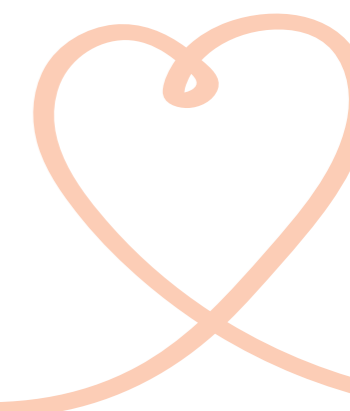




Variety WA – The Childrens Charity of Western Australia
2024 Impact Report



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The unprecedented post-pandemic interest rate rises and cost of living crisis meant that we were required to respond to 43% more requests for support as families felt the pinch.



Message from the Chief Barker

It is with great pleasure I present the 2024 Variety Western Australia Impact Report, which has been an incredible period of growth and progress.

In my first year as Chief Barker, the Board developed a new strategic direction with a renewed focus on growth and brand awareness to solidify our place as a leading children's charity.

The unprecedented post-pandemic interest rate rises and cost of living pressures began to make a real impact on people in late 2023 onward, which meant that we were required to respond to 43% more requests for support as families felt increasing financial pressure to make ends meet.

In response to the growth in need, our Kids Support Committee worked tirelessly to distribute more than \$1.4million worth of funds through our grants and programs. As a result, we were able to increase the number of children supported by over 11%.

Our incredible supporters, fundraisers and partners made this possible with their tireless efforts to raise funds to support kids in need. This places us in a strong position for the year ahead with the Board working to implement the new strategic plan and expand our grants, programs and regional footprint in 2025. With the Board's careful guidance, we hope to achieve some key outcomes for the charity in the coming year.

I would like to thank my outgoing colleagues and fellow Board Members, Don Brooker, Mandy Prindiville and Kathy Ziatas for their considerable expertise and commitment over many years.

Jay Wakefield
Chief Barker



In 2024, we positively impacted the lives of more than 26,225 children right across WA an increase of 2,668 on 2023.



Message from the Chief Executive Officer

I am pleased to share our 2024 impact achievements in this report. This year we positively impacted the lives of 26,225 children right across Western Australia, an increase of 2,668 from 2023.

In response to the economic and social challenges of the year, we revised our EduKids grants program to deliver support directly to kids in need via schools. A total of 158 schools received funds to provide vital school supplies and give kids a greater chance to succeed at learning, directly impacting over 6,000 children.

The team brought back a number of previous events such as the Charity Flight and the Variety Ball, which were welcomed by supporters and together raised more than \$300,000.

The Bash this year was a bucket list iconic Kimberley drive, raising an astonishing \$1.5million. The much-loved Creative Car Cruise took in the stunning Southwest, from Safety Bay to Serpentine raising an impressive \$151,265. A new format was trialled for the 4WD Adventure featuring two camp hubs so people could bring along caravans and camper trailers. We are looking forward to making it even bigger and better in 2025.

With considerable support from Tesla Australia and The Tesla Owner's Club of WA, we put

together a forward-thinking electric vehicle (EV) public relations event featuring a modified lap of Australia in two donated Teslas. The two-week drive gained unprecedented media coverage, which elevated Variety's work across regional Australia at a national level. We hope to develop a stronger relationship with local EV owners in 2025.

The operations team was restructured during the year to ensure we could be as efficient and cohesive as possible, and we welcomed a new Head of Motoring to coordinate our key motoring events.

In national collaborative projects with the other Tents; the 2017 national brand guidelines were revitalised and modernised and will be implemented in line with a new website in 2025, the design of which is already underway.

I'm confident that 2025, will be another year of amazing progress and new events and services for Variety WA. I'm incredibly proud of our small team who have each lived our values of Action, Joy, Equality and Community throughout their work this year.

My heartfelt thanks to all our wonderful staff and volunteers who make the magic possible.

Chris Chatterton
Chief Executive Officer



About Variety

At Variety, we aim to positively impact the lives of children all around Western Australia. Whether a child is living with sickness, disability or experiencing disadvantage, we give kids the opportunities and support they need to join in.

Through individual and community grants, programs, scholarships and experiences we strive to give all kids the opportunities in life they deserve.

Our Vision



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

Our Mission



To empower WA children living with sickness, disability, or experiencing disadvantage to live, laugh and learn through grants programs and experiences.

How we Help

We help WA kids by delivering support in four key ways.

1. Grants



Vital funding for practical equipment and items to help kids across a range of needs including education, technology, sensory, medical and mobility.

