

Variety Queensland Fundraising Guide

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**This is what
drives us
every day.**

**We are so happy to see
you here and can't wait
to see the impact you're
going to make!**

We have created this guide to give you a clear, step by step understanding of the entire fundraising process, so you can feel confident from start to finish. Inside, you will find simple explanations, practical checklists, and plenty of fundraising ideas designed to make planning easy and stress free. Most importantly, this guide shows how your efforts directly help raise vital funds to support kids, giving them the opportunities, care, and support they deserve.

TO CREATE A WORLD WHERE EVERY CHILD CAN THRIVE, BELONG, AND REACH THEIR FULL POTENTIAL, REGARDLESS OF DISABILITY OR CIRCUMSTANCE.

#1 Ideas & Inspiration

People who donate to your online fundraising page and pay by credit card will be issued with a receipt straight away. Funds donated to your page will be transferred to Variety in your name so we will have a record of your fundraising total. You won't have to do anything except thank your donors.

- Bake sale
- Trivia night
- Movie night
- A workshop
- Networking event with guest speaker
- Office challenge
- Sponsor me challenge
- Gala event
- Art exhibition
- High tea
- Gift your birthday
- Golf day
- Wine and cheese tasting
- Sell Cadbury chocolates
- Meat tray raffle
- Sausage sizzle
- Fun run
- Lottery



THERE IS NO SUCH THING AS A BAD IDEA!



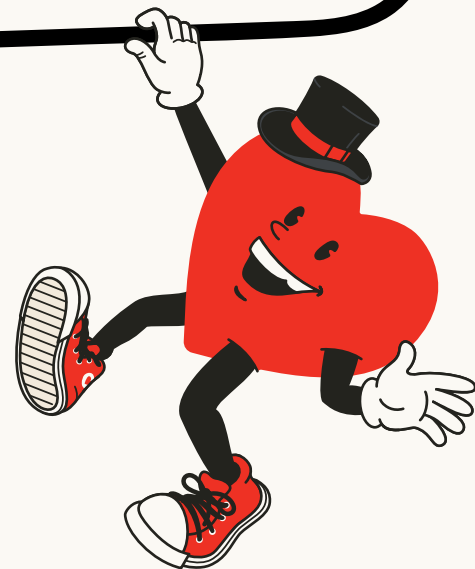
#1 IDEAS and INSPIRATION

#2 THE TOOLBOX

#3 REGISTER

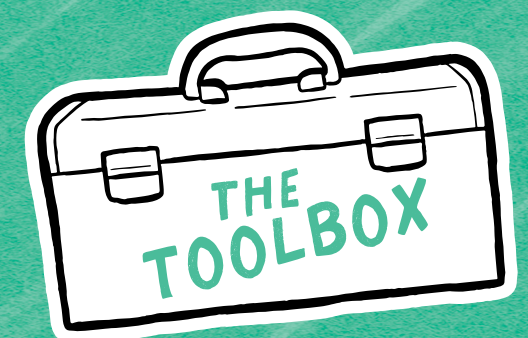
#4 PLAN and PREPARE

#5 WAYS TO RAISE FUNDS



#2 Everything You Need

Everything you need to get started is located in the toolbox on our website and more. We want to support you in reaching your goals.



#3 Register Your Event

Fundraising for Variety - the Children's Charity is about giving Aussie kids a fair go. Every dollar raised helps support children and young people who are sick, experiencing disadvantaged, or living with disabilities, providing practical equipment, programs and experiences that make a real difference to their everyday lives.

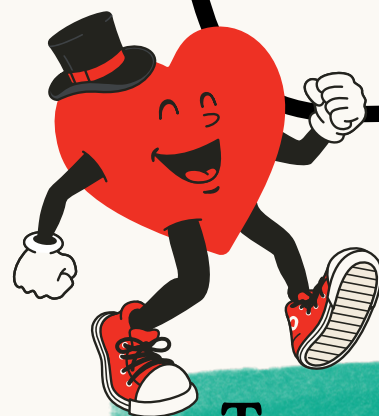
#1 IDEAS and INSPIRATION

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To register simply visit
www.variety.org.au/qld/get-involved/fundraise-2/register



#4 Managing the Money

Keeping an accurate record of the finances, managing the funds and depositing those funds to Variety is big part of your fundraising process. We know this can be tricky, so to help you out we've put together a few important things to keep in mind:

If you have any further issues please email: finance@varietyqld.org.au

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

DO YOU HAVE AN ONLINE FUNDRAISING PAGE?



