

Welcome Guide

**2023
Variety Bash**

**Toowoomba
to Cairns**

**via
NQ's Rock'n
Country**



WELCOME

Thank you for joining us for the 2023 Variety Bash.

I have been involved with fundraising to support kids who are sick, disadvantaged or living with a disability for more than 20 years. Whether that was as an event participant, just like you, or since becoming Variety Queensland's Chief Executive Officer, I can guarantee you that this experience will change your life.

By getting involved on this journey, you are helping to give all kids a fair go.

Thank you for your commitment and generosity of spirit.

We really couldn't do it without you.



STEVE WAKERLEY
Chief Executive Officer





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BIKES FOR KIDS

Welcome to Tambo, population 367.

As the sun was rising one cool morning on the 2022 Variety Bash, Bashers were lining up for breakfast, ready to hit the road for one more day bashing through the dusty Queensland outback.

But there was a hush in the air... As the whispers grew, Bashers and locals alike started to gather.

With 78 kids at the local school they waited in anticipation... When the doors to the school hall finally opened, out walked our Bash newbies with 78 brand new push bikes for these regional kids.

Disadvantaged by their distance, these kids not only don't have access to the same privileges as city kids, their families also don't have access to the same jobs. Some of these kids had never owned a bike before, while others had bikes that were too old or too small for them.

Every kid should have the opportunity to own their own bike, and thanks to your fundraising, that is just one very small opportunity we were able to give these kids in this tiny rural town.

By the looks on the kids faces that day, we're pretty sure they will remember that moment for the rest of their lives, and we are proud to have been a part of that.





YOUR IMPACT

This is how you have helped kids this year!

167

activations of Kids
Support Programs

6934

kids supported by Variety
in Queensland

72

grants and scholarships
delivered

\$997,452

provided so Queensland kids could receive
life-changing practical equipment, programs and
experiences

Thanks to your support, Variety helps kids facing these challenges:



Sickness



Disadvantage



Disability

WHAT YOU NEED TO KNOW

Vehicle Requirements

30+ years old

Two-wheel drive

Min. 2 people

Snacks required

Financial Requirements

Min. \$8500 fundraising
per team

Avg. Provisions Levy of
\$1300

Fun Facts

Avg. of 400-600 KMs each day

Your provisions levy can cover your merchandise pack, a majority of your food, incidentals (such as bus transfers) and your final night accommodation.

You receive route instructions each morning. Make sure you follow them!

TOP FUNDRAISING TIPS

The easiest way to hit your fundraising target is to raise money online. When you registered your car, we set you up with your own secure online fundraising page. If you can't find the link to this page, please contact us straight away as you'll need it for your fundraising.

Share this page with your family and friends using email, SMS and social media, and ask them to support you. We'll notify you when each new donation arrives so you can thank your generous sponsors. It's also a place to share your story and progress and keep track of your fundraising progress.

Here are the three most successful ways to reach your minimum fundraising requirement for the Variety Bash:

Seek sponsors for your vehicle.

Ask local businesses to make a donation in exchange for placing their logo on your vehicle in a prominent position.

Share your page.

Share your online fundraising page with everyone you know, via email and social media!

Events and activities.

We have so many ideas for events and activities you can hold. These are a great way to fundraise!



FUNDRAISING TOOLS

SPONSORSHIP

We have pre-written your sponsor letter and proposal templates for your use.

You can access them along with other helpful resources 24/7 on the Variety Bash website.

- Tax-deductible receipts will be issued by Variety – the Children’s Charity of Queensland for any donation over \$2.
- Receipts will only be issued for cash donations, not in-kind or product donations.
- Variety can’t offer your sponsors any promotional or recognition benefits, but we strongly urge you to thank, promote and appreciate the individuals and businesses who have supported you.





FUNDRAISING TOOLS

YOUR ONLINE FUNDRAISING PAGE

Sharing your online fundraising page is a quick, easy and effective way to raise funds. Family and friends around the world can support you.

As part of your registration, we've created an online fundraising page that you can log into and edit. Be sure to personalise your page with a profile photo, your story and fundraising goal. We strongly suggest that you make your own donation - Participants end up raising 2.5 times as much as those who don't.

Once you've customised your page and made your own donation, forward the link to your team members and start sharing it with friends, family and colleagues via email, SMS and social media.

Every time an online donation is made, your donor will get an automatic tax receipt and you will receive a notification.



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FUNDRAISING TOOLS

FUNDRAISING EVENTS & ACTIVITIES

Fundraising activities are broad in their definition and can include running a BBQ at the local hardware store, running a charity golf day or organising a fundraising lunch or dinner.

All fundraising events and activities must be registered with Variety by completing the form found [here](#). An official authority to fundraise letter will be issued once you have registered your details. Our Community Fundraising Coordinator will get in touch if you have requested to borrow Variety items to confirm availability and will send you a pack to support your fundraising.

You can use the Proudly Supporting Variety logo on promotional materials which will be provided to you once we receive your event/activity registration.

All fundraising events and activities must adhere to Variety's Fundraising Terms and Conditions, which can be found [here](#).

We have several 'How to ...' Guides that will take you step by step through organising particular fundraising activities. You can access them 24/7 on the [Variety Bash website](#).

FUNDRAISING TOOLS

VARIETY HEART LOTTERY



The Variety Heart Lottery is run quarterly and is a fantastic way for you to fundraise in the community.

With a \$10,000 cash Grand Prize and an exciting bonus prize, the Variety Heart Lottery is the ultimate way to help smash your fundraising targets.

All Variety Heart Lottery tickets that you sell will be credited to your event fundraising. Tickets can be bought online at varietyheartlottery.com.au or you can request paper tickets to sell [here](#).

Encourage your mates to sign up as a Variety Heart Lottery VIP during check out, and not only will they never miss a draw, but you'll also keep your fundraising ticking along! Each month they will receive an extra ticket in the draw and your fundraising will grow.



CREATIVE FUNDRAISING IDEAS



Receive \$30 towards your fundraising for every vehicle you switch over to QBE Compulsory Third Party Insurance. This applies to personal, company and fleet vehicles. To make the switch today, complete the 2 minute form.

Containers for Change awards you with a 10 cent refund for each eligible container returned to a refund point. You can donate the money you raise directly to help kids who are sick, disadvantaged or living with a disability.



"The High Flyers"

"The High Flyers" are made up of teams who are the Variety Bash's highest performing fundraisers and those who have exceeded our expectations and shown extraordinary commitment to raising as much as possible to help Aussie kids in need.

In fairness to all Variety Bash supporters, a fundraising *team* is one (1) Bash car and may also include one (1) associated Auxiliary Workshop and one (1) Auxiliary Camper. Please see Terms & Conditions Entrant Declaration for further details.

Benefit	Bronze \$10,000 - \$14,999	Silver \$15,000 - \$24,999	Gold \$25,000 - \$49,999	Platinum \$50,000 - \$74,999	Diamond \$75,000 - \$99,999	Top Hat Legend \$100,000+
Keepsake with High Flyers level	★	★	★	★	★	★
Car Decal with High Flyers level	★	★	★	★	★	★
Featured on High Flyers honour roll during the Bash	★	★	★	★	★	★
Opportunity to bring Sponsors to Supporter Appreciation Evening	★	★	★	★	★	★
Facebook feature - pre/post event (Jun-Aug)		★	★	★	★	★
Framed team photo + digital copy			★	★	★	★
Car Flag with High Flyers level				★	★	★
Framed door panel					★	★
Top Hat Legend Jacket						★
Invitation to present a Variety grant in your region *Timing TBC						★







variety.org.au

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