



Guide to Fundraising





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Variety helps every kid be a kid.

Hello from Variety

**DID YOU
KNOW?**

Variety aims to enrich the lives of children who have special needs, and helping them to live, laugh and learn.

All the money we raise stays in our area to help Kansas City kids in need.

Thank you for fundraising for Variety and supporting KC kids in need. This booklet is designed to offer you support with your fundraising activities, assisting you with handy hints and tips and basic rules to follow in achieving your fundraising goal.

Variety is with you each step of the way and is always there to help. Please don't hesitate to contact us at any time for more information, advice or fundraising materials.

On behalf of the children we support and their families, thank you. Without your help we simply couldn't continue our vital work.



About Variety

Variety – the Children’s Charity is a national not-for-profit organization committed to empowering Kansas City children who have special needs. By giving medical equipment, programs and experiences, Variety helps children in need to overcome whatever obstacles they face and live life to the fullest – simply put, we help every kid be a kid.

Variety’s work allows children to gain mobility and freedom, to get out and about in the community, be able to communicate, achieve independence and increase self-esteem, and where possible the assistance to help them be integrated into mainstream school and activities. All purchases and grants for equipment and services are made directly by Variety to ensure that every dollar gets through to where it is needed most.



Five reasons to support Variety

- ♥ Variety provides tangible equipment and programs that have a lasting impact and are essential to the child's needs
- ♥ Variety keeps administration costs low to ensure that a high proportion of every donation goes directly to benefit the kids in need
- ♥ Variety helps children who would normally 'fall through the cracks' and can't get assistance elsewhere
- ♥ Variety helps all Kansas City children in need, regardless of their ability or background
- ♥ Every dollar raised in Kansas City, stays in the Kansas City Area, helping local kids in need



\$100

can give a child the gift
of joy with the experience
of the Variety Kids
Holiday Party



\$200

can help a child who
is non-verbal to
communicate with iPad
assistive software



\$1,000

can give fun and
freedom to a child living
with a disability with
their own customized
tricycle



How your dollars help

\$3,500

can help to provide a child
with alopecia a specialized wig
to rebuild their confidence
and self-esteem



\$5,000

can help to provide
a child with a
specialized chair
for support

\$10,000

can help a child living with
a physical disability with a
customized standing frame



Meet Variety kids

Meet Jessica

Age: 9

Equipment granted by Variety:
Stroller and supportive chair

"We are so grateful to Variety and now can't imagine life without the stroller and chair - it's been a huge benefit to our family."

(Jessica's mother, Allison)



Meet Nathaniel

Age: 10

Equipment granted by Variety:
Suction pump and wheelchair tray

*"We are now able to get out and about with ease,
it has really changed our lives and especially
for Nathaniel who no longer has to miss out on
enjoying outings typical of boys his age."*

(Nathaniel's mother, Karen)



Meet Tobias

Age: 4

Equipment granted by Variety:

Trampoline and specialized
play equipment

*"The resources have made Tobias
so much happier and more social,
which in turn has had a positive
effect on our entire family."*

(Tobias' mother, Debra)



Start Fundraising



The **first** step to start fundraising is to fill out your **3rd Party Agreement** form enclosed in your fundraising pack. Please ensure that you sign and **return your form to Variety at:**
P.O. Box 3446
Shawnee, KS 66203

or www.varietykcs.org

If you don't have a 3rd Party Agreement form please contact the Variety office at www.varietykcs.org for another copy.



The **next** step to fundraising is planning. It's important to plan how you will fundraise. And if you're planning an event, you should have a few key things in mind...

When? Think about key dates, and give yourself plenty of time to organize the event.

Where? Decide on a location, ensuring it's the right size, accessible and see if you can get a discount rate or free!

Who? Decide on who you will invite, is it a private or public event, see who may be able to help you out, and give them lots of notice.

Your arrangements for events should involve a reasonable level of liaison and information about the event with the Variety office. You (the fundraiser) **must seek approval for marketing content** and use of Variety logo with the Variety office.

Most importantly - call the Variety office if you're struggling to raise funds and we can provide some ideas that may assist. We are here to help!



Fundraising Tips

Online Fundraising Page

We advise all fundraisers to set up their own online fundraising page. It's super simple to set up and is a great and easy way to fundraise. All you have to do is visit **www.varietyk.org** then click 'Get Involved' then 'Fundraise' for full details on how to set up your page.

