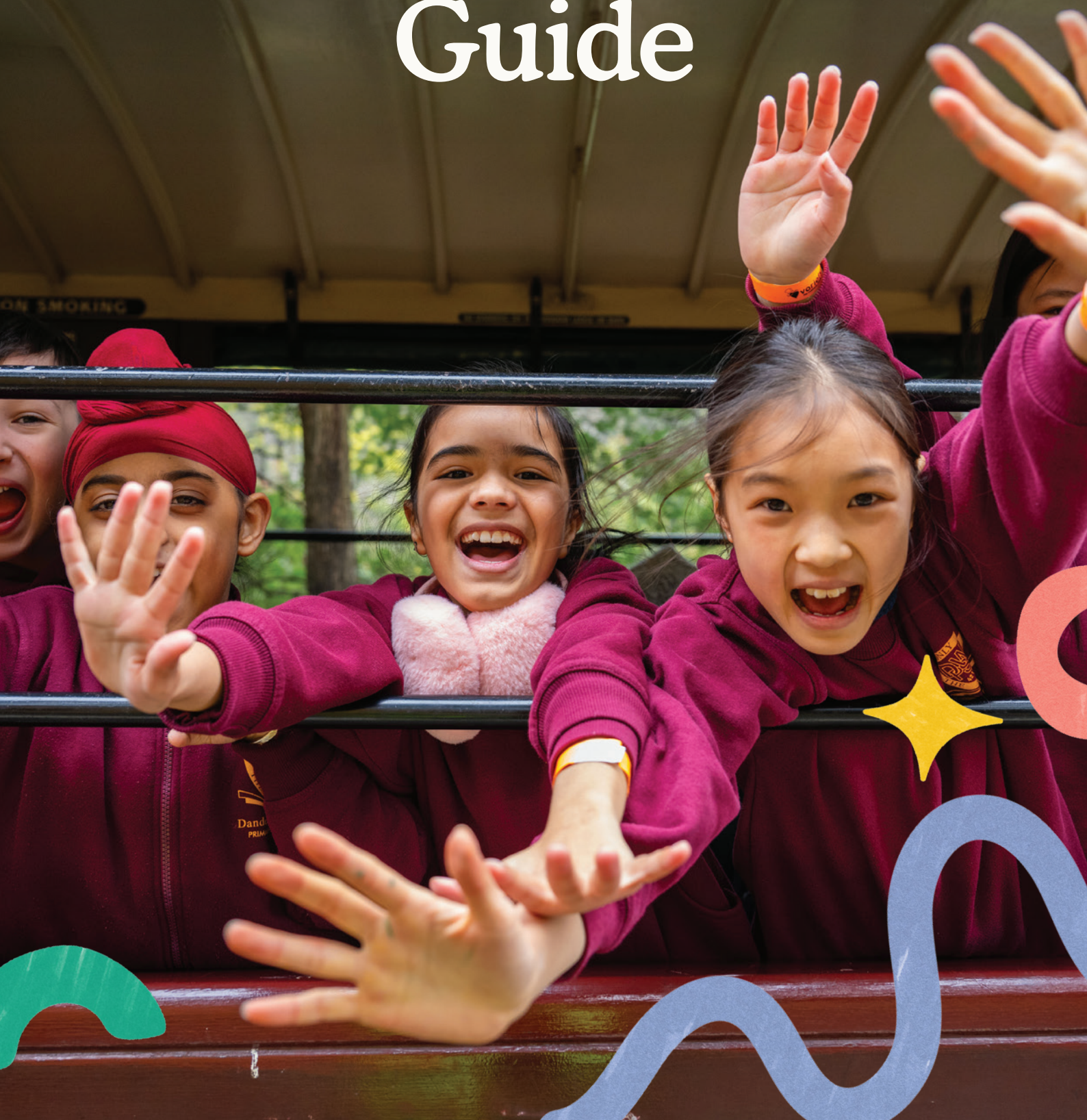




Fundraising Guide



How We Began

FROM HELPING ONE ABANDONED BABY IN 1928

Variety has grown into a global children's charity transforming lives around the world.

