



Motoring Entrants

Fundraising Guide

Tools & resources to
help you continue
making an impact on
kids in need



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WELCOME

ABOUT VARIETY

Variety – the Children’s Charity assists children who are sick, disadvantaged or living with disability by granting practical equipment and funding programs to enable them to overcome whatever obstacles they face.

Last year, Variety SA directly impacted more than 29,000 kids, providing 135 grants totalling \$2,865,379. Variety’s financial support assists individual children, their families, as well as schools, hospitals, and other children’s charities, making Variety South Australia’s leading children’s charity.

HOW YOUR SUPPORT HELPS

Your support will help kids like Maya.

Maya is seven years old and lives with spastic diplegic cerebral palsy. She was able to walk short distances independently but fatigued easily and required mobility support. Variety supported the family by granting \$63,445 for life changing surgery in St Louis which will have a life long impact on her mobility and overall wellbeing. Without this surgery, Maya would have required the use of a wheelchair or other mobility equipment for the rest of her life.



FUNDRAISING PROFILE

When registering for a Variety Motoring event, a Raisely online fundraising profile will be set up for your team.

We encourage you to use this easy-to-navigate peer-to-peer platform because it allows you to:

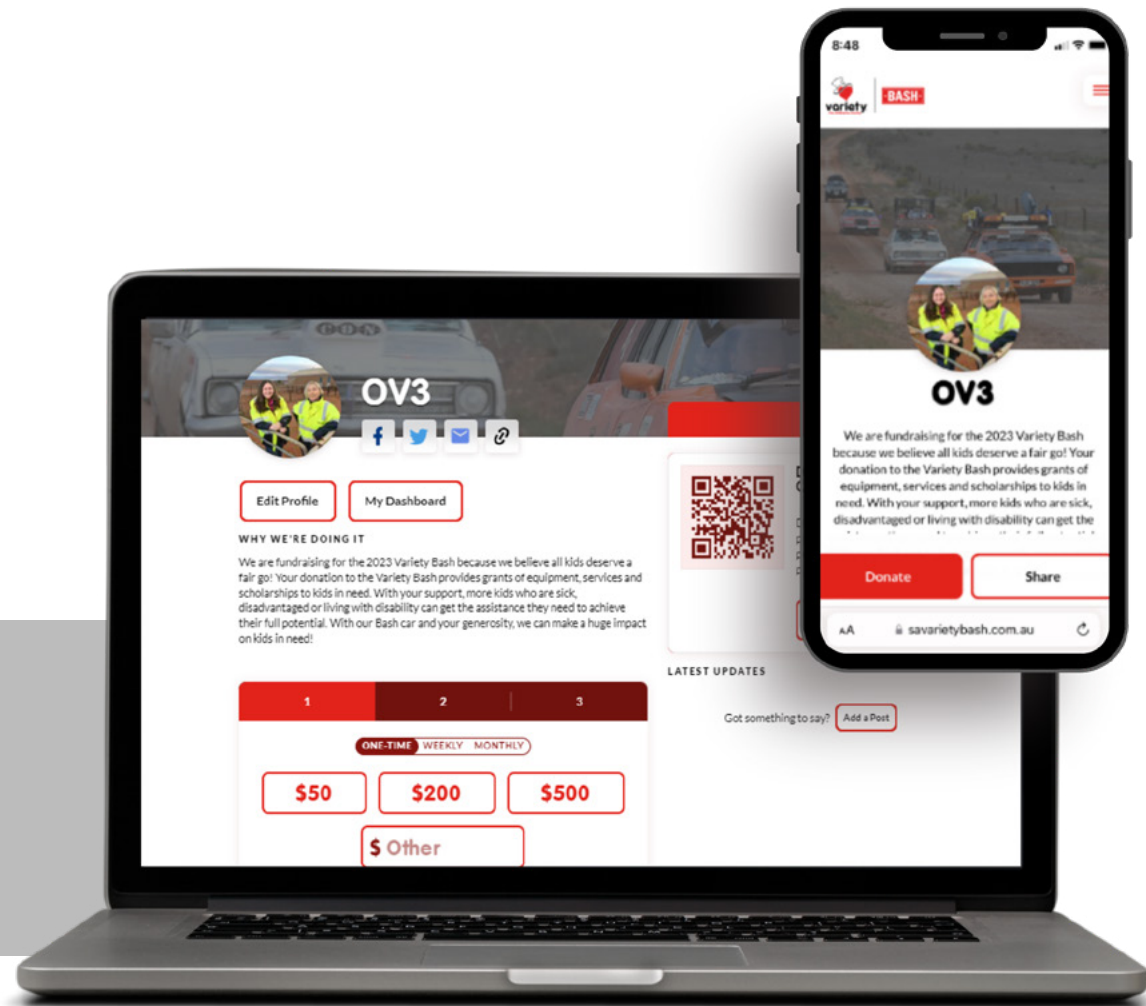
- ♥ Start fundraising and share your story
- ♥ Share your team's profile page with your networks via all social media platforms.
- ♥ Provide and share a direct link for donations.
- ♥ Promote upcoming fundraisers.
- ♥ Post short updates, images, and videos to update your supporters.

