

Variety SA 2016 Annual Review

1 October 2015 - 30 September 2016



*"Our fingerprints don't fade from
the lives we touch"*

Judy Blume



Our Mission

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

Our Vision

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

Go to variety.org.au

or Phone 1300 4 VARIETY





GRANTS

Chloe's Story

Chloe is a seven-year-old identical twin to sister Lily and big sister to baby brother Ashton who is two years old. Whilst in the womb, Chloe and Lily developed twin-to-twin transfusion syndrome, meaning that blood flow and nutrients were not being shared evenly between the two babies.

Their family was not sure what this meant for the two who were born prematurely, however shortly after birth, Chloe was diagnosed with epilepsy and cerebral palsy. This means she has increased muscle tone, making movement difficult and causing her pain.

Thanks to generous donations, Variety were able to fund leading edge surgery for Chloe, to the value of \$43,664, which she successfully underwent overseas on Australia Day this year. Every day, Chloe is making small improvements thanks to the operation which would not have been possible without the people who support Variety.

“Variety do such a wonderful job in helping children who really need it. This is something Chloe really needed to make her life better and we are so thankful to Variety for their assistance”

Jenny - **Chloe's Mother**

MESSAGE FROM THE CHAIR



Dr. Kathryn Zeitz

It is an honour to present the 2015/16 Variety SA Annual Review. The outcomes of this year and the positive impact on children's lives are outlined in the pages ahead. Variety – the Children's Charity fundraising comes from a diverse array of sources and this in turn supports the needs of the many tens of thousands of children who request our assistance annually.

In the past 12 months, we have distributed an amazing \$3,167,352

through 209 grants. So, what does this really equate to? This funding has allowed 26,076 children who are sick, disadvantaged or have special needs to overcome whatever obstacles they face and live life to the fullest. Together, with the contribution of so many individuals, we built upon our solid business performance from last year and, thanks to the generosity of South Australians, we were able to achieve \$3.73 per head of population in gross revenue; the highest in Variety worldwide.

Variety SA sets out with one goal in mind; to assist more and more children in need each year. There is a great sense of gratification when you know we are delivering on this and positively impacting an average of 71 children per day, 7 days a week, 365 days a year.

There is a wonderful sense of team in the Variety SA family and whether you are a member, supporter, sponsor, event entrant, family or friend, please accept

my sincerest thanks for your contribution to the incredible result achieved over the past year. Without your ongoing devotion and enthusiasm this positive result would not be possible.

Our flagship event, the Variety SA Bash, smashed the previous highest fundraising mark by delivering a record \$2.64m net result. This is an Australian Bash record and despite challenging economic trends has delivered just short of \$5m net in the past 2 years. We were delighted with similar positive results from the ACC Ball, 4WD Challenge, Radiothon and V2 Motorcycle Run. We continue to strive for excellence in innovation as this is vital for our growth and expanded success. The Variety Footy Jet and a number of key national partnerships driven from SA are great examples of this can-do attitude.

To all those who contributed big and small, enabling us to deliver such a successful range of events and fundraising activities, including our Variety staff under the leadership of our extraordinary CEO, Mark McGill, I offer my sincerest appreciation.

With your continued dedication more children in South Australia will achieve their potential - could there be a greater gift?