The year was 1927, the town was Pittsburgh, USA, and the 11 theatre owners and showmen were part of a social group, calling themselves the Variety Club. They heard whimpering from the auditorium of the Sheridan Square Theatre. When they investigated, they discovered a one-month-old baby girl to whom her mother had pinned a desperate note:

“
Please take care of my baby. Her name is Catherine. I can no longer take care of her. I have eight others. My husband is out of work. She was born on Thanksgiving Day. I have always heard of the goodness of show business people and pray to God that you will look after her.

”

– A heartbroken mother.

Despite an extensive search, the mother is never found. The men informally adopt the baby and name her Catherine Variety Sheridan. They go on to pay for Catherine's education and upbringing. This prompts the club to start raising funds for other disadvantaged children and Variety – the Children's Charity is born.

From the inspiration and motivation of a single child, one of the world's greatest children's charities grew—all across the globe.



How We Help

THE VARIETY DIFFERENCE

We help children gain equity, independence, inclusion, and self-esteem through life-changing equipment and services delivered across our three core programs.



Care

We help children access the care and support they need from essential health equipment and therapy to well-being and family assistance. We're here to ensure no child misses out on the support they deserve, filling the gaps where other systems fall short.



Freedom

We give children with disabilities the tools to navigate their world independently. Whether through adaptive mobility devices or access to social opportunities, we empower children to thrive—helping them play, learn, and experience the joys of childhood.



Future

We equip children for long-term success through skills development, education, and community support. We open doors to opportunities that help children grow, thrive, and build a brighter, more inclusive future for all.



Why Fundraise for Variety

EVERY CHILD DESERVES TO THRIVE

Every child deserves the chance to explore, grow, and dream without limits. When you fundraise for Variety – the Children’s Charity, you’re helping to provide practical and essential support to kids who are sick, experiencing disadvantage, or living with disability.

From life-changing equipment like wheelchairs and communication devices, to funding for therapy, education, and experiences that bring joy and confidence — your fundraising directly changes lives.

It’s not just about raising money. It’s about giving kids the freedom to be kids, supporting families in tough times, and making sure no child is left behind because of their circumstances. Your effort, no matter how big or small, creates real, lasting impact. Together, we can help every child reach their full potential and feel that they truly belong.

“

Because of Variety, my child has the chance to do things we never thought possible.

We’ll always be grateful.

”



MEET HUDA

When Huda was born, her parents sensed her journey would be different. From the very beginning, hospital visits and tests filled their days as they searched for answers. After months of uncertainty, doctors discovered that Huda had two rare gene defects, the cause of her developmental challenges.

Determined to give her the best care possible, her family moved from New Zealand to Sydney — leaving behind their loved ones and starting over. The costs of therapies and specialist equipment soon became overwhelming, and the dream of providing Huda with what she needed felt out of reach.

Then they found Variety. Through Variety, Huda now receives the therapies she needs and has her very own supportive sitting stroller. For her parents, that stroller represents more than comfort — it means freedom, dignity, and joy. They can now take Huda to appointments, the park, and family outings once thought impossible.

“Every time we see her bright smile,” says her mum, Ayesha, “we’re reminded that there are people who truly care — people who help families like ours feel less alone.”



Your Impact

EVERY DOLLAR MAKES A DIFFERENCE AND EVERY EFFORT COUNTS

Every dollar you raise will make an enormous difference to kids and families in need. Here are just a few examples of what your fundraising could provide:

\$110

An EduKids Pack, to help kids with basic education supplies.

\$300

Assistance for sporting registration, equipment and travel.

\$1,000

Sensory equipment such as headphones and hanging swings.

\$3,000

Modified pedal bikes to help with physical therapy.

\$4,400

Helps keep a child safe during a seizure with a specialised chair.

\$6,000

Mobility assistance with race runners and frames.

\$22,500

Pairs a child with additional needs with an assistance dog.

\$70,000

Moves up to 24 kids to school and into the community in a Sunshine Coach.



Raising \$500

IT IS EASIER THAN YOU THINK



Start with a Personal Donation

Contribute \$50 to your own fundraising page. It shows you're committed and encourages others to follow your lead.



Reach Out to Four Family Members.

Reach out to four or five family members. Even small contributions of \$20–\$30 can add up fast — that's another \$120 right there.



Ask Three Friends.

\$25 each adds up quickly = \$75.



Post On Social Media.