People who donate to your online fundraising page and pay by credit card 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.

I HAVE CASH, WHAT DO I DO?

Drop it in to the Variety office: **2 Sports Lane, Bunya, QLD 4055**, weekdays 9 - 4pm.

DEPOSIT

Variety Queensland
General Account
BSB: 034 072
Account #: 201 739

CHEQUE

Make out a cheque to 'Variety Queensland Inc'
and post to:

Variety - the Children's Charity
PO BOX 180, Albany Creek QLD 4035



#4 How to ask for Donations or Sponsorship

SPECIFIC REQUIREMENTS THE DONOR IS IN THE DETAIL

Compile a list

Prospects of individuals/companies who you feel are suitable and who you would like to approach for donations/sponsorships. Start by talking to people you know.

Research your target

Do they currently support any other charities via donation and/or sponsorship?

Research your target's competition

Do they currently support any other charities via donation and/or sponsorship?

List the advantages for the individual/company to become a supporter of your cause

What level of support are you willing to offer in return for their contribution?
What can you offer that may be of interest to them?

For example:

Promote to your networks, opportunity to promote their business, or demonstrating how their support helps people in need.

there is no harm in asking

THINGS TO CONSIDER STEPS YOU NEED TO TAKE TO MAKE IT HAPPEN!

- Make initial contact with the individual/company
- Provide them with an overview of Variety – the Children's Charity and your reason/s for fundraising
- Arrange a time to meet and discuss partnership opportunities
- Hold a meeting and have all the relevant paperwork available and ready to go
- Paperwork may include a proposal for consideration which outlines the event, the people involved, the need, the promotion and the benefits. Only include benefits you know you can deliver.
- Reiterate the Variety cause and provide information about Variety's need
- Sell the advantages to the individual/company – why should they support you? Query how they would feel about potentially getting on board to support you. Make the ask and discuss various opportunities available.
- Finalise and agree on all details of donation/sponsorship and then follow through with it in writing.
- You must provide the benefits you promise to deliver
- Thank your supporters as soon as possible after you complete the event
- Post-event follow-up with the outcome of the money raised for Variety kids and other relevant information

CHECKLIST/TIMELINE

- 📌 Pinpoint individual/company target
- 📌 Develop a proposal for support
- 📌 Contact and pitch proposal
- 📌 Negotiate and finalise responsibilities and level of support
- 📌 Follow through and meet requirement
- 📌 Thank those involved



#4 Spread the Word



When kicking off your fundraising efforts, it's best to start with your nearest and dearest. 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 shows others that you're committed to the cause.

TIPS ON USING EMAIL

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. See the email example below:

Dear <name>,

I've decided to fundraise for Variety – the Children's Charity 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 Aussie kids in need!

Variety – the Children's Charity is a non-profit organisation committed to empowering Australian children who are sick, experiencing disadvantage or living with disabilities to live without limits.

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

- \$50 can send a child to the Variety Kids Christmas Party, bringing them love, laughter and fun at a time when they need it most
- \$300 can help pay for several physiotherapy sessions for a child with cystic fibrosis
- \$1,000 can give fun and freedom to a child living with a disability with their own customised mobility tricycle

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 all kids a fair go!

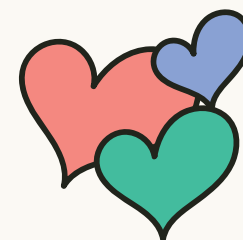
Thanks so much,

<your name>

#4 Social Media



Once you've sorted out the finer details it's time to get the word out! Social media is a great tool to help you reach more people. Here are some of our top tips to help you make the most of it:



@VARIETYQLD
EVERY CLICK MATTERS



INCLUDE A LINK TO YOUR FUNDRAISING PAGE
Always include a link to your fundraising page in your posts. It sounds like a no-brainer, but it can be easy to forget. Make it as easy as possible for people to donate.

TAG @VARIETYQLD
Tag @VarietyQLD on Instagram, Facebook, and TikTok in your posts to increase visibility and show your connection to the organisation. This can also help your posts get shared by Variety QLD's official accounts.

HIGHLIGHT IMPACT
Show the impact of donations by sharing stories and testimonials from beneficiaries. This helps donors see the tangible difference their contributions are making.

THANK YOUR SUPPORTERS
Publicly acknowledge and thank your donors and supporters by tagging them in your posts. This not only shows appreciation but also encourages others to contribute and spreads your fundraising efforts further.

