



variety
the children's charity

2024 - 2025 Impact Report

1 October 2024 - 30 September 2025



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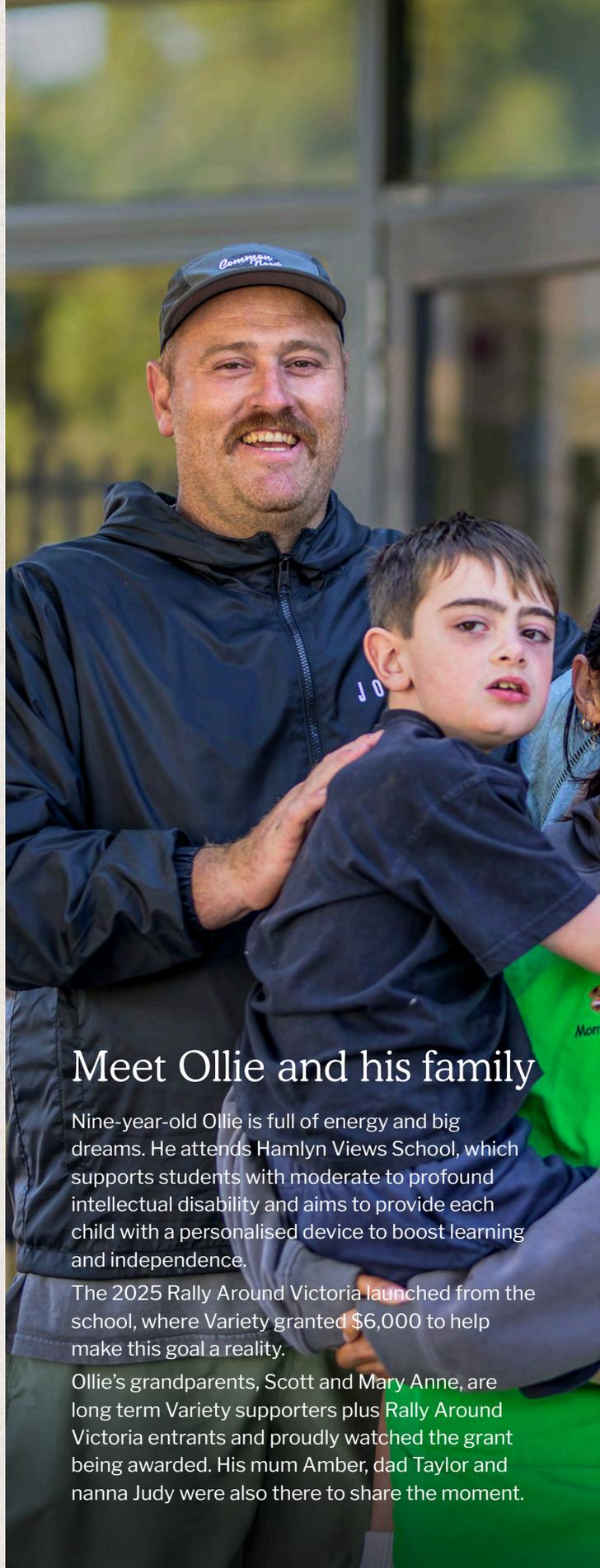
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Meet Ollie and his family

Nine-year-old Ollie is full of energy and big dreams. He attends Hamlyn Views School, which supports students with moderate to profound intellectual disability and aims to provide each child with a personalised device to boost learning and independence.

The 2025 Rally Around Victoria launched from the school, where Variety granted \$6,000 to help make this goal a reality.

Ollie's grandparents, Scott and Mary Anne, are long term Variety supporters plus Rally Around Victoria entrants and proudly watched the grant being awarded. His mum Amber, dad Taylor and nanna Judy were also there to share the moment.



We Empower Children
to **Live Without Limits.**



Welcome

This year marked an important chapter for Variety - the Children's Charity Victoria.

Through the collective efforts of our supporters, partners, volunteers, and staff, we delivered vital support to children and families across the state, positively impacting over 22,000 children and granting more than \$2.13 million to help remove barriers and create opportunity. Each grant represents a child gaining access to something that may otherwise have felt out of reach, whether that's essential equipment, educational support, or the chance to fully participate in everyday life.

We are proud of the impact delivered across the state. We empowered children who are sick, experiencing disadvantaged or living with disabilities through life-changing programs that provide medical care, mobility, education and support to live without limits.

