



variety
the children's charity[®]

Variety Federal Group TashBash Fundraising Guide

G'day

Thank you for joining us on the Variety Federal Group TasBash, fundraising for Variety - the Children's Charity and helping to give Tassie kids in need a fair go.

This TasBash Fundraising Guide offers you support for your fundraising activities. Read on for ideas, handy hints and a few basic rules you can follow to make the most of your effort.

Variety is with you every step of the way and is always here to help! If you have any questions, need some advice, or more information please get in contact with us.

Thank you!



♥ About Variety

We believe all Aussie kids deserve a fair go.

Since 1975, Variety has been helping the kids who miss out due to disability, chronic illness or disadvantage. Our incredible community of supporters have changed the lives of thousands of Aussie kids, giving them what they need to join in life with everyone else.



♥ How your support helps

The funds you raise will help kids overcome the obstacles they face, so they can join in life with their siblings, cousins and friends.

Your support will help kids like Eva.

There is no one else in the world quite like four-year-old Eva. Two weeks after Eva's birth, genetic testing indicated she has a rare chromosomal deletion disorder; she is the only known child in the world with this particular deletion.

The chromosomal disorder means Eva has severe movement and mobility delays and development and language delays.

The long-term prognosis is uncertain, as it will take several years to establish a clear understanding of her developmental strengths and weaknesses. Eva, however, has already conquered her mobility problem, thanks to a \$1,000 donation from Variety – the Children's Charity that paid for therapy sessions.

Eva's mother, Katherine, said, "The funding Variety provided was used for Eva's weekly occupational therapy sessions. Prior to starting the sessions Eva walked with the assistance of a walking frame. But within three weeks of the therapy she was able to walk unassisted."



♥ Getting Started

There are lots of different ways to raise funds for Variety.

Have a think about what ideas suit you – both your style and interests, as well as the time you can contribute to it. Above all it has got to be an experience that you'll enjoy, as that will help to inspire others to support you.

Handy Hint



Ask for help. We know fundraising can be a bit daunting, and you may feel shy about asking people for donations. No need to worry, 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.

Activity Ideas

- ♥ If baking is your thing, why not sell cupcakes at school or have a bake-off in your workplace. Or go all out with a posh high tea?
- ♥ Looking for an excuse to glam-up? Host a special dinner party or a picnic at the races.
- ♥ Ready to declutter? Hold a garage sale or sell your excess stuff at a car-boot sale, one man's trash is another man's treasure!
- ♥ Feeling creative? how about making jewellery, sewing a quilt, arranging flowers or painting a masterpiece, and then hold a raffle for Variety?
- ♥ You can ask to hold a casual day at your local school or workplace. Students/ employees can wear their casual clothing for the day and a donation can be made to Variety on your behalf.



Event Ideas

There are lots of different fundraising events that you could organise to reach your goal, here are just a few ideas:

- ♥ Trivia Night
- ♥ Long Lunch
- ♥ Golf Day
- ♥ Cocktail Party
- ♥ Movie Night
- ♥ Car Boot Sale
- ♥ Karaoke Night

Think about how you can make your event different with themes and activities. Don't be shy about contacting friends or businesses to see if they can donate items for you to use.



Handy Hint:

If you choose to hold an event, raffles and auctions are a great way to raise funds, but there are lots of other creative ways to raise additional funds too – you could encourage people to bribe you for trivia answers, put together snack packs for people to purchase at your movie night, or golfers can give a kickback to skip a hole at your golf day.

When organising your fundraising event, think about:

- ♥ Venue, catering and beverages
- ♥ Sponsors
- ♥ Budget
- ♥ Ticket price
- ♥ Entertainment/theme Timing
- ♥ Promotion
- ♥ Ticket sales method
- ♥ Fundraising strategy





Up for the challenge?

Whether it's hiking a mountain, jet skiing around Australia, cycling the East Coast, or giving up caffeine, sugar... or dare we say social media for a while, if it's been on your bucket list then let's help you cross it off, all whilst raising funds for Variety. The more personal the challenge the better. Your supporters will see how much it means to you and support you all the more for it.

Employee Matched Funding

Many companies have an Employee Matched Funding program which matches all or some of an employee's fundraising efforts and/or donations for approved charities, like Variety. Even if they don't have a program they may make a donation or support your fundraising efforts in other ways, such as allowing you to host a fundraiser at work like a BBQ or Bake Sale. Variety can help with any documentation or further information they require as well as provide a tax deductible receipt and certificate.