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 2015/16 =

\$3,167,352

through



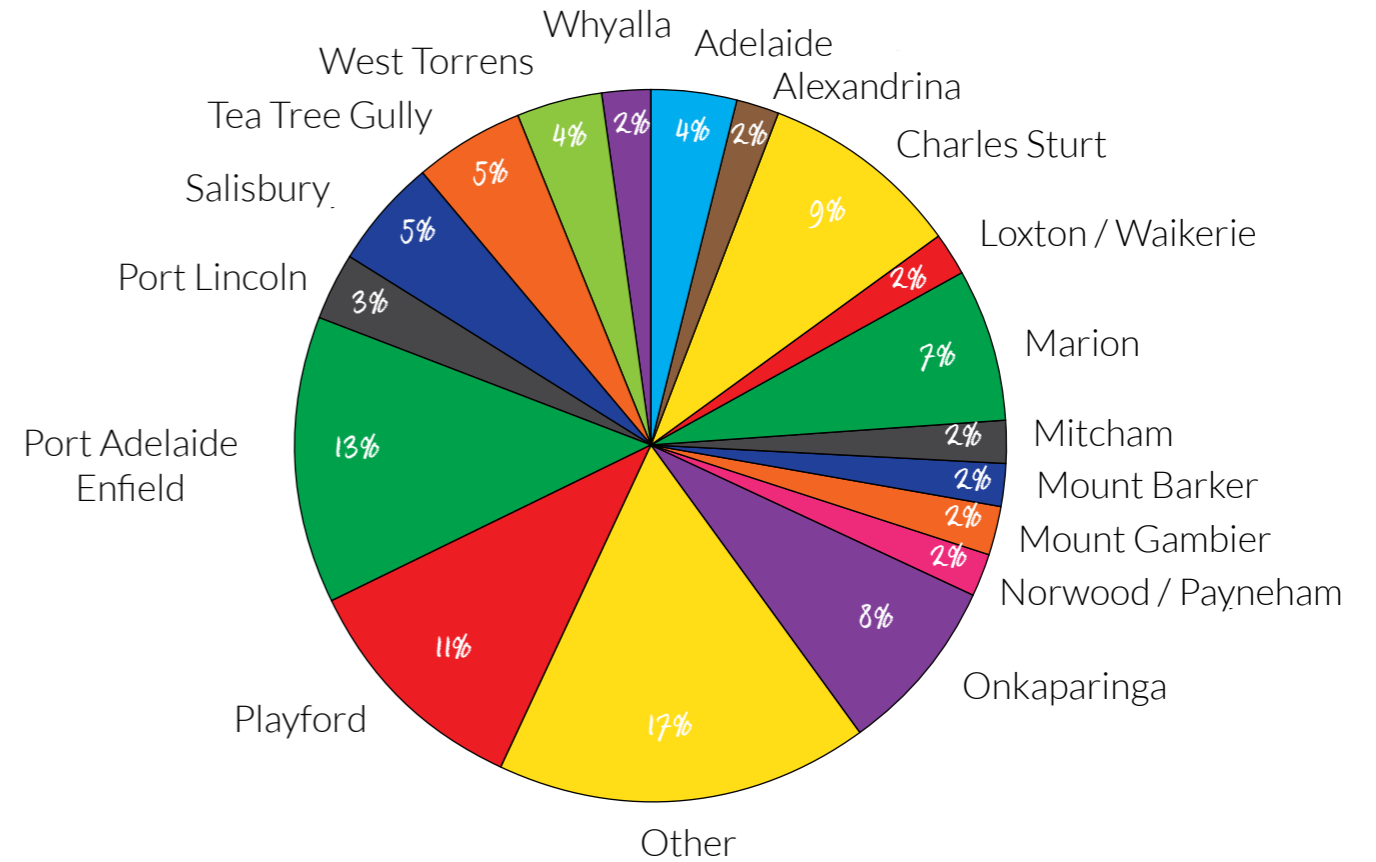
grants to help

26,076

children who are sick, disadvantaged or have special needs.

THE FACTS

Number of grants by geographic location



\$3,167,352

spent on SA grants in 2015/16



\$1,709,141
Freedom Program

\$1,139,943
Future Kids Program

\$318,268
Caring for Kids Program

GRANTS

Scarlett & Emily's Story

Scarlett is a feisty and outgoing four year old who was born with cerebral palsy spastic diplegia but doesn't let this dampen her dream of one day becoming a super hero! Her sister, Emily is five years old and lives with autism. Emily is a bit quieter than her younger sister, she loves to draw and paint and hopes to one day become a librarian. As the girls grow, it is becoming increasingly difficult to transfer the children in and out of the current small family vehicle. In addition, both girls use specialised strollers that require a vehicle with a larger than normal boot. Variety assisted the family by providing a wheelchair accessible vehicle valued at \$25,000 to enable them to get out and about as a family.