2. Scholarships

Helping talented WA kids in need to follow their dreams and reach their full potential in sports, the arts or academics.



3. Programs



Supportive programs giving kids opportunity and inclusion, such as the Variety Choir and Variety Motor Mouth Camp.

4. Experiences

Bringing joy to Variety kids and their families through special events and experiences, including the annual Variety Kids Christmas Party.



Your Impact

Our incredible fundraisers, donors and supporters make a tangible difference to the lives of children. One of our strategic goals in 2023/2024 was to increase the scope of statewide support delivered in Western Australia, as well as increase engagement in key regional areas.

At a Glance

This year

\$1,4 Million

worth of assistance was given to WA Kids



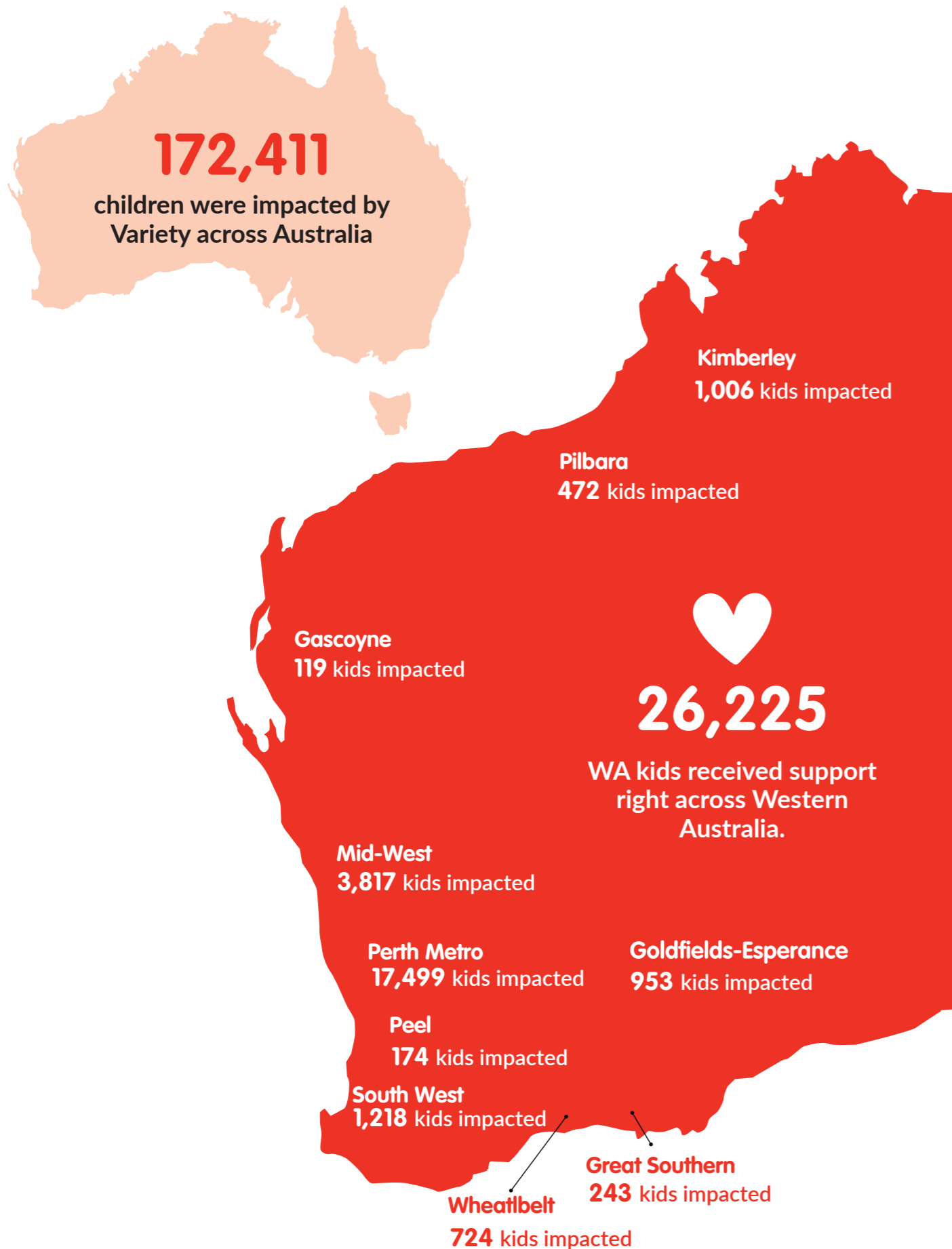
26,225

WA kids received support