You can personalize your fundraising page with images and information about yourself, and the fundraising cause. You can then send the URL of your fundraising page to friends, family and colleagues to sponsor you. Donors will be instantly receipted and funds transferred to Variety in your name.

Social Media

Social media is one of the quickest and easiest ways to raise funds. Post links to your online fundraising page on your Facebook, Twitter or Instagram account (just to name a few), encouraging friends, family, and colleagues to donate online. You can also keep people updated through social media of your upcoming events and fundraising activities.

Workplace Gift Matching

Many companies offer to match donations or fundraising of staff members for approved charities like Variety. Why not approach your company or another local company to ask if they would consider making a commitment to gift match what you raise.



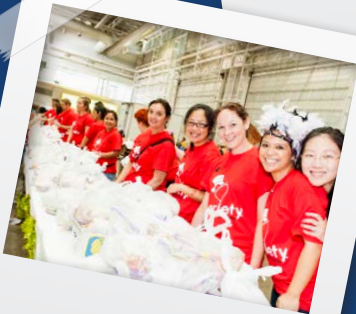
Celebration Donations

In lieu of receiving gifts at celebrations such as birthday, wedding or Christmas, you could ask for a donation to be made to Variety instead.

Community Fundraising

There are all sorts of ways you can fundraise within your community. You can have collection boxes in local stores, community bbq's and bake sales, garage sale or carwash. Be sure to seek the required permission from land owners and council (where necessary).

Variety's office has a supply of donation boxes and buckets, if you wish to borrow any, please get in touch with the Variety office.



Workplace Events

You can hold a fundraiser at your workplace where donations can be made to Variety on your behalf, a few ideas are a casual day, morning coffee, or BBQ.

Raffles

Raffles are a great way to raise funds at social or community events. When organizing your raffle, there are a few points to consider:

- ♥ What kind of prizes do you want to offer? Vouchers, special experiences etc.
- ♥ How will you source the prizes? We suggest creating a professional letter or proposal to go to local businesses etc. to ask
- ♥ How will you price the tickets? Generally the higher the prize value or greater odds of winning, the higher face value
- ♥ Where will you source your raffle tickets from? Ensure you have plenty of tickets and there is no 'double up' on numbers

When organizing your raffle please ensure you follow the guidelines of the Kansas Office of Liquor, Gaming & Racing.
www.moga.mo.go/

Cause Related Marketing

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



Events

There are many different fundraising events that you could organize to reach your goal, here are just a few ideas:

- Trivia night
- Luncheon or dinner
- Sporting event
- Morning coffee
- Golf day
- Cocktail party
- Movie night
- Wine tasting
- Picnic
- Talent contest
- Office dress down/up
- Karaoke night

Think about how you can make your event 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.

Don't forget when you're holding an event there's lots of other creative ways to make additional funds. Encourage people to bribe you with money for trivia answers, make up movie snack bags for people to purchase, or if you're holding a sporting event, get people to bet on your times! **Send your event pictures**

[varietykc@gmail.com!](mailto:varietykc@gmail.com)



Checklist for organizing a fundraising event

- ☐ **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 cost, size, accessibility, parking and public transport
- ☐ **WHO** Select your target market for the event. Is it a public or private event? How many people?
- ☐ **ENTERTAINMENT** When planning entertainment for an event think of themes, performances, music, and other fun activities. 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're having food at the event, think about what type of food to have (cocktail or sit down dinner), where will you source it from and do you have any contacts who could donate food or services?
- ☐ **BUDGET** Ensure costs are reasonable and a large proportion of funds raised go to Variety. Can you get a discount or free items and services? How much are you aiming to raise?
- ☐ **COMMUNICATION** How will you communicate your event to people? How will you get the message of the cause across? Write a press release, print brochures, create an event on Facebook etc.
- ☐ **APPROVAL** Notify Variety of your fundraising plans and send marketing material for approval. Fill out 3rd Party Agreement form at www.varietyk.org/
- ☐ **REGULATIONS** Ensure that you adhere to safety and legal regulations; apply for permits, insurance, or for approval where necessary
- ☐ **ORGANIZING** On the day or night of your fundraising event, ensure you have a run sheet outlining timings and volunteer duties
- ☐ **RETURNING FUNDS** Deposit your funds raised from the event to Variety, notifying them of the total fundraising amount
- ☐ **THANKS** Thank your supporters for their help and let them know the overall fundraising total

Media Information

Have a good quality photo taken to give to local media, in case they don't have their own photographer available

You may wish to use local media to seek support from the community and raise funds towards your event or fundraising activity.