"My daughters Emily and Scarlett are amazing little girls with special needs. Emily has autism and Scarlett has cerebral palsy and other health conditions. We live in the country and travel 500 kms a week to medical/therapy appointments for the girls. My old car was dying and could not fit the girls special needs stroller in and I did not have the means to replace it. Living in the country there is no public transport or even taxis. I was desperate when I applied to Variety SA for help. I struggle to put in words how much the car Variety granted us has helped the girls. We can now easily access appointments and just get out and about, something that was so difficult to do before. Their special stroller fits in easily and it is much safer to transfer Scarlett in and out of the car. The girls know our car was given to us by some very special people. They tell us in their own way all the time how much it means to them. We are so grateful for everything Variety has done for the girls and us as a family!"

Sarah - **Emily and Scarlett's Mum.**



THE FACTS

More than

\$53,000,000

net

Amount Variety SA has raised since 1983.

209

The number of grants given to individuals and organisations in 2016.

30 12

30 Modified access vehicles and 12 Sunshine Coaches.

Did you know that on average, Variety SA funded one modified access vehicle every fortnight and a Sunshine Coach each month? As a result we received a 2016 Variety International Freedom Program Individual Grant Award!

THE FACTS

\$3,264,816

net

Net Revenue in 2016.

37

The number of talented children we supported through our Scholarships program in 2016.

133

The number of conditions Variety supports.

THE FACTS

Variety SA
Statistics
2015/16:

Freedom Program



2
assistance
dogs



4
bikes



4 vehicle
modifications



3
therapy pools / spas



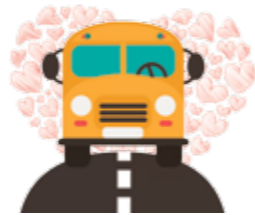
13
playgrounds / play
equipment



9
home modifications



30 modified
access vehicles



12
Sunshine
Coaches



Future Kids Program



4
grants funding camps,
supporting 208 children



27
outings, parties &
experiences



8
grants for
toys / presents



37
scholarships in
sport and arts



12
laptops, computers
or tablets



4
learning aids



2
grants for
clothing / school uniform

Caring for Kids Program



4
equipment for
hospital / medical centres



3
prosthetics / splints



2
medical
assistance



Variety SA - recipients of the 2016 Variety International Freedom Program Individual Grant Award





EVENT HIGHLIGHTS

This year, the 28th SA Variety Bash announced an impressive and record breaking \$2.64 million (net) fundraising figure.

100 cars and 350 entrants travelled 2,142 km over eight days from Port Lincoln to Clare (great whites to great whites) benefiting regional areas as the group distributed more than \$500,000 in grants during the journey, as well as injecting tens of thousands of dollars into local communities through the purchase of fuel, accommodation, meals and supplies.

The colourful, costumed cohort covered themes such as Smurfs, Super Mario Brothers, Frozen, Wiggles, Cavemen, Footballers, Golfers and Ghostbusters. Included were 11 official vehicles, 9 mobile workshops, 3 medical vehicles, 2 trucks, 2 media cars, 2 planes for assistance and a communications team all operated by hardworking volunteers who take their own time and pay their own way to help out on the event.

This result brings the total amount raised by the SA Variety Bash to more than \$37 million (net) since its inception.

Special thanks to the SA Variety Bash
Platinum Sponsor: Tim Adams Wines and Mr Mick

Tim Adams
CLARE VALLEY



MR. MICK

BASH



FACTS

- Record \$2.64m (net)
- 6 - 13 August, 2016
 - 2,142km
- 350 costumed crew
 - 100 vehicles
 - 8 days

SA VARIETY BASH (2017)

Mt Barker - Mt Gambier
12 - 19 August, 2017

Visit variety.org.au
for information





4WD challenge



EVENT HIGHLIGHTS

The 22nd Variety SA 4WD Challenge - 'Through the Australian High Country' was an incredible 7 day journey, offering much diversity to the entrants. All enjoyed the challenge of the terrain as well as the overall experience, camaraderie and hospitality en route.

From the crystal clear mountain streams, to the peaks of some of Australia's highest mountains, the views were world-class and served as a stunning reminder of how fortunate we are to live in such an unspoilt environment.



Whilst fun and enjoyment was plentiful, the event's main aim was to raise much needed money for children in need in South Australia and the 2016 event raised a mighty \$425,000 (net). Congratulations to all!