Make a heartfelt post explaining why you're fundraising. Even two or three donations of \$25 from friends or extended networks = another \$75

Tip: Always add an image, as these tend to get more engagement than those with only text. Show the impact of donations by sharing stories. This helps donors see the tangible difference their contributions are making. We have a toolbox of photos and stories for you to use.



Get Your Workplace Involved.

Ask your boss for a \$100 donation or a dollar for dollar match. Invite a few colleagues to sponsor you with \$20–\$30 each. This could easily raise \$150 or more.



Follow Up.

Don't be afraid to send a reminder! People are busy and often just forget — a gentle nudge can make all the difference.



“
I'm helping raise \$500 for Variety – the Children's Charity to support kids in need — would you consider donating \$20 or \$30 to help me get there?
”



A-Z of Ideas

GET INSPIRED BY THESE GREAT IDEAS



A Auction

Gather donated items or services from local businesses and run an online auction.

B Bake Sale

Host a morning tea at work or school. Ask attendees for a donation in exchange for delicious cakes, tea, and coffee.

C Car Wash

Set up a car wash with volunteers. This is great for schools, sports teams, or youth groups.

D Dinner Party

Host a themed dinner (Italian night, BBQ, potluck) and charge per plate or table.

Dress-Up Day

Ask people at work, school, or a club to donate a gold coin for the chance to wear casual clothes, a fun theme or even fancy dress.

E Eco Challenge

Raise money by doing something good for the planet (e.g., collecting litter, planting trees).

F Fun Run/ Walk

Organise a fun run, walk, or even a pram push at your local park. Participants can register with a donation and maybe even collect sponsorship pledges for every kilometre completed.

G Garage Sale

Declutter and do good at the same time! Not only do you raise money, but you also give items a second life.

Guess How Many

Fill a jar with lollies, coins, or marbles and let people guess how many are inside! Each guess costs just \$1–\$2, and the person who comes closest wins the jar.

H High Tea

Host an elegant afternoon tea with finger foods, scones, and entertainment.

I Ironman Mini-Challenge

Host a scaled-down triathlon (swim, bike, run) or fitness circuit with entry fees or sponsorships.

J Jewellery Making Workshop

Teach people how to make beaded or wire Jewellery and sell the pieces or charge for the class.

K Karaoke Night

Sing for a cause! Charge entry, sell snacks, or take song requests for donations.

L Lottery

Sell raffle tickets with donated prizes (check legal requirements in your area).





M Mini Golf Tournament

Bring out the fun and friendly competition with a mini golf tournament!

N Nonstop Challenge

Walk, dance, read, or game nonstop for a set time, sponsors donate for each hour completed.

O Outdoor Movie Night

Set up an outdoor screening and sell tickets, popcorn and drinks.

P Pancake Breakfast

Host a community breakfast and charge per plate or accept donations.

Q Quiz Night

Host a quiz night at your local hall, pub, or even online. Charge entry per team, offer prizes and test everyone's general knowledge.

R Recycling Drive

Ask your neighbours, friends, and teammates to save their cans and bottles. Gather them up and recycle for cash.

S Sausage Sizzle

Nothing beats the smell of a sizzling sausage on the BBQ! Host a Sausage Sizzle at your local park or community center and bring people together for a delicious cause. Perfect for a casual and fun fundraising event.

T Talent Show

Sell tickets to a show where people showcase their talents (music, magic, comedy, etc.).

U Used Book Sale/swap

Ask your community to donate their pre-loved books and set up a fun "swap shop." Attendees can browse the collection and pay a gold coin donation (or a set fee) to take home their "new" reads.

V Volunteer for Donations

Volunteers do tasks like lawn mowing, dog walking, or cleaning in exchange for donations.

W Wine & Cheese Evening

Partner with local wineries or cheese shops for donations or discounts. Charge a ticket price that includes tasting flights and light snacks.

X Xbox Gaming Tournament

Host a competition on Xbox games with entry fees and prizes.

Y Yoga Class

Host a relaxing or energizing yoga session. Participants pay a fee to join.

Z Zoo Trip / Zoo Sleepover

Organise a group visit to a local zoo or arrange a special overnight stay event if the zoo offers it. Charge entry fees or ask for donations.