CALL TO ACTION
Always include a clear call to action in your posts. Whether it's asking for donations, sharing your campaign, or attending an event, make sure your audience knows how they can support you.

LEVERAGE DIFFERENT PLATFORMS
Use a mix of social media platforms like Facebook, Instagram, and LinkedIn to reach different segments of your audience. Tailor your content to suit each platform's unique features and audience.

USE STORIES AND LIVE VIDEOS
Utilise features like Instagram Stories, Facebook Stories, and live videos to give real-time updates and behind-the-scenes looks at your fundraising efforts. This creates a sense of immediacy and excitement.

SHARE UPDATES
Regularly update your followers on your progress. Share milestones, thank your donors, and keep everyone informed about how their contributions are making a difference.

USE VISUALS
Always include photos and videos of your fundraising activities, events, and the impact of donations. Visual content tends to get more engagement than text-only posts and helps convey your message more effectively.



#4 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.'** 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**, 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.



The Top Hat

A nod to our show time beginnings and a ringmaster role: gathering people, setting the stage, and leading with courage.

variety
the children's charity

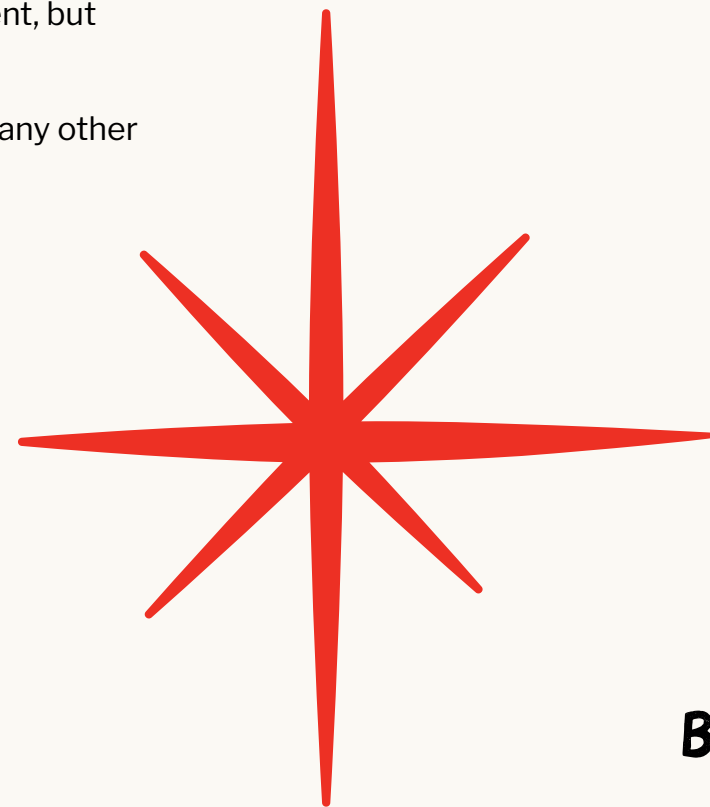
The Heart

The care we bring to every program and the children at the centre of our work.

**SINCE 1980, OUR HAT AND HEART
HAVE BEEN VARIETY'S SIGNATURE.**

#4 Brand Guide

Any marketing materials must be submitted to Variety for approval before use. Approval is given within a day in most cases and we're happy to provide you with ideas too! By helping us be consistent with our branding, you're helping us increase the impact we are collectively creating for kids in need.



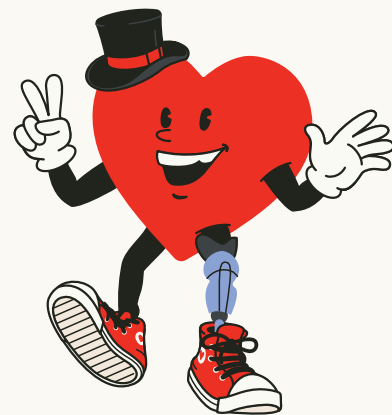
**LET IT
BRREEAAAATTTTTHHHHHH**



#4 Engage your Workplace

WORKPLACE GIVING

- Ask your employer to encourage staff to join your Workplace Giving program.
- For only a few dollars each pay, you can give kids support they otherwise would not receive, to overcome whatever obstacles are thrown their way and reach their full potential – just as all kids should! Your donation will be deducted from your pre-tax earnings, reducing your taxable income.
- This means a \$35 donation would only work out as \$24 less from your final take home pay. So your generosity will make a greater difference to the lives of Aussie kids in need.
- Plus, you don't need to collect receipts. Your total donation amount will be included in your annual PAYG payment summary.
- Please spread the word to your work mates about this great way of supporting kids who are sick, experiencing disadvantage or living with disabilities.
- Want more information to take to your employer?
- If your organisation doesn't have a Workplace Giving program, your colleagues can still contribute regular donations towards your fundraising by setting up regular payments through your online fundraising page. Perhaps ask your employer if you can send out an email to all employees to encourage them to donate.