We encourage you to approach your local media outlets to promote your fundraising efforts - however, any media releases or information must be approved by Variety KC prior to circulation. Approval can be given within a day in most cases and we are happy to discuss any ideas you may have and provide an example press release.

Below are a few tips on how to ensure that you and – more importantly – your supporters, get good media coverage:

- Contact Variety KC to get a copy of the generic event media release with all the background information
- Think about what your objectives are. Do you want to sell tickets to your fundraising event? Do you need to promote your major donor? Or are you seeking community donations?
- Prepare a media release and send to the editor at your local newspaper or producer at your local radio station (approved by Variety)
- Be sure to include names of participants involved, suburbs and anything newsworthy

- Decide on the best timing to send your release
- Remember that you may only get one or two opportunities at this, so make sure you select your best media opportunities to put forward
- Follow up and be persistent! Don't be too disappointed if your article doesn't get published straight away. Follow up and see whether you could provide them with new or further information.

Think of the following points when creating your media release:

- **WHO?** Who is involved, and who are you targeting?
- **WHAT?** What is the event, fundraiser or focus of your article?
- **WHEN?** When is your event or fundraiser taking place?
- **WHERE?** Where is it taking place?
- **WHY?** Why are you organizing the event? Why should people get involved? Why are you supporting Variety?
- **SOMETHING INTERESTING!** Include a point of interest or newsworthy information. Have you been supported by Variety? Do you do different fundraising adventures every year?

You can find a sample media release template in your fundraising pack to use for further ideas or support.

Returning Your Funds



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 (which you can also do online!)

Checks

For returning checks, please ensure checks are made out to Variety - the Children's Charity of Greater Kansas City and should be returned to:

**P.O. Box 3446
Shawnee, KS 66203**

Offline Fundraising

If you are collecting funds offline from events or other fundraising activities and would like a manual receipt book to issue your donors with please contact the Variety office at varietykc@gmail.com. Please ensure that all receipt books (used and unused) are returned to the Variety office at:

**P.O. Box 3446
Shawnee, KS 66203**

Fundraising Guidelines

Due to limited resources, Variety is unable to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes or organizing celebrities. The event, including the financial aspects, fundraising, raffles, record keeping and management of the event, shall be conducted in your (the Fundraiser's) name and is the sole responsibility of the Fundraiser.

Financial Information

- The fundraiser must take all 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 KC to collect the money 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-deductable 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 organizations commitment to donate (this form is often used to comply with the accounting procedures of companies).



Use of Variety logo and content



The Fundraiser must label their events as 'an event supporting Variety- the Children's Charity' rather than labelling it as a Variety event. Recommended wording for events would be, '**Proudly supporting Variety - the Children's Charity**'.

Variety can provide you with copies of the logo to be used at your events. The logo cannot be altered in any way. Any printed marketing materials or advertisements must be submitted to Variety for approval. Approval can be given within a day in most cases and we're happy to provide you with ideas.

The charities title, **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, however please ensure all content is sent 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 marketing material.





Important Note

Have fun! Fundraising is supposed to be a fun activity. Make sure you enjoy yourself along the way and remind yourself of the wonderful work you're doing in helping children in need.



Thank You For Fundraising For Variety

Variety receives many touching thank you letters from families who benefit from your fundraising efforts. Here are a collection of their responses.



"I am Jaycob I would like to let you know that my family would love to say thank you for my bike as I have a lot of needs and things are busy, Dad drives semi and mom is a jack of all trades"

Jaycob



"Being able to easily transport Maya has made a significant difference to our lives. It has also made her so much happier and life a lot easier for our entire family."

Julie



"The provision of the adaptive playground Variety has made it possible for our wheelchair bound kids to participate in a simple, fun children's activity, enabling them to become active participating members of the group."

Deborah Wiebrecht

Notes

[illegible]

Your Fundraising Checklist

- ☐ **RETURN** your signed 3rd Party Agreement Form to Variety
- ☐ **CONTACT VARIETY** for approval of all marketing material
(We will endeavour to respond as soon as possible)
- ☐ **ASK VARIETY** how we can help with your fundraising event –
Donation buckets, photos, banners
- ☐ **RETURN YOUR FUNDS** raised to Variety and notify your
main contact or the fundraising team below of the date
returned and amount
- ☐ Be sure to **THANK ALL DONORS** and helpers for their support





Contact us
www.varietykansas.org
P.O. Box 3446
Shawnee, KS 66203