This year, the Variety Future Leaders Program ran for its second year, building confidence, skills, and leadership in young people, while the launch of the Just Like You Program in Victoria marked an important step in fostering understanding, inclusion, and acceptance for children of all abilities. At the same time, our much-loved initiatives such as Bikes for Kids, and experiences like Variety Day at Puffing Billy Railway continued to create moments of joy, independence, and belonging for children and their families.

All of this was achieved in a challenging environment. Cost-of-living pressures continue to affect families across Victoria, while charities face rising costs and growing demand for support. Against this backdrop, the generosity of our supporters, partners, and volunteers has been extraordinary, ensuring children and families continue to receive the help and opportunities they need.

A standout milestone this year was the funding of three new Variety Sunshine Coaches, a long-awaited and much-needed expansion that will give more children safe and reliable access to education and community activities. Our iconic motoring events and flagship corporate events also continued to bring communities together to raise essential funds and extend our reach across the state.

As we reflect on the year, we are reminded that every child supported, every barrier removed, and every opportunity created is only possible because of the people who believe in our mission. Your generosity and commitment are transforming lives, giving children hope, independence, and the chance to thrive, and together, we will continue to make a real difference in the years ahead.

Geoff & Peter



Geoff Handberg

Chair (Chief Barker)
Variety Victoria



Peter Bruce

CEO
Variety Victoria

What We Do

When children who are sick, experiencing disadvantage or living with a disability are left with nowhere else to turn, we provide the critical help and hope they thought was out of reach.

With your support, we help children gain equity, independence, inclusion, and self-esteem through life-changing equipment and services delivered across our three core programs.



Care

We help children access the care and support they need from essential health equipment and therapy to well-being and family assistance. We're here to ensure no child misses out on the support they deserve, filling the gaps where other systems fall short.



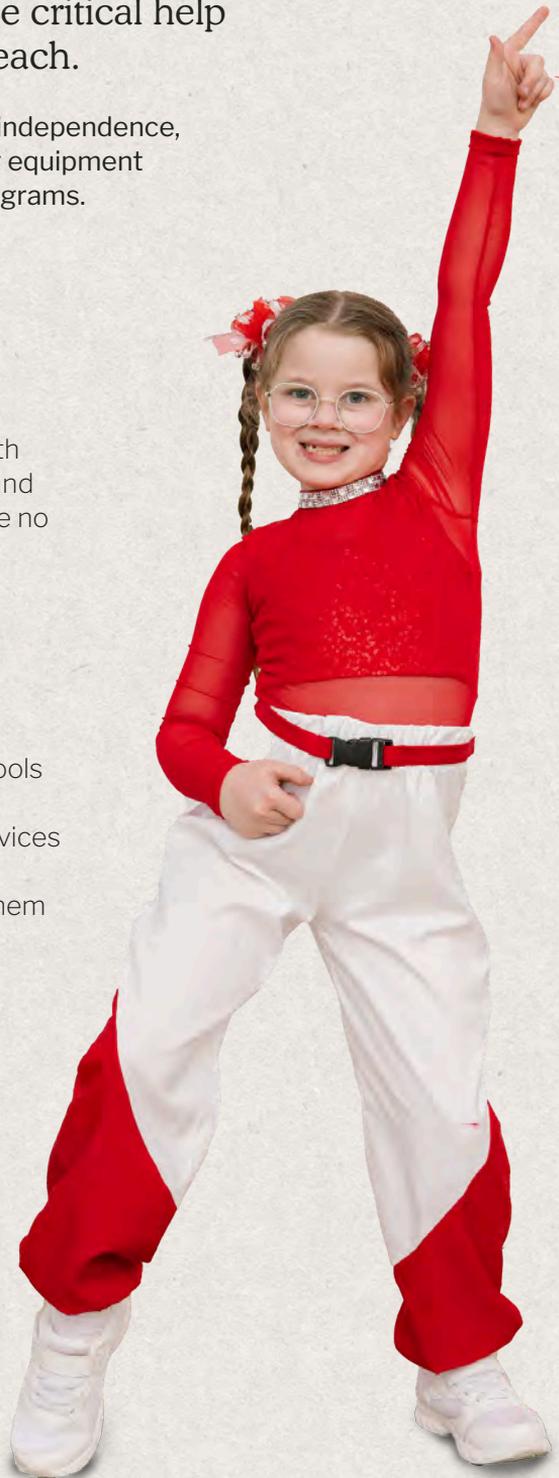
Freedom

We give children with disabilities the tools to navigate their world independently. Whether through adaptive mobility devices or access to social opportunities, we empower children to thrive—helping them play, learn, and experience the joys of childhood.