Top Tips

WE KNOW IT CAN BE DAUNTING

People often surprise you with their generosity and the worst people can say is “no”. If you’re having difficulties, please get in touch with us - we’re here to help.



1 Set your target and go big!

If you set your goal high, supporters are more likely to try to help you meet it. And if you reach your goal, aim higher and increase it!

2 Tell your story

Show your potential donors how serious you are about fundraising for Variety – the Children’s Charity and why you want to make a difference to kids in need.

3 Share, Share, Share!

Social media is a great way to let everyone know what you’re up to! Tagging those who have already donated helps to share your page even further, plus it shows that there are already people rallying behind your cause.

Don’t just rely on one post! Share on Instagram, Facebook, TikTok, LinkedIn, WhatsApp, and email. Text people directly — it’s personal and effective.

4 Ask your manager

Ask your manager if the company will match what you raise — many are happy to support a good cause their staff cares about.

5 Stop the scroll

Fundraising posts that include images or videos consistently get more attention, engagement, and donations than those with text alone.

6 Set Targets and Incentives

Incentives are a great way to engage and encourage supporters to donate to help you hit certain targets. Be as creative as you want!

For example: Every person who donates \$XX or more today, will go into a draw to win _____ or if I raise \$X by tomorrow, I’ll do 100 burpees live on Instagram.

7 Celebrate impact

We’ll upload stories about Variety kids regularly on our website & social media. Share these stories with your community to demonstrate the amazing impact they are making by supporting your Variety fundraiser.



Other ways you can help

THERE ARE MANY WAYS YOU CAN GET INVOLVED

Join an Event

Joining one of our events is a wonderful opportunity to connect with Variety supporters and experience what it means to be part of the 'Variety family'.

Motoring Events

Variety's motoring events are legendary — bringing together big hearts, bold adventures, and unforgettable experiences on the road and on the water! From the colourful convoy of the **Variety Bash** to the rugged trails of the **Variety 4WD Adventure**, and the scenic journeys of our **Jet Trek**, every event combines fun, friendship, and purpose. Whether you're driving through the outback or cruising the coastline, you'll be making memories that change lives.

Functions

Variety functions bring people together for unforgettable experiences filled with heart, laughter, and purpose. From glamorous **Gala Nights** to **Vintage Wine Lunch**, **Gin Lunches** or **AFL-themed events**, each celebration combines great company, entertainment, and generosity in support of kids who are sick, experiencing disadvantage, or living with disability.

Get Active

Spin 4 Kids is a high-energy, heart-pumping spin challenge where teams of up to 10 people take turns powering through on stationary bikes. It's not just about speed – it's about teamwork, determination, and making a difference.

Volunteer With Variety

Giving your time is such a rewarding way to help kids in need. You'll experience first-hand the joy of making a big difference to a child's life.

Donate your hair

Join the Hair with Heart challenge and help change a child's life by giving the help that no one else is able to give. Hold a Hair Hero event - chop your locks, shave your head, or colour your hair - it's up to you!

Workplace Giving

The Variety Workplace Giving Program is a simple yet powerful way for businesses and employees to make a lasting difference. Donations are made directly from pre-tax salaries, reducing taxable income and ensuring every dollar goes further. It's low-cost, easy to set up, and shows your organisation's genuine commitment to community and social responsibility.

Visit your state's website to learn more. However you choose to get involved, you're helping give every child the chance to thrive.



Help Us, Help You

WE NEED YOUR HELP

We love supporting our amazing fundraisers in every way we can but we also need your help!

Our logo and brand mean a lot to us. They represent all of us, volunteers, fundraisers, and staff united by one purpose: helping children who are sick, experiencing disadvantage or living with disability to reach their full potential.

In order for us to provide you with the highest level of support possible, we do have a few things we need to ask of you to ensure we also meet our national guidelines and keep everyone on track with consistent branding and clear messaging about the incredible things we're all doing for the kids.

Fundraising Don'ts

- ✗ Don't use offensive language and keep messaging inclusive and respectful of all communities.
- ✗ Variety – the Children's Charity is not to be referred to as the Variety Club or any other name in marketing material.
- ✗ If a donor or participant raises a concern, take it seriously as negative experiences can impact the charity's reputation.
- ✗ Always keep the focus on the cause — fundraising is simply a means to an end: making a real difference in the lives of children in need.

