charity’ rather than labelling it as a Variety event.**

Your car number must be the predominant feature in the title of all marketing material. Recommended wording for events would be:

CAR NO 888 (Raising funds for the NSW Variety Bash)  
or

CAR NO 888 (Raising funds for Variety’s – the Children’s Charity through the NSW Variety Bash)  
or

CAR NO 888 (an entrant in the NSW Variety Bash)

The logo (as seen above & in the accompanying pack) should be used in all fundraising promotions and on all printing and advertising material (raffle tickets included). Please ensure that you always use the Bash and Variety logo together or the Bash logo on it’s own.

**The charities title, Variety - the Children’s Charity, must be used in its whole phrase for headings. The charity may be referred to as Variety in basic content. 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. Approval can be given within a day in most cases. Please contact us should you need any assistance.



## Important Note

Have fun! Fundraising is supposed to be a fun activity. Make sure you enjoy yourself along the way and remind yourself of the wonderful work you're doing in helping children in need.



# Thank You For Fundraising For Variety

Variety receives many touching thank you letters from families who benefit from your fundraising efforts. Here are a collection of their responses.



"I am Jaycob I would like to let you no that my family would love to say thank you for my bike as I have a lot of needs and things are busy, Dad drives semi and mum is a Jack of all trades"

Jaycob



"Being able to easily transport Maya has made a significant difference to our lives. It has also made her so much happier and life a lot easier for our entire family."

Julie



"The provision of the Liberty Swing in our playground has made it possible for our wheelchair bound students to participate in a simple, fun children's activity, enabling them to become active participating members of the group."

Principal of Holman Place School

[illegible]

# Your Fundraising Checklist

- ☐ **CONTACT VARIETY** for approval of all marketing material  
*(We will endeavor to respond as soon as possible)*
- ☐ **ASK VARIETY** how we can help with your fundraising event –  
Donation buckets, photos, merchandise to sell and more!
- ☐ **RETURN YOUR FUNDS** raised to Variety and notify your main  
contact of the date returned and amount
- ☐ Be sure to **THANK ALL DONORS** and helpers for their support





## Contact us

[www.variety.org.au/nsw](http://www.variety.org.au/nsw)

### Variety NSW

47 Herbert Street, Artarmon  
Locked Bag 2468, St Leonards 1590  
[contactus@varietynsw.org.au](mailto:contactus@varietynsw.org.au)  
1300 4 VARIETY

### Variety Newcastle

6 Torpey Place, Broadmeadow  
PO Box 186, Broadmeadow 2292  
[newcastle@varietynsw.org.au](mailto:newcastle@varietynsw.org.au)  
02 4965 4911



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