Future

We equip children for long-term success through skills development, education, and community support. We open doors to opportunities that help children grow, thrive, and build a brighter, more inclusive future for all.





Celebrating 50 Years of Variety in Australia

Government House, Sydney | 9 April 2025



This year, we celebrated 50 years of supporting children and families across Australia who are sick, experiencing disadvantage, or living with disability.

Over five decades, Variety has helped more than 2 million children by funding mobility equipment, therapy, medical care, and educational resources. Thanks to our generous donors, fundraisers, corporate partners and volunteers, we continue to create brighter futures for Aussie kids.

On 9 April 2025, this milestone was marked with a reception at Government House in Sydney, hosted by Her Excellency the Honourable Margaret Beazley AC KC, Governor of New South Wales, who acknowledged Variety's long-standing impact nationwide.

A highlight was the presentation of the International Heart of Variety Award to Katie O'Donnell. Living with muscular dystrophy, Katie first received a Variety grant at 15 and went on to work with Variety WA for 22 years.

We were also proud to welcome Variety Young Sports Achiever, Kye Kelly, and mum Deanne from Victoria. Kye's success in basketball reflects the lasting benefits of our support in helping young people pursue their dreams

We are incredibly proud of the impact Variety has had over the past 50 years. We remain committed to ensuring every child, regardless of their circumstances, can reach their full potential.

- Peter Bruce, CEO, Variety Victoria

Our Impact

We Granted

\$2,139,811

and impacted **22,547** kids



97

Variety Educational Scholarships



22

Variety Heart Scholarships



3

Variety Sunshine Coaches awarded



5,345

kids benefited from individual or community grants



3,013

took time out at the Inclusion Project



904

attended the Variety Abilities Unleashed - Kids sports days



45

kids attended Variety Future Leaders Program



14,267

attended a kids event or program



1,448

benefited through Bikes 4 Kids



3,996

received a gift at Christmas



1,227

kids visited during Variety Motoring Events



Learn about
Community
Grants

Community Grants

We offer grants to schools, non-profits, and community groups that assist children in need. Our funding covers education resources, mobility and therapy equipment, assistive technology, and sensory tools to increase accessibility.

Variety Sunshine Coaches

Three new Variety Sunshine Coaches were delivered to schools, opening doors for hundreds of students to learn, explore and participate beyond the classroom. Funded through the incredible success of the 2024 Variety Toyota AFL Grand Final Lunch and the generous support of partners and donors, the Variety Sunshine Coaches became more than transport, they are pathways to inclusion, independence, and opportunity.

At Heywood and District Secondary College, a new Variety Sunshine Coach means every student can take part in excursions, cultural experiences, and outdoor learning. For Portland Bay School, a wheelchair accessible Variety Sunshine Coach has transformed inclusion, ensuring students can travel safely and with dignity, without barriers holding them back.

At Endeavour Hills Specialist School, the Variety Sunshine Coach is already supporting greater

connection to community, hands-on learning, and meaningful experiences outside the school gates. Together, these three Variety Sunshine Coaches represent the 190th, 191st and 192nd delivered through the program. Not only that, they represent freedom, participation and brighter futures for students who deserve every chance to shine.

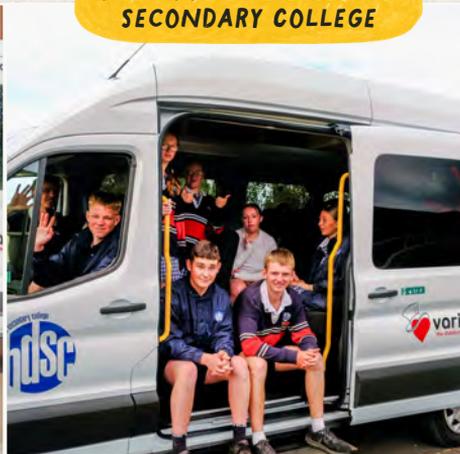
The Variety Sunshine Coach Program provides exposure to endless opportunities; especially to children who don't have access to them readily. Whether children are afflicted with disabilities or live in regional or remote areas, the value of this program and all it provides is incalculable.