Cause Related Marketing

You can negotiate with your employer or one of your local companies to run a special promotion to drive sales or business leads, while at the same time raising funds for Variety. For example, 50c from every cup of coffee sold during a particular month, or 20% of the cost price of a product is donated to Variety.



Online Fundraising

As part of your entry to the TasBash you have a dedicated event fundraising page on our website to help you raise funds for kids in need. It's a great way to reach out to your friends, family and contacts to encourage them to donate. All donations made online over \$2 automatically receive a tax deductible receipt to their specified email account.

You get your own web link that you can share and it directs people straight to your donation page. Please find these links below:

Variety TasBash - tasvariety.funraisin.com.au

Every time someone makes a donation they automatically receive an email receipt.

Tin Rattling

If you're interested in rattling some tins to add to your fundraising and help kids in need, please contact us at info@varietytas.org.au for more information.

We can provide you with all you need - collection tins, signage, stickers and t-shirts.





Collection Canisters and Tap & Go Donations

Collection Canisters are Variety branded and used for display to collect donations. They can be used at your fundraising events and used in your local community to help fundraise for your Variety TasBash team.

Variety also has a number of Tap & Go Donation Points that are great for retail outlets and at events. Machines can be set at \$2, \$5, or any amount up to \$20. All donations processed through these machines are tax deductible without the need for a tax receipt.

Arrange your Collection Canister or a Tap & Go Donation Point through the Variety Tasmania office. To help you with your fundraising we suggest contacting small to medium local businesses like newsagents, takeaways, restaurants and café, asking if they'd be willing to display a Collection Canister and collect donations on your behalf.

You can also write letters to your sponsors asking them to place a Collection Canister in their workplace lunch rooms for their employees to donate.

When collecting money from a Collection Canister, you are required to count the money yourself and deposit the cash directly into the Variety Tasmania bank account. Use the Direct Deposit information under the Finance section ensuring you use your Variety TasBash car number as the Bank Ref and Collection as your reason for banking.

When funds are directly deposited from the Collection Canisters they will be allocated against your Variety TasBash vehicle's fundraising total. However please note that receipts cannot be issued to individuals or companies for funds collected in Collection Canisters.



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.

It's also a good idea to kick-start your own fundraising by donating to yourself. It helps set the tone and show others that you're committed to the cause.

Emails

So where to start? The more personal you can get, the better. Start by emailing or calling a few close family members or friends, and once there are a few donations in your tally then go out to your wider network.



Donation Email Example

We've put together a sample to help get you started, but make sure you take a little time to personalise it!

SUBJECT: I'm proudly supporting Variety – the Children's Charity!

Dear <name>,

I've decided to fundraise for Variety – the Children's Charity Tasmania by <insert event/activity>. This cause means a lot to me as <insert why you're fundraising for Variety> and am really excited about making a difference for Tassie kids in need!

Variety – the Children's Charity Tasmania is committed to empowering Tassie children who are sick, disadvantaged or have additional needs to have a fair go!

I would really appreciate it if you could support me by donating at my online fundraising page. I'm aiming to raise <target> so don't be shy, every little bit counts!

You can donate at my fundraising page by clicking this link, <cut and paste the URL link to fundraising page>

- \$20 would buy a helmet for a child so that they could ride their bike safely and confidently
- \$50 would meet expenses for calming and sensory products for a child with additional needs
- \$100 will provide a child in need with one session of the Variety Creative Arts Program
- \$200 would give a child their first bike which otherwise they will never have
- \$500 would provide a child in need a communication device

You can donate at my fundraising page by clicking this link, <cut and paste the URL link to fundraising page>

Thanks for your support in advance. Together, we can help Variety give kids a fair go!

Social Media

Now we're ready to go bigger and better! Social media is a great way to reach as many as possible. After you've got a few donations on your tally you're ready to make it official on social media.



Handy Hints

- ♥ Always add an image, as these tend to get more engagement than those with only text.
- ♥ Include a link to your fundraising page - sounds like a no-brainer but can be easy to forget.
- ♥ Ask people to share, the more people who see it the better!
- ♥ Be thankful - make sure you thank your supporters who donate by tagging them. This not only shows your gratitude, but helps spread your fundraising efforts further!

Images

We have put together a few images you can use, head to <http://tasvariety.funraisin.com.au/fundraise>



Content

Remember to include your fundraising page if you have one, and use our hashtags [#VarietyFederalGroupTasBash](#) [#VarietyTasBash](#) and tag us:

Facebook: <https://www.facebook.com/varietytasmania/>

Instagram: https://www.instagram.com/variety_tasmania/

Here's some content about Variety that will help educate your supporters about the cause you're fundraising for.

