



**variety**<sup>®</sup>  
the children's charity

# Variety Messaging

A simple guide for how to talk about Variety

Equality | Community | Action | Joy



## Our vision

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

## Our mission

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

## Our values

### Equality

We believe everyone deserves a fair go in life.

### Community

We believe it takes a community to raise a child.

### Action

We believe in rolling up our sleeves and getting stuff done.

### Joy

We believe in the importance of lightness  
And laughter.





## About Variety

We're passionate about giving kids who are sick, disadvantaged or have special needs a fair go.

We don't think any child should fall through the gaps. Not the three kids in every classroom who are living in poverty, nor the 10,000 kids with a disability in NSW who are missing out on NDIS support.

We provide practical support when they need it most, and a helping hand to reach their full potential.

We granted:  
**\$3.73 million**  
to kids  
in need

We supported:  
**more than  
200 different  
conditions**

We impacted:  
**30,932  
kids in  
NSW/ACT**

# Giving Kids a Fair go

The Australian value of 'A Fair Go' is the most cherished value we have. But for thousands of kids and their families, life's not always fair.

It's not fair for the parents of the **10,000** kids with a disability in NSW who don't receive NDIS support. Or for the **36,000** whose NDIS plan doesn't always cover many of the essential things they need.

It's not fair for the **1 in 7** kids in NSW who are living in poverty, the highest of any state in Australia. That's three kids in every classroom who have a higher chance of health and behavioural problems, and are less likely to finish school.

At Variety, we're passionate about giving kids who are sick, disadvantaged or have special needs a fair go. We don't think any child should fall through the gaps.

For 45 years Variety has helped kids in need with grants, programs, scholarships and experiences. We provide practical support when they need it most, and a helping hand to reach their full potential.

## All kids deserve a fair go.

**Sources:**

Child Disadvantage in NSW

Low income bracket is based on definition provided by FACs ie families with less than half the median household income (or weekly income less than \$750

ABS Census 2016 by LGA, need for assistance

# How We Help Kids

We believe that all kids deserve a fair go in life

So we help kids with these challenges:



Sick



Disadvantaged



Special Needs

# Variety Kids Support Framework

Variety provides supported to families and organisations in the following ways:

## GRANTS

Grant a range of things to provide practical support to kids & organisations



## PROGRAMS

Run programs that educate & empower kids in need & their communities

**JUST  
LIKE  
YOU™**



## SCHOLARSHIPS

Encouraging the talents of kids through scholarships



## EXPERIENCES

Bringing joy to kids in need, their families & the community



# Variety Grants

**Variety Grants** help kids communicate, increase their self-esteem and social skills, and get out and about to enjoy the freedom of being a kid.

We provide practical and essential help for individuals and organisations in need. We grant medical & mobility supplies & equipment, technology, vehicle modifications, educational resources, feeds, nappies and wigs.

**Variety Sunshine Coach** grants provide transport to schools and organisations, helping kids living with a disability, chronic illness, financial hardship or geographic isolation to access their community and to experience a range of special programs and activities.

## Outcomes

Recipients of a Variety Grant report

- Increased Quality of life – 95%
- Increased Self-esteem – 81%
- Increased Connection to Community – 84%
- Decreased Strain on Families strain – 90%

# Variety Programs

Our programs educate and empower kids.

Our **Activate Inclusion Sports Days** give kids with disabilities the chance to try different sports they may never been able to play before.

More than half of kids with a disability are bullied and experience social exclusion. The **Variety Just Like You** schools program educates kids and builds awareness of people with a disability. The aim is to stop bullying and celebrate people of all abilities.

The **Variety Kids Choir** is an inclusive vocal group for young people aged 12 to 18, who share a love of music, singing and performing. The program is unique and strives to enrich the lives of the members through friendship, self-confidence and musical mentoring.

## Outcomes

Variety Program participants report

- Increased Quality of life – 69%
- Increased Self-esteem – 85%
- Increased Connection to Community – 92%
- Decreased Strain on Families strain – 92%



# Variety Heart Scholarships

**Variety Heart Scholarships** empower the leaders, sports stars and artists of tomorrow.

The scholarship supports kids with a demonstrated talent who are sick, disadvantaged or living with special needs, to pursue their dream and realise their potential.

Scholarships of up to \$5,000 are awarded in the areas of Sport, the Arts and Education, and can be used for things like uniforms and equipment, coaching and lessons, travel and other expenses.

## Outcomes

Recipients of a Variety Heart Scholarship report

- Increased Quality of life – 99%
- Increased Self-esteem – 93%
- Increased Connection to Community – 92%
- Decreased Strain on Families strain – 86%

# Variety Experiences

We bring joy and inclusion to kids and their families.

We hold exciting events such as the **Variety Kids Xmas Parties**, **Variety Musical Picnics** and **Storytime**, and **Variety Family Fun Days**.

We also help create **Variety Livvi's Place** inclusive playspaces, so all kids can enjoy playing side by side.

These experiences allow kids and their families to have fun, meet new people and try something new.

## Outcomes

Participants of a Variety Experience report

- Increased Quality of life – 83%
- Increased Self-esteem – 80%
- Increased Connection to Community – 82%
- Decreased Strain on Families strain – 66%