Download your QR code to make directing people to your fundraising profile easy.

Your profile QR code can be downloaded directly from your team profile page.



Handy resources such as templates and guides can be found in the Toolbox section.



PLANNING A FUNDRAISING EVENT

It's super easy to start FUN-draising for kids in need. Just follow these easy steps!

1

CHOOSE A FUNDRAISING IDEA, EVENT OR ACTIVITY

Check out some of our great ideas on the following page, or pick your own theme.

2

SET A FUNDRAISING GOAL

Decide on a fundraising goal for the event. Be realistic: this will help you budget the event.

3

REGISTER YOUR FUNDRAISING ACTIVITY [HERE](#)

We can help set up and manage your event.

4

CREATE AN EVENT PLAN AND RUN-SHEET

Look over our event checklist for guidance.

5

PROMOTE, PROMOTE, PROMOTE

Use your support network and your social media to spread the word about your fundraiser.

6

ASK FOR HELP

Fundraising as a team is easier and more fun! Get friends and family members involved, especially if they have the right skills for the job!

7

THE EVENT

Enjoy the day! After working hard to get here, make sure you enjoy your day knowing you are helping to positively impact the lives of SA kids in need and their families.

8

BANK AND THANK

Deposit the funds, fill in the event reconciliation form and thank all your donors. See managing the money page for more details.

[Fill in event reconciliation form here](#)



For handy tips, guides templates and other resources check out our fundraising toolboxes for your relevant Motoring Event.

EVENT / ACTIVITY IDEAS

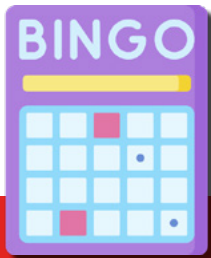
There are many different fundraising events and activities that you can organise to reach your goal, here are just a few ideas.

Think about how you can make your event different with themes and activities. Don't be shy about contacting other businesses to see if they can donate items for you to use.

[CLICK HERE](#) for more information and ideas.



Raffles, lucky squares and auctions are a great way to raise extra funds during events



**BINGO
EVENT**



**QUIZ
NIGHT**



**SAUSAGE
SIZZLE**



**LUCKY
SQUARES**



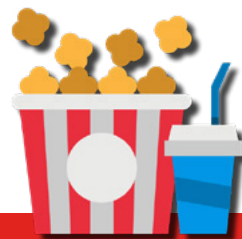
**RAFFLE OR
LOTTERY**



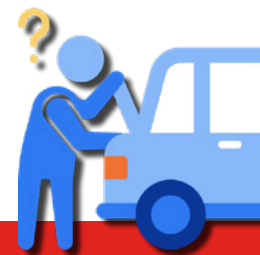
**CASUAL /
THEME DAY**



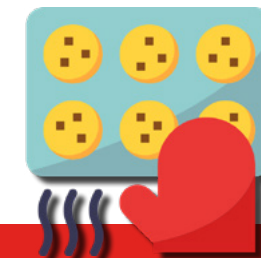
**MORNING
TEA**



**MOVIE
NIGHT**



**CAR BOOT
SALE**



**BAKE
SALE**

EVENT TICKETING

HUMANITIX

Humanitix is a ticketing platform that entrants can use to help make fundraising easy! All you need to do is [register your fundraiser with us](#).

We will then help set it up for you, assist with any queries and promote your event through the Facebook group and other promotional channels.

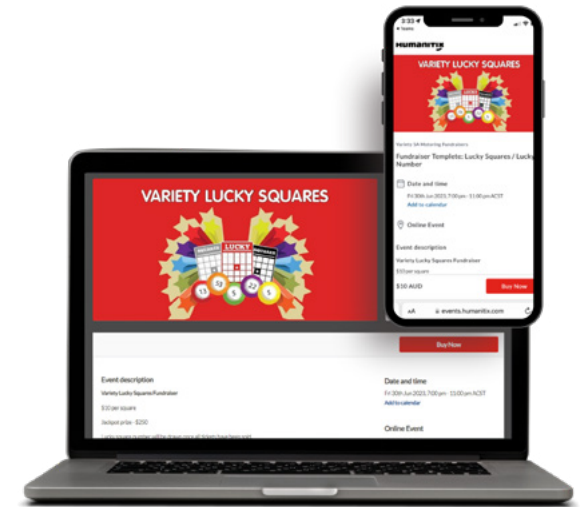
All proceeds from the ticket sales go directly into your fundraising once you have completed the fundraiser. Humanitix is an Australian not-for-profit organisation that donates 100% of its profits to social impact projects for disadvantaged kids. This means that not only do they provide an easy to use booking system that helps you manage your fundraising events, but they align with the ideals of Variety.

RAFFLES

Holding an auction or raffle at your event is an excellent way of generating funds with minimal costs. However, as raffles fall under strict laws relating to all lotteries, there are some cases where a license may be required.

In South Australia the value of your prize pool will determine whether or not you require a permit, so bear this in mind when planning your raffle.