- ♥ I'm proudly supporting Variety - the Children's Charity Tasmania, to ensure all Tassie kids get a fair go! [#VarietyTasBash](#)
- ♥ Each year, thousands of kids and their families turn to [@varietytasmania](#) for support when they need it most. That's why I'm raising money for Variety kids! [#VarietyTasBash](#)
- ♥ [@varietytasmania](#) helps children overcome the obstacles they are facing and live life to the fullest. Help me support them! [#VarietyTasBash](#)



I believe all kids deserve a fair go!



Support my activity _____

Donate now _____

Together we are aiming for \$ _____

\$275
Sensory equipment to a child with an intellectual disability

\$972
A modified bike for a child with special needs

\$2500
Nutritional feeds for a child who requires tube feeding

ABOUT VARIETY

Variety - the Children's Charity is a national not-for-profit organisation that provides support for Australian children in need entirely through its fundraising program. Variety "fills the gaps" that other organisations cannot, providing assistance to individuals, families, schools and other children's organisations who often have nowhere else to turn.

Resources

Poster

Posters are a great way to share info about your fundraising efforts with your family, friends and colleagues. You can personalise it with your own fundraising info, and stick them up in info boards at your school, office or anywhere you think is suitable!

How Variety helps Aussie kids in need



Variety "fills the gaps" that other organisations cannot, providing assistance to individuals, families, schools and other children's organisations who often have nowhere else to turn. By supporting children and families through practical equipment, programs & experiences, Variety helps children in need to overcome the obstacles they face to live a happy and fulfilled life. Variety provides this support entirely through its fundraising program.

Did you know,

38,890
Children in NSW/ACT directly impacted

145
Different conditions were supported through Variety grants

474
Applications approved for organisations and individuals

5 most commonly supported conditions:

1. Cerebral palsy
2. Epilepsy/seizure disorder
3. Developmental delay
4. Vision impairment
5. Intellectual disability



Flyer

This flyer is a great way to let people know about the wonderful work Variety does, and who you are supporting with your fundraising.

These resources can be downloaded from

<http://tasvariety.funraisin.com.au/fundraise>

Variety branded resources can help with your fundraising efforts. Resources that may be provided to Variety TasBash entrants include:

- Donation Envelopes – for taking cash or credit card donations that can then be receipted through the office.
- Variety T-shirts and Variety Baseball Caps* – for event volunteers.
- Variety Signage - Banners and Flutter Flags.
- Variety Double-Sided Bash Information Leaflets – which can be used to send to your sponsors or display at your events.
- Collection Canisters – Variety branded to collect donations.
- Thank you letters and certificates – for event sponsors, supporters, volunteers etc.

* Variety Tasmania may charge a small fee to recover hard costs for these items.

The serious stuff

General

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 Tasmania has limited resources and a small workforce so while we may be able to assist you in putting your event together, you are the organiser of that event, as such sourcing prices, entertainment, venues, or organising media or publicity lies with you.

Permissions

Once you have a clear idea about the fundraising activity that you'd like to run, please email us, on info@varietytas.org.au, with the details. We will then be in touch and confirm any documents you may need for your fundraising.

Use of Variety's brand

Logo


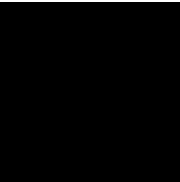

It's important to remember that your fundraising event is raising funds for Variety – the Children's Charity, and is not a Variety event. Recommended wording for events is '**Proudly supporting Variety - the Children's Charity Tasmania.**' Variety can provide you with copies of the logo to use at your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

Wording

The charity's full name, Variety - the Children's Charity Tasmania, must be used in its whole phrase for headings. The charity may be referred to as Variety in basic content, but please send all content to the Variety office for approval. Variety - the Children's Charity is not to be referred to as the Variety Club or any other name in any communications.

Colours

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

			
	PANTONE 485	PANTONE BLACK	PANTONE WHITE
	CMYK 0,95,100,0	CMYK 0,0,0,100	CMYK 0,0,0,100
PANTONE Merchandise, Caps, Shirts	RGB 226,35,27	RGB 0,0,0	RGB 0,0,0
CMYK Printed collateral eg. flyers	HTML #EE3123	HTML #000000	HTML #FFFFFF
RGB Digital collateral eg. Facebook			
HTML Website and Enews			

Marketing Materials Approval

Any marketing materials must be submitted to Variety for approval (info@varietytas.org.au). Approval is given within a day in most cases and we're happy to provide you with ideas too!