DOLLAR MATCH

- Meet with your employer.
- Explain that you are fundraising for Variety to help kids in need.
- Let them know your fundraising goal and ask if they would be willing to match your donations. They may consider capping their contribution or making a one-off donation if they aren't able to 100% dollar match.
- Inform them how their support will be recognised. For example, with written recognition on your social media, website etc.

FUNDRAISING ACTIVITY

Ask your employer if you can do some fundraising activities in your workplace.

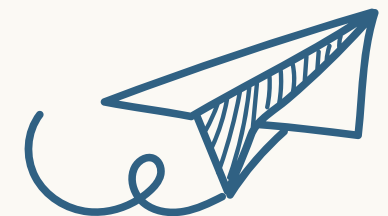
- Morning tea bake sale
- Raffle
- Cadbury chocolate sales
- Melbourne Cup sweeps
- Office challenge
- Dollar match



#4 Engage your School

HOW CAN YOUR SCHOOL SUPPORT VARIETY?

Your school can provide you with the opportunity to speak to an assembly. This is a great opportunity to inform your fellow students and the school faculty about what you're doing and why. You can encourage their involvement, whether it be by making a donation or starting their own campaign to give all Aussie kids a fair go. Include your campaign in their newsletter. Allow you to fundraise within the school (fete stall/competition, bake sales, cut hair at assembly). Display posters around the school grounds. Share your event/initiative on the school Facebook page.



TIPS and TRICKS

1. Think ahead and start your school fundraiser early.
2. Build a good team to help you and delegate tasks.
3. Set goals to give yourself something to work towards.
4. Be organised and pace yourself – create a timeline and task list and work your way through it.
5. Provide your team and school with updates.
6. Get your fellow students involved.
7. Make it an experience that you will enjoy – this will make it even more fun for you and will help to inspire others to support you.
8. Expand your reach – go beyond your school community and get local businesses and families involved.
9. Say thank you to anyone who helped and remind them that they are helping support kids in need.
10. Remember that we're here to help! We're so excited that you're joining us in helping to give all kids a fair go and have plenty of resources and advice to help you with your fundraising.
11. Create an online fundraising page with your fundraising goal. Share it with your friends, family and ask them to share it!

FUNDRAISING IDEAS

- Bake sale
- Morning tea
- Gold coin donation
- Competition at school fete
- Stall at school fete
- Cadbury chocolate sales
- Talent show
- Dance
- Hair with Heart
- Inter-house challenge
- Fun run



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#5 Sausage Sizzle

The biggest thing you will need to consider is where are you planning on running your sausage sizzle?

There are already venues that run fundraising sausage sizzles such as Bunnings and Officeworks. Often these are very busy and you may have to apply, however they are also very good revenue earners and will often provide you with the necessary basic equipment. Look at your local council's calendar of events – see if there are any upcoming festivals or community days that you may be able to join in with.

Never underestimate the selling power of sizzling onions – the smell often makes mouths' water and draws them to your location. Depending on your agreement, include other easy items on your menu such as steak sandwiches, burgers or cold drinks. Breakfast BBQs are often popular too.

Local butchers and supermarkets may be able to help you with reduced costs on your products.



HOW WE CAN HELP YOU?

Once you have decided you want to host a sausage sizzle, **register your fundraising with us**. Our team will get in contact with you to provide a document that allows you to fundraise on behalf of Variety - the Children's Charity of Queensland. We can support you by:

- Proofing flyers or providing you with a template
- Supplying you with signage
- Certificates of appreciation

PACKING LIST

- | | | |
|----------------------|-------------------|---------------------|
| ▶ BBQ and gas bottle | ▶ Cash box | ▶ Esky with ice |
| ▶ 3x3 pop up tent | ▶ Cash float | ▶ Drinks to sell |
| ▶ 2 trestle tables | ▶ Serviettes | ▶ Cleaning supplies |
| ▶ Cooking utensils | ▶ Tin foil | |
| ▶ Tin foil | ▶ Hand sanitiser | |
| ▶ Sausages & Onions | ▶ Hygiene station | |
| ▶ Bread & Sauce | ▶ Rubbish bags | |

