

# HBF Run for a Reason Fundraising Guide



Sunday 19th May 2019

“Making Variety  
kids your  
reason.”



**hbf-run**  
FOR A REASON



# Thank you for giving WA kids in need a fair go!

We are excited that you have chosen to support Variety – the Children’s Charity of WA by running in HBF Run for a Reason. Your decision is very important to us and allows us to provide support to WA kids who need it most.

Whether a child is living with disability, disadvantage or chronic illness, we give kids the opportunities and support they need to join in. We impacted the lives of 12,563 kids in WA alone last year and we continually strive to help more.

We rely solely on the generosity of individual donors, volunteers and corporate partners to make good things happen. Your funds help us to:

- Deliver educational programs such as our Motor Mouth Camp – a program that has been created to assist children who have limited speech and rely on alternative communication aids to express themselves.
- Provide practical items such as a customised swing set for instant relaxation, so that a child living with autism or epilepsy may express them self in a fun and safe environment.
- Grant scholarships to those with talent and wish to pursue a goal in sport or the arts – funding tuition and related expenses enabling those finding it tough to pursue their dreams and shine.
- Give the gift of inclusion. Variety sunshine coaches allow kids from schools or organisations who live with disability or disadvantage to get out into the community for regular excursions and activities.
- Bring together hundreds of Variety families at Christmas for a festive day of fun, food, and a visit from Santa providing many with much needed respite.

We are there for kids in urgent need who would otherwise miss out. Your support is vital.

*“Together we can be the difference.”*

What we offer in return...

- In return for your financial support we will provide you with a dedicated Fundraising Coordinator to ensure you reach the finish line both on and off the track!
- Those who raise over \$50 will receive a Variety branded skip cap to wear on the day.



**variety**  
the children's charity®

# Meet Georgia

Georgia is one of our budding young performers in the Variety Choir.

*“Through my involvement in the Choir, I’ve become friends with many of the Kids and Families supported by Variety. I have seen first-hand how Variety’s good work has helped many of my friends overcome obstacles they faced in ways that I never imagined”. My participation in the Run is a fun way to give back to the community and ensures that even more WA kids can impact from Variety’s involvement.”*



# What families say

*“Seeing Lilyan grow, not only in ability but also her confidence is rewarding as parents and without Variety, we would not have been able to help her on her journey. Lilyan’s Scholarship for singing brings her happiness when things get too hard.”*



*“We were the lucky recipients of a vehicle wheelchair lift for our son Samuel, which has improved our lives greatly, making it easier to have quality time away from home as a family and even to take simple trips such as shopping and doctor appointments. Thank you so much.”*

## Impact of Support

The following results were collected from a 2018 survey of families who received assistance from Variety WA:

- 95%** Agreed they experienced increased quality of life
- 81%** Agreed their child experienced increased self-esteem
- 90%** Agreed there was decreased strain on family
- 84%** Agreed there was increased connection to community

# Fundraising Tips

## LEAD THE WAY!

We are here to help you become a successful fundraiser. Sometimes it is hard to know where to start. The first and foremost advice we can give you is to plan ahead. Careful planning means you can allow yourself plenty of time to factor in training whilst making the most of your fundraising capabilities.

## SET A TARGET

Set an ambitious, but achievable target. A target is a great way to motivate yourself and highlights to potential donors you are passionate about the cause. You can even give your fundraising a head start by being the first to donate to your page, setting a benchmark for those who wish to make a donation. Who knows, you may even go above and beyond your initial expectations which means you can increase the target.

## OWN YOUR PAGE

Did you know that fundraisers who personalise their page by adding a profile photo on average raise 10 times more than those who don't! Let donors know your journey to date and why you are connected to Variety's cause. You can even link the page to your favourite fitness tracker so that donors can see how hard you are working, prompting larger donations.

## 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. Once you have a few donations in, then reach out to your wider network. Use social media platforms as well as e-mail. You could even consider linking your Everyday Hero page your e-mail signature and social media posts.

## EMPLOYER SUPPORT

Sound out your employer as many companies just love their staff getting involved in charitable events and fundraising. Some may assist you by featuring you in their newsletter, website or intranet. They may even be supportive enough to match the amount you raise dollar for dollar!

**...To be continued**



**variety**  
the children's charity®

# More Fundraising Tips

## ADVANCE YOUR FUNDRAISING

Holding an activity can take your fundraising to the next level. The activity should suit your style and interest; it has to be an experience that you will enjoy. It could be anything from a garage sale, to a bake-off. Talk to your Variety Fundraising Coordinator for further ideas.

## SHARING THE LOVE

It is very important to send your donors a prompt and personal thank you! Thank you messages create 'feel good' emotions and are infectious! Who knows, it may even prompt someone to make yet another contribution!

## YOU MADE IT

...to the race finish line, that is! Surprisingly a number of donations are received post-event. Update everyone on your great achievement; this is your only chance to give your fundraising page one last push!

# ...Ready, set, go!

For further fundraising hints and tips, please contact Laura Benson ([laura.benson@varietywa.org.au](mailto:laura.benson@varietywa.org.au)) or call 9355 3655.

We'd love to hear from you!



# Social Media

The use of social media is highly encouraged to raise awareness of your fundraising activities. One request we ask is that you try to remember to 'tag' Variety in your posts when referencing us and our services. Our Run for a Reason hashtag is #variety4kids

Other ways of tagging us are:

**Facebook:** @varietywa

**Instagram:** @variety\_wa

**Twitter:** @Varietywa



**Here's some content about Variety that will help educate your supporters about what you're fundraising for:**

- I'm proudly supporting Variety WA to give all WA kids a fair go! #VarietyWA. Each year, thousands of kids and their families turn to @VarietyWA for support when they need it most.
- That's why I'm raising money for #VarietyWA @VarietyWA helps kids overcome the obstacles they are facing and live life to the fullest. Help me support them! #variety4kids
- We love to see supporters fundraising on our behalf and we may even share and promote your post!

**Thank you for making a positive, lasting difference to the lives of WA kids in need!**