Highlights included Lake Hume, Tom Groggin Station, Mount Pinnabar and Mount Gibbo tracks, the chairlift at Thredbo, the alpine resorts in autumn, Native Dog Flat, the Blue Duck Inn, the paddlesteamer at Echucha and much more.

Some would say that the real highlights were the special moments shared with new and old friends who enjoy a shared passion for the Variety cause and the outdoors. Sponsored by Jarvis Toyota for the last decade, this event was a huge success and organisers are already in planning and looking forward to the 2017 event which takes place 25 - 31 March 2017.

FACTS

- \$425,000 (net)
- 12 - 18 March, 2016
- 1,171km
- 100 participants
- 48 4WD's
- 7 days

4WD CHALLENGE (2017)

Southern Flinders Ranges - the Barossa Valley
25 - 31 March, 2017
Visit: variety.org.au for information

EVENT HIGHLIGHTS

Held from 15 - 18 October, 2015, the route began from The Abbey on King William Road and went on to showcase a range of SA's famous wine regions, taking in the stunning scenery of the Adelaide Hills, Clare & Barossa Valleys and the Fleurieu Peninsula.



There were many highlights with amazing sunset parties, top quality accommodation and great entertainment including a unique visit and rustic evening at the famous Cornerstone Stud, hosted by Sam Hayes.

Riding a total of 1,270km over four days, the event raised more than \$166,000 (net) to support many children in need.

Can't wait to hit the highway again next year!

The inaugural Variety V2 Motorcycle Run took place in 2008 and seven years on the event has raised more than \$1.5 million net to directly benefit South Australian children in

need. Each year the riders travel a different route. Over the past seven years these included the Flinders Ranges, the Grampians and Daylesford regions, the Riverland, South West NSW, the wine regions of SA, the Great Ocean Road and Victoria's High Country.



MOTORCYCLE RUN



Adelaide Brighton Cement Ltd

FACTS

- \$166,000 (net)
- 15 - 18 October, 2015
- 1,270km
- 38 participants
- 22 bikes
- 5 days

V2 MOTORCYCLE RUN (2017)

October, 2017

Visit: variety.org.au for information



FRIDAY,
17 JUNE 2016

Variety Ball 'Out of this World!'



ANNUAL THEMED BALL



Thanks to our major sponsor, the Adelaide Convention Centre, Variety's Out of this World Ball held on Friday 17 June was an amazing night and our biggest event yet! Records were broken all-around with guest numbers at 2,400 and we raised an incredible \$269,000 (net) for children in need in South Australia.

The night truly lived up to its theme of being 'Out of this World,' topped off by fantastic entertainment led by former INXS front man, Ciaran Gribbin and his band tearing up the stage with supporting bands Audio Box and Upton Hills keeping the excitement levels high well into the night.

Thank you to everyone who joined us to celebrate this year's function. It is with your support that we are able to continue supporting South Australian kids in need. We can't wait to do it all again next year!

* 2017 Variety Annual Themed Ball: Friday 16 July, 2017

FUN FACT

The room featured an 8m high by 3m wide rocket which "took off" during the night



22



Variety Vintage Luncheon

FRIDAY,
13 NOVEMBER 2015

The Variety Vintage Luncheon was held at The National Wine Centre on Friday 13 November. The sold out event had a total of 330 guests and raised more than \$170,000 (net)!

The MC for the day was Jeremy Oliver and world renowned chef Sean Connolly from Sean's Kitchen was the guest speaker. Sean was entertaining as he discussed his career and secrets to his success.

The day included a silent auction with private cellar collection pieces and a main wine auction of lots from twelve barrels of high quality 2014 vintage wine, specially bottled and labelled for the event from high profile wineries.

We would like to thank our sponsors: Tim Adams, Charles Melton, Henschke, Elderton, DiGiorgio, Brothers in Arms, Kaesler, Majella, Penny's Hill, Peter Lehmann, St Hallett and Wick's Estate.

* 2016 Variety Vintage Luncheon: Friday 18 November, 2016



23



National
Wine Centre of
Australia





THIS YEAR'S FOOTY JET TOOK FLIGHT ON SATURDAY, 9 APRIL, 2016.

Footy Jet 2, the sequel, departed for Melbourne to see the Crows take on Richmond at Etihad Stadium in April. For the second consecutive year the event was a sell out.