HELP TURN HOPE INTO ACTION



#5 Host a Lunch or Dinner

MAKE A PLAN

- Where are you going to host your event?
- Pick a date and time
- Consider the catering packages they are offering
- Make sure you compare venues to get the best outcome
- Check there are no other events on this weekend that might interfere
- Where are you going to sell your tickets? (We recommend eventbrite.)
- How will you promote your event?
- Make a public Facebook event to help promote your event
- Try and get the media on board
- Will you have entertainment and a host at your event?
- Make sure you have all the right equipment that you might need for any entertainment. Ask some local bands/DJs/artists if they will donate their time to perform at your event



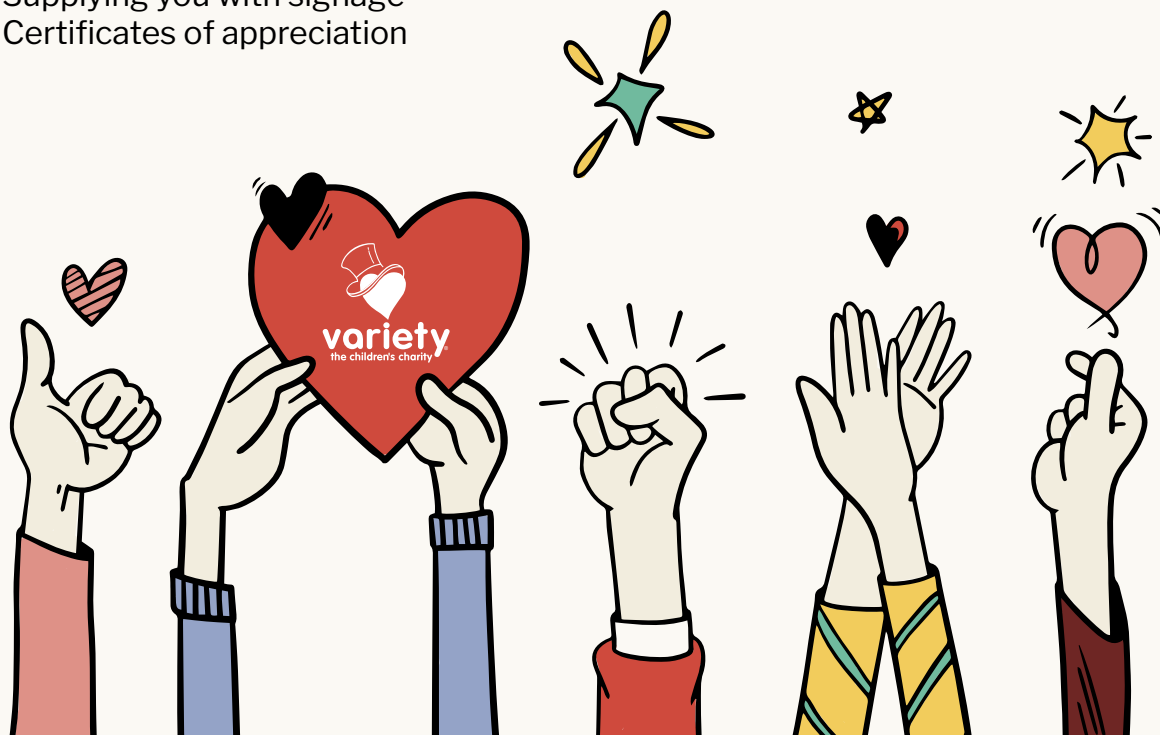
THINGS TO CONSIDER

- Increase your fundraising by adding sponsorship or extra fundraising initiatives
- Source prizes for a raffle or an auction
- Be sure to create a task sheet and a run sheet for everyone

REGISTER YOUR EVENT

Once you have decided you want to host a lunch or dinner, **register your fundraising with us**. Our team will get in contact with you to provide a document that allows you to fundraise on behalf of Variety - the Children's Charity of Queensland. We can support you by:

- Proofing flyers or providing you with a template
- Supplying you with signage
- Certificates of appreciation



#5 My Giving Table

WHAT IS MY GIVING TABLE?

My Giving Table is another way for our Variety supporters to raise funds for children who who are sick, experiencing disadvantage or living with disabilities. My Giving Table offers a platform with resources and support for you to host a dinner party to fundraise money for Variety - the Children's Charity of Queensland.