Fundraising Do's

- ✚ To clearly show that your fundraising activity supports Variety – the Children's Charity and is not an official Variety event, please use our 'Proudly Supporting Variety' logo on all promotions, printing, and advertising materials. In written copy, describe your event as "Proudly supporting Variety – the Children's Charity [insert state here]."



- ✚ Use approved Variety logos, colours, and messaging, and maintain our friendly, inclusive tone of voice.
- ✚ Ensure your event meets public safety standards and has the correct permits or approvals for raffles, public collections, and food handling. Remember, fundraising regulations vary by state or territory.
- ✚ Show appreciation to your supporters — through social media, a thank-you message, or a personal note — and share the impact of their contribution where possible.

If you are ever unsure or have any questions please email: contactus@variety.org.au



How We Sound

Our Voice

Our voice doesn't change based on who we're talking to or where it shows up. It stays steady, familiar, and grounded in who we are. On stage or in a subject line, this is how we come across.

Real and Relational

Variety sounds like a real person: warm, down-to-earth, and present. Our voice is clear, approachable, and easy to understand. It feels like a conversation with someone who gets you.

Confident and Clear

We speak with bold conviction that doesn't over-complicate or preach. Our voice is humble yet self-assured, built on decades of experience and impact. It's intentional, reliable, and packed with purpose.

Hope in Action

Our voice uplifts and empowers. It paints a vivid picture of possibility rooted in real-life stories. We speak with vibrant energy that's full of life, just like the kids we serve. It sparks action and drives progress.

Inclusive and Accessible

Our voice is inviting and familiar. We speak with care and respect, honouring different lived experiences. It opens doors, encourages people to lean in, and never leaves anyone out.

Writing Tips

- Start with the person, not the details.
- Talk to the reader, not at them.
- Lead with story, support with data.
- Stay solutions-oriented.
- Use strong verbs and adjectives.
- Read it out loud.
- Make headlines bold and brief.
- Close with one clear call to action.

Formatting

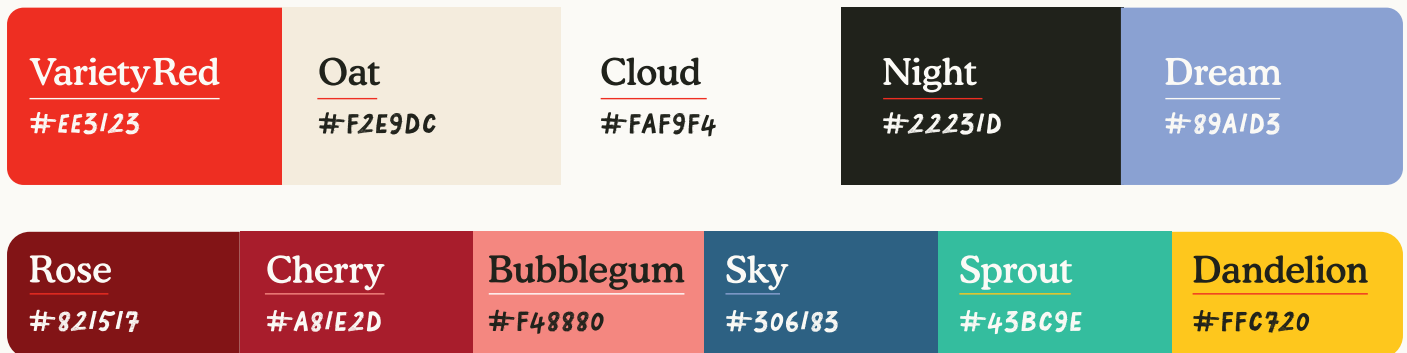
- Use the Oxford comma.
- Avoid using em dashes.
- Use periods on bullet points if they form complete sentences.
- Use title case for large headlines. Capitalise each major word, but leave words like "and," "the," or "of" in lowercase unless they come first.
- Spell out "and".
- Avoid using slang.
- Always be mindful when using emojis. Only use them when it's appropriate.
- Leave out "www." when sharing a website.
- Use commas for numbers over 999.
 - Example: 1,250 — not 1250
- Spell out numbers one through ten, except when writing percentages or measurements. For anything above ten, use numbers (like 15, 10%, or 5 km).