Alliance Airlines generously donated the fabulous Fokker 100 jet to Variety - the Children's Charity at no cost including crew and catering. Their lead was complemented by the AFL who also gifted us with 100 well-located seats as well as Sita Coaches who provide two 50-seat coaches to transfer the group to and from the stadium.

Our guests really enjoyed the fully hosted, exclusive and well-priced package. Many are really encouraged to jump on board in the knowledge that, through the support of our sponsors, all of the ticket price goes towards helping children in need.

In 2017, the Footy Jet returns - Crows v Collingwood at the MCG on 30, July. Visit variety.org.au for more information.



We look forward to taking flight again next year!



THE VARIETY RADIOTHON TOOK TO THE AIRWAVES ON FRIDAY, 22 JULY 2016

The Variety SA Radiothon for kids is another new initiative that has delivered huge benefits for our organisation in two ways. Firstly the \$91,000 net result to help children in SA, and the other enormous benefit is the priceless on air promotion of the work of Variety in the community.

Over a 2 week campaign, Radio FIVEaa drove huge awareness for Variety featuring the children and families who benefit from the support of our donors. These first hand accounts underlined the diversity of support that Variety funding provides to many thousands of children in need in our State.

On the day, ten fantastic items were auctioned, one per hour, all generously donated to Variety SA. The Australian Outdoor Living swimming pool package led the way with holidays, exclusive dinners, furniture and even a share in two racehorses from McEvoy Mitchell racing on offer.

Thank you to the team at FIVEaa for their invaluable support.

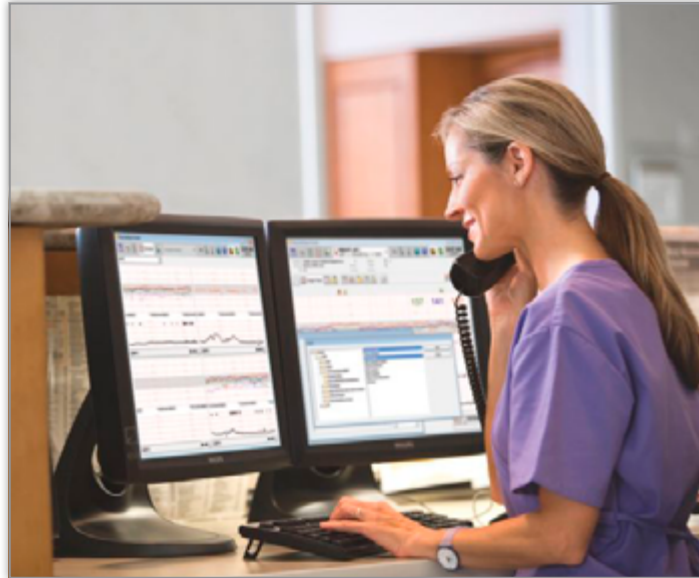
This event would not have been possible without our generous sponsors, special thanks goes to:



- News Corp Australia • Port Adelaide Football Club
- Taylor Walker • Stephen Rowe • Mark Bickley



MAJOR GRANTS



Port Lincoln Hospital

MEDICAL EQUIPMENT \$113,250

The Port Lincoln Hospital provides paediatric medical care and services throughout the Eyre Peninsula. With one of the highest birth rates at an average of 320 births per year, Variety granted medical equipment to assist nurses, midwives and doctors in providing safe, accurate and effective care to unborn and newborn babies, including an Intellispace Perinatal system for \$103,500 and a jaundice meter for \$7,500 which were proudly presented at our Bash startline in August, 2016.

Operation Flinders Foundation

RATIONS, MATERIALS AND EQUIPMENT TO RUN EXERCISES IN 2016 - \$90,000

The Operation Flinders Foundation runs a wilderness adventure program for youth at risk in South Australia. The program has been shown to reduce offending and re-offending behaviour, reduce absences from school and improve attitudes and motivation in the participant. Variety funded rations, materials and equipment to run the exercises in 2016 to the value of \$90,000, taking our overall support of this program to more than \$1.3m!



MAJOR GRANTS

Community Living Australia

SUNSHINE COACH \$78,000

Community Living Australia is a regionally based community disability services provider, supporting more than 500 people. There are 37 children in their care, three of whom use wheelchairs for mobility. Variety SA funded a brand new Sunshine Coach with wheelchair lifter, which will be used to facilitate participation in their respite and school holiday programs.