398

Requests for assistance were approved for individuals and organisations

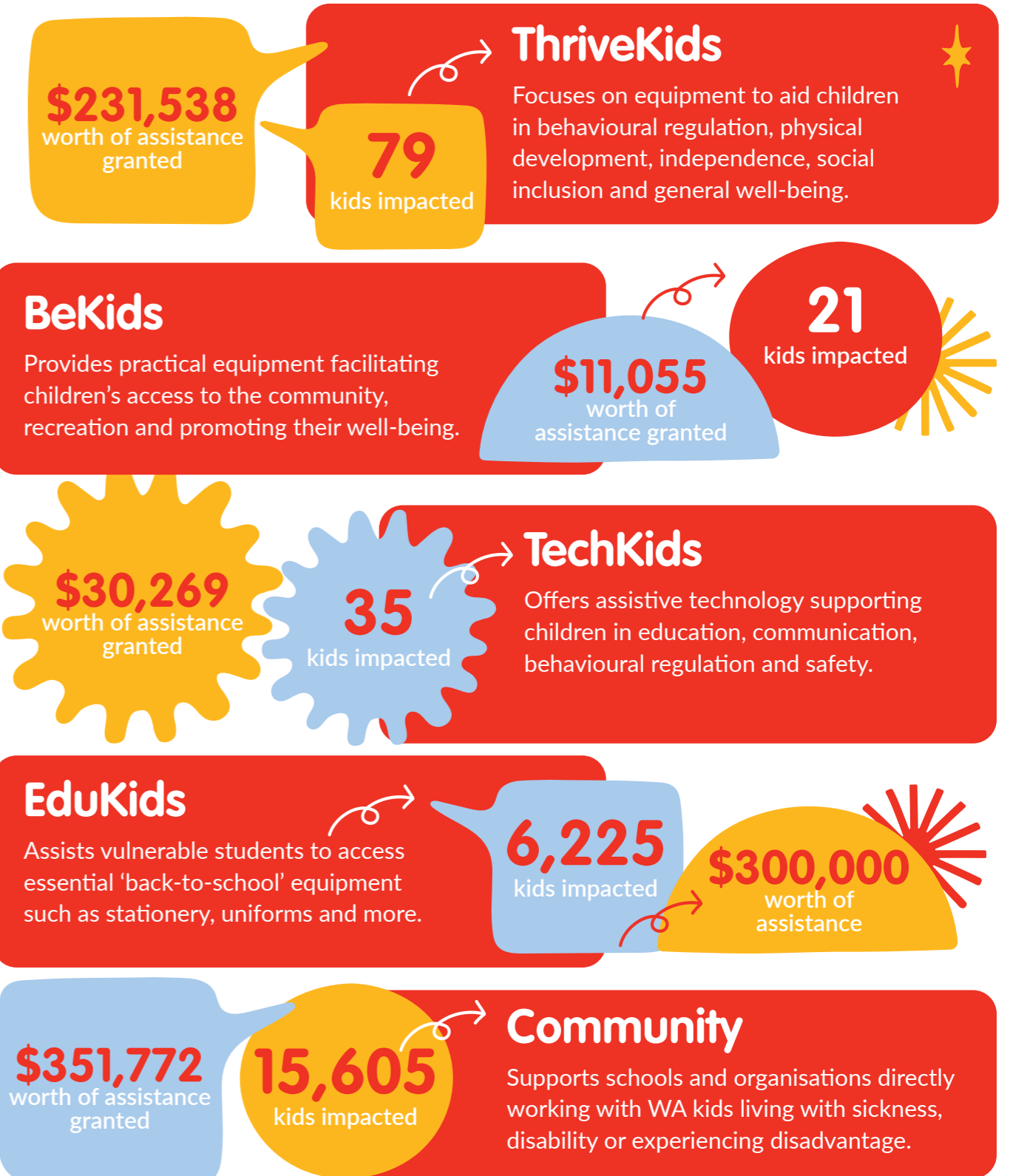




Variety Grants

Variety WA provided essential items and equipment to assist children in Western Australia who are living with sickness, disability or experiencing disadvantage.

In 2024, 26,225 kids received support, which was a 2,668 increase from 2023. Factors such as the difficult economic climate and cost of living crisis increased the demand for support by approximately 43% in the last year.



2023/2024 Grant Case Studies

Katiliya's Story

Katiliya (10) has an intellectual disability and struggles with her fine motor skills and speech. Katiliya came along to a Variety Motor Mouth Camp and found her voice using an Augmentative and Assistive Communication device (AAC). She now loves using her device to talk about her day.