**Kelly Webster, Principal,
Heywood and District Secondary College**

PORTLAND BAY
SCHOOL



HEYWOOD AND DISTRICT
SECONDARY COLLEGE



ENDEAVOUR HILLS
SPECIALIST SCHOOL





Supportive Seating for Belmore School Students

Belmore School supports students living with physical disabilities and significant health needs, many of whom require specialised equipment to learn safely and comfortably. Without appropriate seating, students face discomfort and an increased risk of long-term physical complications, limiting their engagement in the classroom.

Variety provided customised supportive seating systems for twenty students with complex physical needs, enabling safe, independent sitting and proper postural support. Funded through the Cassandra Gantner Foundation, the grant has created a more inclusive learning environment where students can focus on learning, participate alongside peers, and feel confident at school.

Every Baby Deserves a Safe Start

Variety provided Olivia's Place with 16 infant car capsules and brand-new sleep suits, helping ensure babies could travel safely and stay warm during their earliest months of life. Baby capsules are an essential but rarely donated item, and are often out of reach for families experiencing disadvantage, providing a vital safety net and peace of mind for parents.

Olivia's Place supports families facing challenges including low income, mental ill-health, single parenthood, family violence, disability, and migration-related barriers, offering practical assistance, guidance, and a caring space where parents can feel supported and empowered.



Sensory Play for Down Syndrome Association MyTime Sites

With thanks to the Cassandra Gantner Foundation, Variety supported the Down Syndrome Association of Victoria, providing sensory toys across 40 MyTime sites. MyTime offers peer support for parents and carers of children with disability or additional needs, while children engage in play-based activities. The grant enables facilitators to use toys tailored for children with autism, developmental delays, and sensory challenges. More than 800 families benefit from this grant, with children showing increased engagement, improved emotional regulation, and parents strengthening peer networks. Sessions are now more supportive, fostering development and wellbeing for children and carers.





Learn about Individual Grants

Individual Grants

We help kids thrive. Our individual grants provide life-changing essentials such as mobility and medical equipment, communication devices, therapy and educational tools so children facing challenges can access care and support.

Helping Arthur Sleep Soundly

Arthur is a bright young boy living with a rare chromosomal anomaly that causes significant developmental delays, low muscle tone, and sensory challenges. To support his complex needs, funds were raised at the Hawthorn Football Club Inclusion Match for a Nino Series bed and mattress that will provide Arthur with a safe, comfortable space to sleep and grow.

This specialised equipment will not only protect Arthur from injury and distress but also allow his family to care for him safely, improving quality of life and helping them stay connected to their community. Thanks to the generosity of the Hawks and Variety supporters Arthur has received his new bed!



What once felt like a daily battle has been replaced with freedom and peace of mind. This grant has given Ariana the chance to feel less burdened, more confident, and simply enjoy being a child.

- Sara, Ariana's Mum

An Insulin Pump for Ariana

Ariana received a life-changing individual grant to access a Ypso insulin pump, transforming how she manages Type 1 diabetes and experiences everyday life. What was once shaped by multiple daily injections and constant vigilance is now marked by greater comfort, flexibility, and independence. She can eat when she's hungry, move through her day with confidence, and enjoy the simple freedoms of childhood.

The pump has brought Ariana's health into a more stable, manageable place, restoring a sense of normalcy and confidence. Just as importantly, it has given Ariana and her family greater peace of mind, allowing them to focus less on diabetes and more on being a family.



A Race Runner for Archie

Archie is a bright and bubbly 12-year-old who faces daily challenges with cerebral palsy. He cannot stand or walk unaided and depends on a wheelchair and full support for everyday tasks. Despite this, his zest for life and infectious laugh remain undiminished.

Thanks to the generosity of our supporters, Archie was granted a Race Runner, a specialised mobility aid valued at \$8,500. This life-changing equipment has allowed Archie to stand tall and move independently for the first time, opening up new opportunities for freedom, confidence, and connection with the world. Archie's journey is a testament to the power of community support. Every step, smile, and moment of joy is made possible by those who believe in giving every child the opportunity to shine.

Archie now loves being out and about in the community, being with his friends, going swimming, and being around people who get him and can ask questions that give him the ability to say yes and no.