- ♥ Minor Lotteries (total retail value of prizes under \$5,000) don't require a permit.
- ♥ Please contact us if the total retail value of prizes is above \$5,000

The Humanitix logo is displayed in white text on a black rectangular background. The word "HUMANITIX" is in a bold, sans-serif font, with a stylized orange and white smiley face character integrated into the letter 'X'.

If you are planning on running a Raffle don't forget to [Register your Fundraiser with us here](#)

SPREAD THE WORD

When kicking off your fundraising efforts, it's best to start with your nearest and dearest. Those who are closest to you, like your family and close friends, 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.



SOCIAL MEDIA - TOP TIPS

Social media is a great way to reach as many as possible. After you've got a few donations on your tally you're ready to make it official on social media.

- ♥ **Always add an image** – this tends to get more engagement than posts 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** - thank your supporters who donate by tagging them. This not only shows gratitude, but helps spread your fundraising efforts further!

Remember to include a link to your Raisely fundraising page and tag us @VarietySA or use #VarietySA.

POST SUGGESTIONS

Here's some quick post suggestions to help people connect to the cause:

I'm proudly supporting Variety, the Children's Charity, to ensure all SA kids get a fair go! #VarietySA

Each year, thousands of kids and their families turn to @VarietySA for support when they need it most. That's why I'm raising money for #VarietySA

@VarietySA helps children overcome the obstacles they are facing and live life to the fullest. Help me support them! #VarietySA



RESOURCES



Scan QR code to
for more Variety
fundraising
resources



Poster

Posters are a great way to share info about your fundraising efforts. You can personalise with your own fundraising info, and stick them up on info boards anywhere you think is suitable!

Collection Containers

Contact your local Variety office (see details at the back of this document).

Pull Up Banner & Tear Drop

Banners are a great way to showcase that your activity is raising funds to help kids in need.

Flyer

Flyer's are a great way to let people know about the wonderful work Variety does, and who you are supporting with your fundraising.

Social Media

Don't forget to use your social media account to promote your activities - this includes yours and your staff!



Would you like to borrow promotional material like banners?
Make sure you register your event [here](#)

THE SERIOUS STUFF: VARIETY BRAND

APPROVAL RESTRICTIONS

Marketing Materials Approval

Any marketing materials must be submitted to Variety for approval comms@variety.org.au. Approval is given promptly in most cases and we're happy to provide you with ideas too!

This includes: flyers, signage, merchandise, clothing and any other items displaying the Variety brand.

USE OF VARIETY 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. Recommended wording for events is **'Proudly supporting Variety - the Children's Charity.'** Variety can provide you with copies of the logo to use - the logo cannot be altered in any way.

Wording

The charity's full name, Variety - the Children's Charity or Variety SA, must be used in its whole phrase for headings. The charity may be referred to as Variety in basic content, but please send all content to the Variety office for approval. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in any communications.

Colours

Red is our primary colour, and white and black are our secondary colours. Below are the exact colours to be used:

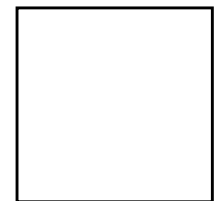
PANTONE Merchandise, Caps, Shirts
CMYK Printed collateral eg. flyers
RGB Digital collateral eg. Facebook
HTML Website and Enews



PANTONE 485
CMYK 0,95,100,0
RGB 226,35,27
HTML #EE3123



PANTONE BLACK
CMYK 0,0,0,100
RGB 0,0,0
HTML #000000



PANTONE WHITE
CMYK 0,0,0,100
RGB 0,0,0
HTML #FFFFFF



MANAGING THE MONEY

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 SA 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 organisation's commitment to donate (this form is often used to comply with the accounting procedures of companies).

ONLINE FUNDRAISING

Donors to your Raisely 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 and watch your tally grow!

[EVENT RECONCILIATION FORM](#)



DIRECT DEPOSITS

For all offline fundraising our preferred method is direct deposit to the following account:

For electronic transfers:

Account Name:

Variety – the Children's Charity Tent 75 SA Inc

Account Number: 175 100 858

BSB: 633 000

Reference: Your name and event description

CHEQUES

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

Variety - the Children's Charity SA.

Then post to:

Variety SA

PO Box 1235,
Marleston SA 5033

OTHER WAYS TO GET INVOLVED

WORKPLACE GIVING

The Variety Workplace Giving Program is a simple yet powerful way for you to support Australian kids who are sick, disadvantaged or living with disability.

Donations are automatically deducted from your salary before tax is applied hence reducing your taxable income (this can be as little as \$2 per pay).

You are entitled to an automatic tax deduction, whilst Variety gets the full value of the amount donated. This also reduces administration costs for Variety, helping us direct funds to where they are needed most!



ANNUAL THEMED BALL MOTORING INCENTIVE

There are a couple of fundraising opportunities at the annual Variety Annual Themed Ball for teams registered for our motoring events.

These range from partial ticket proceeds from tickets sold and the ability to submit silent auction items. All activations are conditional and entrants will be notified through various communication channels in the lead up to the event.



CONTACT US



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!

Fundraising team: Variety – the Children's Charity of SA

[Online Contact Form](#)

P: 08 8293 8744

E: fundraising@variety.org.au

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

