

# Welcome Guide

**2024  
Variety Bash  
Emerald to  
Gold Coast**

**via  
Lightning Ridge**







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# WELCOME

Thank you for joining us for the 2024 Variety Bash.

The Variety Bash is an adventure like no other, where the roads are rugged, the scenery is breathtaking, and the mateship is unparalleled. It is an adventure of a lifetime driving 30+ year old cars through the outback.

To ensure you make the most of your experience, we have put together an extensive welcome guide that covers what you need to know about the event.

By getting involved on this journey, you are helping to give all kids a fair go. Your fundraising and support makes a world of difference for the kids and families who rely on Variety when they need it most.

Thank you for being a hero for Aussie kids in need.

We really couldn't do it without you.



**Variety Queensland Team**





# YOUR IMPACT

This is how you have helped kids this year!

8957

kids supported by Variety  
in Queensland

213

grants and scholarships  
delivered

\$1,492,587

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

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30+ years old

Two-wheel drive

Min. 2 people

Snacks required

## Financial Requirements

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Min. \$8500 fundraising  
per team

Avg. Provisions Levy of  
\$1300

## Fun Facts

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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.

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](https://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						★







Doing it for the Kids

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Barbie

Barbie





[variety.org.au](http://variety.org.au)

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