



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

# Motoring Fundraising Guide

# Contents

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Fundraising for Kids in Need	1
About Variety	2
Meet Josiah	4
Meet Taya	5
Let's Start Fundraising!	6
Fundraising Event Checklist	8
Handy Hints	9
The Serious Stuff	10
Our Brand	11
Our Colours	12
Managing the Money	13
Depositing the Funds	14
Thank You!	15

## Fundraising For Kids In Need

To our amazing motoring community, thank you for fundraising for Variety - the Children's Charity NSW/ACT to support kids who are sick, experiencing disadvantage or living with a disability. Since our very first motoring event, the 1985 B to B Bash, our motoring community has helped us make sure that kids who miss out can always join in.

This guide offers you support for your fundraising activities. Read on for ideas, handy tips, and a few basic guidelines you can follow to make the most of your efforts!

We are with you every step of the way and are here to help. If you have any questions, need advice or more information, please get in touch with us at [motoringevents@variety NSW.org.au](mailto:motoringevents@variety NSW.org.au).





# About Variety

Variety - the Children's Charity NSW/ACT has been helping kids in need since 1975. With your support, more kids can receive the assistance they need to achieve their full potential. We believe that all children should be able to follow their dreams and be the best they can be - regardless of their ability or circumstance.

Every dollar you raise will make an enormous difference to kids and families in need.

**\$20,000**

An assistance dog for a child with epilepsy.

**\$14,000**

A positioning chair for a child with cerebral palsy.

**\$5,000**

Allow a child to follow their dreams with a scholarship in the arts, sport or education.

**\$1,000**

An iPad assistive software for a nonverbal child.

**\$800**

A car seat to ensure safety for kids with additional needs.

**\$275**

Sensory equipment for a child with an intellectual disability.





# Meet Josiah

## We Join Grant A community all-terrain beach wheelchair

"It's incredible to see the look of absolute joy on the face of a child as they're wheeled to the beach and into the sea. Often, it's one of just a handful of times in their entire life that they've been able to enjoy the feeling of weightlessness in the ocean. Their whole face lights up as they enter the water."

*John Tilbrook, Progress Association*



# Meet Taya

## We Move Grant A new wheelchair

"We were so desperate for a new wheelchair for Taya, they are like her legs, so we explored lots of other avenues with the hope of getting this. Variety was our last hope. We applied for the Variety We Move Grant after being told about it from Taya's support coordinator and the process was easy. The new wheelchair has changed Taya's life. It's changed our whole family's life."

*Taya's Mum*





# Let's Start Fundraising!

## Social Media

Share your online fundraising page to Facebook or Instagram and encourage your friends, family and colleagues to donate to the Variety cause!

## Engage Your Workplace

Ask your employer if they will be a sponsor or match your donations. Encourage your colleagues to sign up to the Workplace Giving program. Host a casual dress day for a gold coin donation.



## Celebration Donations

Instead of receiving gifts at celebrations such as birthdays or Christmas, ask your friends and family to make a donation to your fundraising page.

## Download Your Personal QR Code

When you log in to your Fundraising page, to the right of your name is a button that says 'QR CODE'. Click on this and your personal fundraising QR code will be ready to share with your friends, family and colleagues.

## Raffles

When organising raffles there are a few things to consider: how you source prizes, how you price tickets, how you source raffle tickets, and ensuring you follow the guidelines of the NSW Office of Liquor, Gambling & Racing.



## Emails

The more personal you can get, the better! Start by emailing a few close family members or friends. Once there are a few donations in your tally, go out to your wider network.



## Events

There are countless fundraising events you could organise to reach your goal! Here are a few ideas:

- Sausage sizzle
- Trivia night
- Sporting event
- Picnic
- Morning tea
- Golf day
- Car boot sale
- Cocktail party
- Karaoke night

Think about how you can make your events different with themes and activities. Raffles and auctions are a great source of funding at events. Contact friends and/or businesses to see if they can donate items for you to use. See page 8 for our handy Fundraising Events Checklist.

## Posters

Posters are a great way to share info about your fundraising efforts with your family, friends and colleagues. You can personalise them with your own fundraising information, and stick them on information boards at your school, office, community centre or local café.

## Flyers

Flyers are easy to print and can be left at your local stores, café or community centers (with permission, of course!). They're a great way to let people know about the wonderful work Variety does, and who you are supporting with your fundraising.

Visit our Fundraising Resource Library for templates that you can use as a starting point:

[www.variety.org.au/nsw/resources/](http://www.variety.org.au/nsw/resources/)





# Fundraising Event Checklist

## ♥ When

Pick a date and time that doesn't coincide with any other events and leaves plenty of time for planning.

## ♥ Where

Where will the event take place? Take into consideration size, accessibility, parking and public transport.

## ♥ Who

Think about: Who is the target audience for the event? Is it a public or private event? How many people can attend? What will make them want to RSVP?

## ♥ Entertainment

Raffles and auctions are a great way to engage guests and raise funds. Think about where you can source prizes from and how you will promote them on the night.

## ♥ Catering

If you are providing catering at the event, think about what type of food you will have (e.g., canapés or a sit-down dinner) and where you will source it from. Consider if you have any existing contacts who would donate food or services.

## ♥ Budget

Ensure costs are reasonable and that all funds raised are donated to Variety if that is what you are advertising. Can you get a discount or free items and services? How much are you aiming to raise?

## ♥ Communication

How will you communicate your event? How will you get the message of Variety's cause across? Don't forget to check out our Fundraising Resource Library on page 7 for ideas!