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 or Variety Tasmania 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 companies).

Issue of Tax Receipts

The following information needs to be provided to Variety Tasmania to be able to issue a Tax Receipt for a donation received:

- ♥ Person / company name
- ♥ Contact email / phone number
- ♥ ABN
- ♥ Amount
- ♥ Date of donation

Depositing Funds

Direct Deposits

For all offline fundraising our preferred method is direct deposit to the following account. Please allocate your payment with the Car # referenced.

Gift Account For donations and fundraising
Account Name: Variety - the Children's Charity Tasmania
Bank: Bendigo Bank
BSB: 633 000
Account: 167 464 726

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.



Cheques

- Cheques must be made payable to Variety- the Children's Charity
- Cheques must have your Variety TasBash Car Number and type of payment (donation, sponsorship, meals, auction item etc.) written on the back.
- If you receive a donation cheque from a supporter that has been made out to yourself, you will need to have the cheque re-issued in the name of Variety – the Children's Charity. Receipts for payments by cheque can only be made out to the name that appears on the cheque.

Cash & Credit Cards

Variety can provide you with donation envelopes which can be used for cash or credit card donations or payments at your fundraising events. The inside of the envelope is to be filled out by the donor, collected by the Variety TasBash entrant, and returned to the Variety Office to be processed and receipts to be issued. This ensures that every person who makes a donation at your event is issued a tax-deductible receipt. Some envelopes are included in your entrants pack; however please contact info@varietytas.org.au

Website Donations

Donors can make payments to your car by credit card via the Variety website. Go to <http://tasvariety.funraisin.com.au/support-a-fundraiser> and click on "Donate". Please advise donors that they must put your car number as a reference for the payment. Website donations without a car number reference will be presumed a general donation and will not be allocated to your TasBash event fundraising.

Sponsorship and donations - what's the difference?

Sponsorship is cash and in-kind fee paid in return for rights and benefits that may be used for commercial advantage and is classed a business relationship.

For example, a company may sponsor a Variety TasBash 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.



Paperwork

Invoices and Receipts

Sponsors and donors may on occasion request an invoice before releasing payment for a donation or sponsorship towards your car. You can request an invoice by emailing info@varietytas.org.au. The team at Variety Tasmania will be notified of your request, and an invoice will be raised and sent you within 3-5 business days.

When requesting an invoice please include the following information:

- ♥ Name of person/organisation whom invoice is meant for
- ♥ Email or Postal address of invoice recipient to ensure we can send it
- ♥ Amount they wish to donate

It is the crew captain's responsibility to liaise with the Variety Tasmania office about unpaid invoices, and to follow up unpaid invoices prior to the fundraising tally cutoff date. Please note that unpaid invoices do not count towards your fundraising total, and are not taken into consideration when presenting fundraising awards.

Receipts

All receipts must be issued by Variety - the Children's Charity. No receipts can be issued by entrants for donations or payments associated with the Variety TasBash.

Variety cannot issue receipts for tickets sold, or auction items purchased at an entrant's fundraising event. However, entrant fundraising event donation receipts can be issued upon request.

All receipts will be issued once payment has been banked and received by Variety Tasmania. Receipts will be posted or emailed directly to the donor unless otherwise specified.

Every donation must be clearly referenced with your TasBash team name or car number to enable Variety to issue the required receipt.



Thank You

Thank you so much for your wonderful support!

Variety receives many touching thank you letters from families who benefit from your fundraising efforts. Here's a few we had to share...

"Rhyleigh received her brand new bright pink standing frame that Variety - The Children's Charity funded. We wish to thank you all once again! You do not know how much this means to our family and how much it will benefit Rhyleigh"

Ms Ellis - Variety granted a standing frame to her 3yr old daughter

"Thanks to everyone at variety for helping out our family. It means so much to us instead of being worried about the year ahead we can actually be happy for Selina that she got on the world team and she can focus on her sport. It's not just the financial burden that has helped but the fact that someone cares. Thanks a million."

Ms Mc Carton - Variety granted a wig to her 14yr old daughter

"This is a LONG overdue THANK YOU to Variety for approving my son's application for his walking frame. We have it now and I'm in the process of arranging his physio to come to school so the team there are able to contribute to his progress. Thanks again, you made the world of difference to my son's life. More than you realise :)"

Ms Newton - Variety granted a standing frame to her 9yr old son

We love a chat!

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 - we'd love to hear from you!

Give us a call on 03 6248 4888 or send an email to info@varietytas.org.au

P.S. Got some great photos or video from your fundraising activity? Don't be shy, we'd love to see them!