Muscular Dystrophy South Australia

COUGH ASSIST MACHINES \$71,200

Muscular Dystrophy South Australia is a not-for-profit organisation dedicated to supporting people living with a neuromuscular condition. Due to the progressive nature of muscular dystrophy, children living with the disease have weakened respiratory muscles. Variety SA funded 10 Cough Assist Machines to the value of \$71,200 to be used to assist the patient to execute a natural cough. These machines have been clinically proven to reduce recurrent respiratory infections.



DID YOU KNOW?

Variety is an umbrella charity, which means that we not only give grants to assist individual children and their families, but we also fund other children's organisations, making us South Australia's leading children's charity. Know that when you give to Variety, you are giving to all children who are sick, disadvantaged or have special needs across the state.

We have funded:



Women's and Children's Hospital Foundation
\$3,710,000



Operation Flinders
\$1,308,640



Time for Kids
\$746,360



Novita
\$1,940,000



Royal Flying Doctor Service
\$1,100,000



Ronald McDonald House
\$520,000



Riding for the Disabled
\$1,656,080



Cora Barclay Centre
\$896,420



Zoos South Australia
\$322,963



Gypsy is five years old and lives with Down Syndrome. Variety SA provided funding for an accessible vehicle to enable Gypsy to transfer in and out independently and confidently. It will decrease the risk of injury to her parents who are currently lifting Gypsy in and out of the family vehicle.

Variety Freedom Program

Harley is a Variety SA grant recipient living with cerebral palsy. Due to his condition his postural needs are significant and it is very important that he is transported in his wheelchair, rather than being transferred in and out of a standard vehicle. Variety helped the family by funding a wheelchair accessible vehicle, so that Harley can be transported safely, comfortably and conveniently throughout the community.

Variety Freedom Program



PARTNERSHIPS

Life Is On



Variety has been chosen by Club Clipsal to be their charity of choice for 2016 & 2017. Club Clipsal, Australia's largest loyalty club for the electrical industry, has over 7,000 members.

Various charity functions will be held across the country over the next two years with a target of \$150,000 to support children in need.

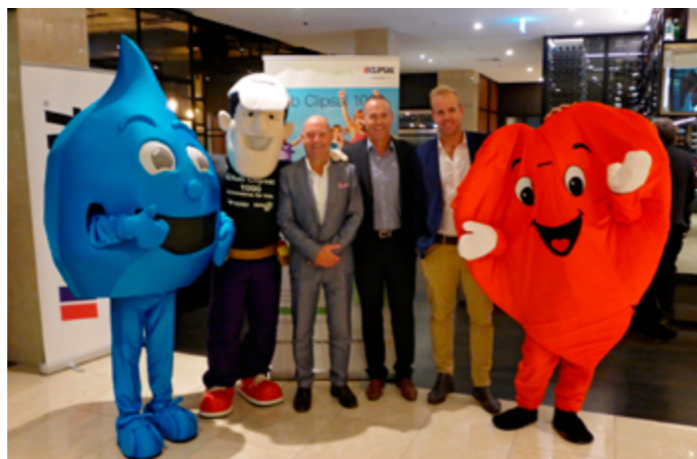
Club Clipsal 1000 kilometres for kids

22 February – 3 March 2017

Ashley Ralph, GM, Partner Programs will run 1,000km over 10 days to raise funds and awareness for Variety – the Children's Charity and the Julian Burton Burns Trust. That is the equivalent of two marathons per day!

The ultra-marathon has a fundraising target of \$400,000 to be divided equally between Variety & JBTT. It has been named the Club Clipsal 1000 as the membership, on top of their fundraising events and efforts for Variety, are the major sponsor of the 1,000km run.

www.clipsal.com/clubclipsal1000



PARTNERSHIPS



Variety - the Children's Charity of South Australia is proud to announce a new national three year partnership with Discovery Holiday Parks. With 60 parks across the country, Discovery offers accommodation ranging from a simple camp site for two in the middle of nowhere to a 4.5 star family luxury by the water. Look no further than Discovery for your next holiday and make a difference to kids in need.