Katelyn's Story



Katelyn (13) lives with Autism and has been getting out and about around her town on her specialised mobility trike. The trike helps with her strength, motor skills and independence and she is learning about riding a bicycle and road rules for the first time.

Rebecca, Katelyn's Mum:

"Katelyn is brand new to bikes and is still learning both riding and road rules. She is planning to use her new trike for getting to art class and to the shops when she can manage to ride independently."



Luckeisha's Story

"Luckie" (5) lives with Autism and Barakat Syndrome which impacts her hearing and health in lots of different ways. She has lots of fun developing her strength and gross motor skills on her monkey bars and swing.

Carlyn, Luckie's grandmother:

"I wish to sincerely thank you from the bottom of my heart, your generosity in giving our beautiful little granddaughter, who we care for, this fabulous play equipment... she spends most of her day, when not at Kindy, outside swinging like a little monkey."

Thanks to you this is possible. We just want you to know how much we appreciate your generosity and how much pleasure it gives us to see her having so much fun."

Aware Group Creates Community Sensory Room

The Aware Group provides support to parents, carers of children with additional needs and the children themselves within Tom Price and Paraburdoo.

This year the group created an innovative, safe sensory space for up to 50 local children with additional needs. Together with other major donors, Variety WA helped to fund an Omi Vista interactive mobile projector for the sensory room.



Jemma, Aware Group:

"We would like to say a heartfelt thanks to Variety WA for the funding we received. This funding along with funding from other funding partners has allowed us to purchase an Omi Vista Interactive mobile projector."

This projector will be used for workshops and in therapy sessions to allow children with a disability within the community to have access to this incredible technology and opportunities that brings with it."

Variety EduKids

♥ **\$300,000**
worth of assistance granted

♥ **6,225**
kids impacted

The Variety EduKids program gives WA kids the positive start to school they deserve, through the provision of essential 'back to school' stationery, uniforms and more.

This year the renewed and restructured EduKids program was recognised by Variety International with a Global Innovation Award for its scalability and ability to be replicated by other Tents around the world. Applicant schools could receive up to \$1,500 per primary school and \$2,500 per high school with the requirement to assist a minimum of 10 students each with the costs of uniforms, school bags, textbooks, booklist items.



Almost one in five children and young people are living below the poverty line in WA and education is key to breaking the cycle of disadvantage. The program helps ensure students have basic access to education, encouraging increased self-esteem, sense of belonging and learning engagement. The EduKids program undertook significant change in 2024. Working in collaboration with the Department of Education, the program assisted 158 schools across all regions of the state, ensuring our most vulnerable WA kids can access the equipment they need.

One of the high schools to receive an EduKids grant was Ballajura Community College. Head of Student Services,

Ray Roberts said the grant helped the school put funds into areas that would be of most benefit to students in need, such as breakfast club toasters, canteen vouchers, uniforms and school bags: *"Teachers work with children every day and often times it is clear which kids need a bit of extra support."*

"Times are tough for families across WA at the moment, so being able to access and distribute items via a grant like the Variety EduKids Program helps us tackle some of the effects of disadvantage that we are picking up." He said.

Variety Programs

Variety Choir



The Variety Choir is an inclusive community for young individuals who share a passion for singing, music and performing. Using singing as a foundation, the Choir fosters increased self-confidence, friendships, personal growth and community participation. Looking ahead, we will continue to grow Choir membership, bringing joy to the kids, and audiences alike. Variety Choir members performed at Optus Stadium, Variety Heart Scholarships Awards and the Variety Ball.

20 choir members joined the chorus.

Variety Motor Mouth Camp

17 children and their families attended Motor Mouth Camp.

31 allied health professionals and volunteers supported Motor Mouth Camp.

For many children living with complex communication needs, including physical disability or Autism, verbal speech is not possible. Instead, they rely on a combination of subtle signs like blinks, nods or noises together with AAC devices, to express their needs and wants. The annual Variety Motor Mouth Camp combines fun with intensive therapy and training for school age children who use AAC devices, their parents, siblings and carers - opening up a whole new world of communication and much needed support.

Powered by a team of skilled, experienced speech pathologists and occupational therapists, the camp is made possible by volunteers who help fine-tune communication skills with the children and provide activities, and opportunities to practice using their communication devices.

Siblings and parents also get the opportunity to enjoy workshops and time out especially for them.

The Motor Mouth Camp was created to fill a critical gap in funding training for using AAC devices and helps create an AAC community to share knowledge, support and give a voice to kids with complex communication needs. It is the only program of its kind in Western Australia. The 2024 Variety Motor Camp was proudly supported by Telethon.