HOW DOES IT WORK?

Go to the My Giving Table **website** and fill in your details and wait for the My Giving Table event organiser to get back to you!

My Giving Table will set up a page for your event. You will send your friends the event invitation link. Your friends will be able to RSVP and pay the ticket donation for your Party with a Purpose.



WHAT YOU WILL RECEIVE FROM MY GIVING TABLE?

- A welcome gift pack for hosts
- Personalised event invitations for your guest that is shared via URL
- Tracking of guests RSVP
- Marketing material and support to assist with your Party with a Purpose
- Professional event management advice, including how to pick a ticket price for your event
- Personal emails to say thank you to your guests for participating

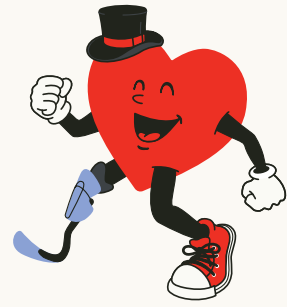
LET'S CREATE
SOMETHING
SPECIAL FOR
THE KIDS!



#5 Host a Trivia Night

MAKE A PLAN

- Where are you going to hold your trivia night?
- Pick a date and a time for your trivia night
- Who is going to be your Quiz Master/trivia host?
- What is going to be your prize?
- How are you going to promote your trivia night?
- You could promote it on social media or posters
- Will there be a ticket cost?



THINGS TO CONSIDER

Quiz Masters will most likely supply their own equipment including questions, PA systems, answer sheets and stationery. This will allow you to focus on getting people through the door. A fee may be required, but this can be negotiated directly with the Quiz Master.

Add a theme to the event and include prizes for best dressed individuals or teams. This is a great way to add a bit of colour and excitement to the night.

When looking for prizes, decide what you can offer local businesses before asking them to donate a prize. Consider something like a flyer on each of the tables, a display of signs on the night, acknowledgement when presenting prizes, or a logo on the Facebook event page.

DON'T FORGET TO REGISTER YOUR EVENT!!!



CHECKLIST

- ▶ Have you secured a venue/date?
- ▶ Do you have a quiz master?
- ▶ Do I have all the equipment I need to run the event?
- ▶ Have you advertised the event?
- ▶ Have you contacted Variety for event support?
- ▶ Do you have sponsors that can support your event?



#5 Variety Heart Lottery

WHAT IS IT?

The Variety Heart Lottery is a simple and impactful way to raise funds for kids in need. By selling lottery tickets, supporters help fund programs that give Aussie kids who are sick, experiencing disadvantage, or living with disabilities a fair go. Every ticket purchased directly contributes to vital support, equipment and experiences that change young lives.



HOW IT HELPS RAISE FUNDS FOR KIDS?

The Variety Heart Lottery can be used by individuals, workplaces, clubs, and communities as a fundraising tool to rally support for kids. Whether you are fundraising as part of an event, a team challenge, or a personal goal, selling tickets is an easy way to raise funds while offering supporters the chance to win a major prize.

Each lottery is limited to 5,000 tickets! Contact the Variety office to order your lottery books today.



#5 Host a Silent Auction



MAKE A PLAN

- Where are you going to hold your silent auction?
- This could be at an event or online
- Contact local businesses to donate prizes
- How many prizes are enough? More is not always better – it depends on the numbers at your event and whether you are running a raffle at all – lots of bids on a few items rather than one bid on many items will be more profitable.

ON THE DAY

1. Items are laid out on display with a bid sheet in front of each item.
2. A designated start and finish time is set for the Silent Auction.
3. Bids are written down, including the person's name, contact details and their bid.
4. Competing bids should be in at least \$1 increments (this can be set higher if appropriate).
5. The person with the last bid written on the sheet at the time of closing the Silent Auction is the winner and is charged the amount they bid.
6. It is ALWAYS easier to get the money off the bidders at the event, rather than trying to chase them later – you should not give the prize over until you have received your payment.
7. Always send thank you letters and certificates to the organisations and businesses who have provided you with prizes.

REGISTER YOUR EVENT

Once you have decided you want to host a sausage sizzle, **register your fundraising with us**. Our team will get in contact with you to provide a document that allows you to fundraise on behalf of Variety - the Children's Charity of Queensland.



Supporting
kids to live,
play and
dream.





Creating a Future Without Limits

**MADE POSSIBLE,
THANKS TO YOU.**

Variety Queensland Fundraising Guide 2026

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