FGX funding of \$80,160 for FY2016 supported Variety's national scholarships program for children with an existing talent who are disadvantaged or have special needs and who do not have the financial support to excel in their field.

FGX's funding supported 29 scholarships nationally with the average scholarship being \$2,500 per child. Scholarship categories included sport and the arts, academic and even astronomy. Over 150 applications were received from across Australia. In 2016, 43% of scholarships granted were to children who faced socio-economic marginalisation; and the remaining 57% had special needs.

Gloria Jean's Coffees again supported Variety through their 'Cappuccino for a Cause' campaign in July 2016, supporting Variety's Future Kids Program to help children fulfil their potential.

"Gloria Jean's Coffees, 'Cappuccino for a Cause' campaign raises awareness for Variety, involving our Franchise Partners and team members nationally. We are extremely humbled and joyful to be a part of Variety's amazing vision for Aussie kids in need"
Angela Saleh, Founder of With Heart, a Gloria Jean's Coffees Foundation.

PARTNERSHIPS



Through the Miss World Australia 'Beauty with a Purpose' criteria, contestants have a fundraising goal as part of the pageant which is a primary focus. In 2016, contestants across Australia raised funds to help Variety assist more children in need. Winner, Madeleine Cowe, hopes to use the platform to make a difference in the lives of children across our nation.

"I want to visit kids in rural areas and let them know that anything is possible, and they can achieve whatever they want to do, whether that be a model or a doctor."



Frank Seeley AM, Executive Chairman and Founder of Seeley International, chose to support Variety through our Bash events across the country making a difference to Australian children in need.

Woolworths SA/NT and Variety SA and NT have entered into a three year State partnership that will assist thousands of local children who are sick, disadvantaged, or have special needs to be the best they can be.

Woolworths partnership with Variety is a community initiative, driven by Woolworths state office, stores statewide, customers and our event entrants and volunteers. This provides Variety with a fantastic opportunity to engage with the South Australian community.

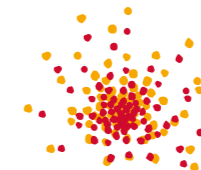
PARTNERS

Major Partners & Sponsors

A very special thank you to the following major partners who have generously contributed and made a significant and life changing difference to so many Australian children in need over the last year. Our major partners and sponsors support us in an amazing variety of ways from donations, to staff fundraising, joint marketing campaigns, sponsorship, in-kind donations, work place giving, volunteering and more.



Adelaide Brighton Cement Ltd



ADELAIDE CONVENTION CENTRE

The Advertiser



Jarvis Toyota



Tim Adams
CLARE VALLEY



MR.MICK

Key Partners & Sponsors

Thank you to our key partners who have generously supported Variety SA in the last year through generous donations, fundraising, marketing and volunteering initiatives. Your support is vital in enabling us to continue our work with South Australian kids in need.



AMBASSADORS

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



Renee Ingles



Lisa McAskill & Jane Reilly



Liza Emanuele

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

National Ambassadors:
Dr Fiona Wood, AM
and Michael Caton

VOLUNTEER COMMITTEES

We thank all of our many volunteer committee members for the hard work and hours out of their own time they put in to make Variety the successful organisation it is.



VARIETY SA BOARD



Dr. Kathryn Zeitz
Variety SA Chair



Ron Barton
Immediate Past Chair



Dr. Bronte Ayres
Chair of the Grants Committee



Matthew Cowdrey, O.A.M.
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 Christmas Picnic Committee



Josh Pugh
Chair of Young Variety Committee



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



Russell Good
Treasurer



Rob Kerin
Board Member

GRANTS

Noah's Story

Noah is thirteen years old and lives with autism, auditory processing disorder and an intellectual disability. This hasn't stopped Noah from achieving his orange belt in judo, competing at state level and representing South Australia in national competitions.

"The Variety scholarship has helped Noah enormously with his confidence, social skills and to grow as a judo player. It has allowed us to be able to travel interstate for competitions, without which he would not have had the success he has. I am very proud of him and thankful to Variety."

Rebecca - Noah's Mum



From the bottom of our heart...



Thank You!



variety
the children's charity

Donate now at variety.org.au

Variety – the Children's Charity, South Australia.

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