\$147,755
worth of assistance
granted

Variety Heart Scholarships

48 Kids were awarded Variety Heart Scholarships

The Variety Heart Scholarships recognise the remarkable abilities of Western Australian kids living with disability, illness or disadvantage, empowering them to pursue their dreams in sports, arts and academics. The program nurtures these talented individuals by providing equipment, tuition, competition fees and more.

Talented and gifted kids can apply for up to \$4,000 in funding through the Variety Heart Scholarships to pay for annual tuition, travel, fees or uniform items for extracurricular activities in arts, sport, or academics.

In 2024, we proudly awarded Variety Heart Scholarships to 48 exceptional children, celebrating their achievements at the annual awards evening held at Perth Mess Hall in July. The event featured keynote speakers Grahame Mapp AM, former Variety International President, and one of the founders of Variety Australia and Paralympian Rhiannon Clarke who was announced as one of Variety WA's Ambassadors in July.



A former choir member and Variety Heart Scholarships recipient, Rhiannon said the funding she received through Variety assisted her to reach her goals: "Through the scholarships program, Variety supported me to reach my goals and exceed my own expectations to be able to compete at an elite level.



"These scholarship recipients are talented in their respective fields and I can't wait to see what each of you achieve in the future and the Variety Heart Scholarships are something to help you on that path." She said.

We are thrilled to announce the increased support of the Grahame Mapp Family Foundation in 2025, to support even more children in pursuit of their dreams.

We extend our congratulations to each Variety Heart Scholarship recipient and wish them success in chasing their dreams.

A special heartfelt thank you to the Grahame Mapp Family Foundation, Bendat Family Foundation and the Whately Foundation for their ongoing contribution to the Variety Heart Scholarships.

"These scholarship recipients are talented in their respective fields and I can't wait to see what each of you achieve in the future and the Variety Heart Scholarships are something to help you on that path."

Former choir member and Variety Heart Scholarships recipient, Rhiannon.





Variety Kids Christmas Party

750 children plus families attended Variety Kids Christmas Party in 2023 (Perth and Geraldton)

The annual Variety Kids Christmas Party is a heartwarming, accessible event that brings joy to hundreds of children and families. This exclusive invitation is extended to families within the Variety community, providing an opportunity for many families to share the Christmas spirit together. Throughout the day, children and parents revel in the amusement park rides and Christmas activities, topping it off with a gift from Santa. A special thank you to the wonderful volunteers that help make this event a success.



Heartfelt thanks to the Stan Perron Charitable Foundation for their long-term support of the Variety Kids Christmas Party.



Our People

Variety WA Board

Jay Wakefield

Chief Barker

Roy Mellon

Treasurer

Chris Rimmer

Secretary

Geoffrey Robb

Deputy Chair

Simone de Been

Anthony Begley

Don Brooker

Glenn Cornish

Berry Johnston

Mandy Prindiville

Jenny Rachmat

Kathy Ziatas

Variety WA Staff

Chris Chatterton

Chief Executive Officer

Katie O'Donnell

Executive Manager

Steven Tang

Salesforce Administrator

Yvonne Allender

Administration Assistant

Regional:

Jan Ajduk

Regional Coordinator

Midwest

Gillian Sawyer

Regional Admin Assistant

Midwest

Sophie Hurst

Regional Assistant

Goldfields

Kids Support:

Laura Benson

Kids Support Manager

Natalie Tyler

Kids Support Admin Assistant

Fundraising and Partnerships

Romm Niblett

Fundraising & Partnerships

Manager

Sarah Wood

Fundraising Coordinator

Motoring

Nathan Gibbs

Head of Motoring

Amy Forrester

Events Coordinator - 4WD

Kellie Foster

Events Coordinator - Creative

Car Cruise

Jo Woodford

Events Coordinator - Bash

Petra Koch

Administration Assistant

-Motoring

Marketing and Communications

Chantal Husk

Marketing and Events

Manager

Charne Naicker

Marketing Coordinator

Life Members

Rick Aitken

Greg Anderson

Michael Bain

Anthony Begley

Jayne Begley

John Boucaut

Kevin Cochrane

Dr Bernard Cresswell

Jeff Galloway

Keith Graham

Lesley Hart

Clive Hartz

Ian Johnson

Alan Linney

Robert Maher

John Migliore

Lenette Mullen

Jeff Newman OAM

Graeme Perryman

Michael Price

Wendy Price

Chris Pye

Ralph Reid

Terry Shaw

Ennio Tavani

Mark Whately

Neil Wilkinson

Pieta Woollams



Heartfelt thanks to our Partners and Sponsors

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 (08) 9355 3655  info@varietywa.org.au