## ♥ Stay On-Brand

Notify Variety of your fundraising plans so we can share helpful resources. Send any new marketing material to our marketing team to make sure it is on-brand. Contact our marketing team at [marketing@variety NSW.org.au](mailto:marketing@variety NSW.org.au)

## ♥ Regulations

Ensure you adhere to safety and legal regulations; where necessary ensure you apply for permits, insurance and seek appropriate approvals.

## ♥ Branded Collateral

The Variety Newcastle and Sydney Offices have a selection of branded banners, signage and other collateral that you can borrow to help promote your events. Contact the motoring team directly (details on page 18) or email [motoringevents@variety NSW.org.au](mailto:motoringevents@variety NSW.org.au).



# Handy Hints

## ♥ Link to your fundraising page

Sounds like a no-brainer but it's surprisingly easy to forget.

## ♥ Ask people to share

The more who see it, the better!

## ♥ Say 'Thank You'

Make sure you thank your supporters who donate by sending them an email, text, tagging them on social media or giving them a call. This not only shows your gratitude, but also helps spread your fundraising efforts even further.

## ♥ Tag us

Let us help you spread the word! When you post on social media remember to use our hashtags: #variety NSWact #variety motoring #yagottadoit and tag us on Facebook and Instagram.

Facebook: @VarietyNSWACT @VarietyMotoringNSWACT

Instagram: @variety NSWact @variety\_bash

## ♥ Educate

Tell your community about how Variety helps kids in need, so they know who their hard-earned cash is supporting. Download our annual Motoring Impact Report, a great resource to share all the amazing impact your fundraising can have in our community! Download it in your Fundraising Resource Library (the link can be found on page 7).





# The Serious Stuff

## General

When you are fundraising on behalf of Variety - the Children's Charity NSW/ACT, you are representatives of the organisation. Please ensure that your behaviour reflects Variety positively.

Please note that while Variety - the Children's Charity NSW/ACT is here to help support your fundraising activities, the planning and organisation is your (the fundraiser's) sole responsibility. Variety - the Children's Charity is the beneficiary of the fundraising event, not the organising party and we cannot help in sourcing prices, entertainment, venues, or organising media or publicity.

## Permissions

Once you have a clear idea about the fundraising activity that you'd like to run, please contact our team at [motoringevents@variety NSW/ACT.org.au](mailto:motoringevents@variety NSW/ACT.org.au).

We will then get in touch and confirm any documents you may need for your fundraising.

# Our Brand

## Logo

It's important to remember that your fundraising event is raising funds for Variety - the Children's Charity NSW/ACT, and is not a Variety event. Recommended wording for events is 'Proudly supporting Variety - the Children's Charity NSW/ACT'. Variety can provide you with copies of the logo to use at your events. The logo cannot be altered in any way.



## Wording

The charity's full name, Variety - the Children's Charity NSW/ACT, must be used in its whole phrase for headings. Variety - the Children's Charity NSW/ACT is not to be referred to as the Variety Club or any other name in any communications.

## Marketing Material Approval

Any marketing materials must be submitted to Variety - the Children's Charity NSW/ACT for approval to [marketing@variety NSW/ACT.org.au](mailto:marketing@variety NSW/ACT.org.au). Approval or feedback will be provided within 48 hours and we're happy to provide you with ideas, too!



# Our Colours

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## Colours

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

PANTONE: Merchandise, Caps, Shirts

CMYK: Printed Collateral, e.g., flyers

RGB: Digital collateral, e.g., Facebook

HTML: Website and E-News

## Red

PANTONE 485

CMYK 0, 95, 100, 0

RGB 226, 35, 27

HTML #EE3123

## Black

PANTONE BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HTML #000000

## White

PANTONE WHITE

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HTML #FFFFFF



# Managing the Money

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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 - the Children's Charity NSW/ACT. 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 - the Children's Charity NSW/ACT 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 organisations commitment to donate (this form is often used to comply with the accounting procedures of the companies).

## 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. We will then be in touch and confirm any documents you may need for your fundraising.





# Depositing Funds

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## Direct Deposits

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

Account Name: Variety the Children's Charity – Gift

BSB: 032 020

Account Number: 208 569

Reference: Your name and event description

## Cheques

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

Variety – the Children's Charity NSW/ACT

Then post to:

Variety – the Children's Charity NSW/ACT

Suite 1, Level 2

44 Hampden Road

Artarmon NSW 2065

# On behalf of all the families and children we support ... thank you!

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“As a mum, I want to give my girls the world but there are some things that are just way out of my reach. I am so grateful to Variety for giving Amelia a chance not only to achieve her goals, but to do what makes her happy – what an incredible gift to give a child.”

Emily, Amelia's Mum

“My family and I can't thank Variety enough for giving me the opportunity to keep dancing. It has opened up the possibility for me to do dance workshops that I had only ever dreamed about.”

Angel, VHS Recipient

“The Sunshine Coach gets her out and she comes back ten foot tall and bulletproof after those experiences. Having the opportunity to get out and about in the community in the Sunshine Coach will hopefully give Daisy exposure and confidence and really help us all to work out what the next chapter looks like for her.”

Anna, Daisy's Mum

“We wouldn't be here without Variety, it's just that simple. The red heart means everything to families like ours.”

Kelly, Goldie's Mum.



# We'd love to chat!

If you have any questions or are looking for ideas or advice about fundraising, our friendly Motoring Team would love to hear from you!

Remember to share photos or videos of your fundraising activities on social media or the private Facebook Group for the event - we'd love to see them and would be more than happy to share them with our wider community to spread the word.

Simply email [motoringevents@variety NSW.org.au](mailto:motoringevents@variety NSW.org.au), connect with us on social media or contact us directly:



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