View the full Guidelines for more information, practical tips, and examples.



How We Look

Primary and Secondary Colours



Brand Fonts

Headlines

Cooper

Lt Regular *Italic*

Md Regular *Italic*

Lt Bold *Italic*

Blk Regular *Italic*

Accents

FANDANGO

REGULAR

ALTERNATE

Body Copy

Libre Franklin

Light

Regular

SemiBold

Primary Logo



Secondary Logo



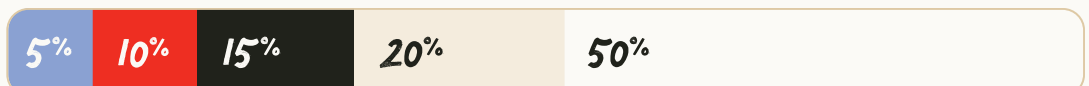
Textures and Patterns



Accents and Shapes



Colour Ratio



FAQs

Sponsorship and Donations - What's the Difference?

Sponsorship is cash and/or an in-kind fee paid in return for rights and benefits that may be used for commercial advantage and is classed as a business relationship. For example, a company may sponsor your vehicle, in return for advertising their company logo on your vehicle. As the company is receiving something tangible in return for their payment, it is classed as a sponsorship and is not tax-deductible.

Think about your contacts - take the opportunity to tell your business contacts and suppliers what you are doing – they may be interested in supporting you.

Does Variety Provide Promotional Materials?

Yes! We have ready-made graphics to help you promote your fundraiser on social media. Visit our Fundraising Resources page to download them.

Does Variety Need to Approve All Fundraising Activities On its Behalf?

Yes, Variety is legally required to authorise all fundraising activities.

Can I Deduct Fundraising Expenses From the Money I Raise?

Yes, you can deduct expenses from the total funds raised, but they must be properly documented in order to be reimbursed. Fundraising cannot be used to cover the costs of your fees.

Do I Need to be Over 18 Years Old to Fundraise?

We welcome fundraisers of all ages, but if you are under 18, please ask your parent/guardian to complete the registration form.

Did You Know You Can Be Covered Under Our Public Liability Insurance For Your Fundraising Event?

Yes! If you're planning a fundraising event and need Public Liability Insurance coverage, we've got you covered — literally. As a registered supporter of our charity, you may be eligible to be included under our Public Liability Insurance for your event.

All you need to do is fill out a quick application form so we can review and approve your event.

Do I Need Permits For My Event?

You are responsible for obtaining and maintaining any necessary insurance, permits, licences, consents, and authorisations required for your activity. For example, you may need:

- Council or shopping centre permits for events held on their grounds.
- State/territory government permits for raffles or prize draws.
- Appropriate liquor licences and food handling approvals.
- Regulations vary by state/territory, so please check with the relevant governing body for details.

Can People Who Donate Get a Tax-Deductible Receipt?

If you receive any offline, cash donations, please ask the team for a receipt register to record the donors details - we can then issue the tax-deductible receipt once the event funds have been deposited.

What If I Have a Question Not Answered Here?

We're here to help! Please contact our Fundraising team on contactus@variety.org.au, who will be happy to talk about your ideas and plans.



Resources



We've designed special images and text for you to download in our resource page. Feel free to make your own but, please send it to us for a quick approval so we can ensure it fits within our guidelines.

Information Flyers

Posters and flyers are a great way to spread awareness about the work Variety does and the impact your fundraising can have. Put them up at your school, workplace, or local community spots to help share the message and inspire support.

Invitations & Posters

Make it personal! Invitations are a fantastic way to spread the word and get people excited about your fundraiser. You can email them, print them, or even send a digital invite through social media or via message.

Event Checklist

An event checklist makes it easy to plan your fundraiser from start to finish. From booking your venue to organising food, entertainment, and donations, checklists help you stay organised and ensure nothing is missed on the big day.

Social Images

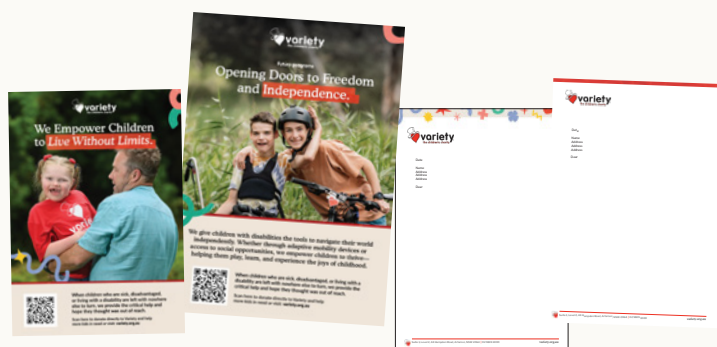
Social images are ready-made graphics you can use on Facebook, Instagram, or LinkedIn to promote your event. Just add your details and share with your network. They're ready to use and a great way to get more people involved.

Logos

Using the correct logos makes your materials look professional and consistent. It shows people you're an official supporter of Variety, which helps build trust and credibility. Use them on posters, flyers, social images, and invitations.

Sponsorship & Thank you letters

A sponsorship letter is a great way to introduce your fundraiser to potential sponsors. It explains who you're raising money for, what you're doing, and how they can get involved. With the right letter, you can secure donations, prizes, or services to boost your event's success.



These resources and more can be downloaded from variety.org.au/fundraising-resources



Serious Stuff

WE KNOW IT CAN BE DAUNTING

Please note that whilst Variety is here to help support your fundraising activity, the planning and organisation of it is the sole responsibility of you, the fundraiser.

Variety is the beneficiary of the fundraising event, not the organising party and we cannot help in sourcing prices, entertainment, venues, or organise media or publicity.

Permissions

Once you have a clear idea about the fundraising activity that you'd like to run, complete the sign up form on your state's websites. We will then be in touch and confirm any documents you may need for your fundraising including an official Authority to Fundraise. Please note you cannot start fundraising until a letter of authority has been issued by Variety.

Marketing Material

Any marketing materials or advertisements must be submitted to Variety for approval prior to advertising your fundraising event. This includes any printing, artwork proofs, online Facebook pages, and website advertising. Approval can be given within a day in most cases. Please contact your state team to get this approval.

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.



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

Direct Deposits and Cheques

For all offline fundraising our preferred method is direct deposit to our bank account. Please contact your state office for details. Details on the back page.



This Is Why We Do It

Meet Annalise

Annalise was born with Angelman syndrome, a rare genetic disorder that presents a range of challenges, including global developmental delay, impaired movement and balance, lack of speech, seizures, and feeding difficulties. She can't talk or walk and requires full-time, one-on-one support from her family and carers. Everyday activities that many of us take for granted – like traveling in the car – became difficult, stressful, and at times unsafe, as Annalise outgrew conventional car seats.

Thanks to Variety, Annalise's family received two Careva Harnesses, specially designed to provide support, safety, and comfort during car journeys. These harnesses have completely transformed their travel experiences, making every trip smoother,

safer, and far more enjoyable. Now, Annalise can sit securely and comfortably, allowing her family to relax and focus on making memories together rather than worrying about her safety.

The difference is remarkable. Annalise can now enjoy excursions with her family and her beloved pet dog, Hogi, sharing smiles and laughter along the way. Whether it's a short drive to the park or a longer family outing, the Careva Harnesses give her the freedom to be part of the adventure, safely and comfortably. For Annalise and her family, what was once a stressful experience has now become a joyful and inclusive part of their lives – a true testament to how support from Variety can transform daily life for children with disabilities.





Thank You

We Couldn't Do What We Do Without You!

The heart of Variety is powered by a community who work incredibly hard to support Australian kids in need.

Together, we've built a place families can turn to when times are tough — a place that brings hope, support, and the chance for every child to thrive.

Contact Us

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 - Contact your local Variety team.

* **NSW/ACT**
contact@varietynsw.org.au | (02) 9819 1000

* **QLD**
info@varietyqld.org.au | (07) 3907 9300

* **VIC**
info@varietyvic.org.au | (03) 8698 3900

* **SA**
info@varietysa.org.au | (08) 8293 8744

* **TAS**
info@varietytas.org.au | (03) 6248 4888

* **WA**
info@varietywa.org.au | (08) 9355 3655

* **NT**
gm@varietynt.org.au | (08) 8981 2544

* **National**
contactus@variety.org.au | (02) 9819 1000