- Natalie, Archie's Mum

Helping Eliana Find her Voice

Eliana is a bright and curious 7-year-old who, as a non-verbal child with an intellectual disability, faces daily challenges communicating her needs, emotions and ideas. Without an effective way to express herself, misunderstandings often lead to frustration and dysregulation, limiting her ability to fully participate at school, connect with peers and engage confidently in everyday life.

Through our support, Eliana has received a Liberator NovaRugged communication device, giving her a consistent and reliable voice across home, school, and the community. After trialing the device, Eliana showed increased engagement, reduced frustration and greater participation in classroom learning, play and social interactions. This life-changing support is empowering Eliana with confidence, independence and connection.

Eliana communicates with her eyes and gestures, but we were limited in knowing what she wanted to convey. With her new voice, Eliana's world has opened up.

- Amaka, Eliana's Mum



Scholarships

We empower kids to follow their dreams through our talent and educational scholarships, funding coaching, equipment, uniforms, lessons and essential resources so they can pursue their goals and progress in their chosen field.



Learn about
Variety Heart
Scholarships



Brody's Fight for a Better Future

VARIETY HEART SCHOLAR – BOXING

At 17, Brody is a proud Variety Heart Scholar whose determination and discipline continue to shape his future. After a childhood marked by instability, boxing became a positive outlet, providing structure, purpose, and a positive direction. Through his scholarship, Brody is supported to continue training, pursue his education, and build independence as he works towards a brighter future. Read more about Brody's Young Sports Achiever award on page 29.



I was forced to grow up around drugs. I am determined to change my future, and I want to take my boxing all the way to the Olympics or Comm Games and turn Pro.

- Brody

Jasmine's Dance Journey

VARIETY HEART SCHOLAR – DANCE

Jasmine is a talented and determined dancer whose Variety Heart Scholarship is supporting her growth both on stage and beyond. Living with ASD, ADHD, anxiety and a childhood-onset fluency disorder, dance has become her most powerful form of expression, confidence and emotional release.

In 2025, Jasmine's dedication was recognised at the Victorian Cecchetti Choreographic Competition, where she received an Honourable Mention and the Adjudicator's Trophy.

With Variety's support, Jasmine can access workshops, performances and travel opportunities that build resilience, independence and connection, as she works towards her dream of becoming a dance teacher and inspiring others through dance.



Meet
Jasmine

Support for Budding Author, Max

VARIETY HEART SCHOLAR – WRITING

Max is an 11-year-old brimming with imagination who found his voice at just seven, when he wrote his first book and sold hundreds of copies for wildlife. Living with ASD Level 2 and ADHD, Max faces hurdles with communication, but storytelling provides a powerful outlet for him to be truly seen. Variety has supported his journey with a Phonak Roger system, which helps him focus by streaming voices directly to his ears, and a Variety Heart Scholarship to release his second book, *Santa and the Cassowary*. With the right support behind him, Max's confidence continues to grow as his creativity opens up new doors and possibilities.



Watch
Max's story



Education Support for Abdullahi

VARIETY EDUCATIONAL SCHOLAR

Abdullahi is a determined 12-year-old, with a cheerful curiosity that is often challenged by learning difficulties. Variety provided him with a scholarship for essential educational technology, including an iPad, helping him access learning resources, stay organised, and participate more fully in his studies. This support removes barriers caused by financial constraints and empowers Abdullahi to engage more independently, build confidence, and reach his full potential.

For us, it's not just an iPad, it's an opportunity for learning... I honestly don't have the words to express my gratitude. - Faduma, Abdullahi's mum



Learn more about Variety
Educational Scholarships

Mietta's Equestrian Ambition

JACK EADON EQUESTRIAN VARIETY HEART SCHOLAR

In 2013, Mietta stepped into the ring at the Royal Melbourne Show at just 5 years old and was already showing signs of the grit and grace that would shape her journey. Now, at 17, Mietta was awarded the 2025 Jack Eadon Equestrian Variety Heart Scholarship.

With this support, she has been able to compete more often, qualify for higher level competitions, and develop new training skills, successfully qualifying for the Interschool Nationals.



Watch Mietta
in action



Bikes for Kids

Variety Bikes for Kids gifted bikes, helmets and locks supporting 1,448 children, helping those with disability or disadvantage gain independence, confidence and the joy of riding.



20 Bikes for Bass Coast

Thanks to the generosity of the Andrews Foundation, 20 brand-new bikes have kickstarted Bass Coast Specialist School's very first bike program opening up a world of confidence, joy and independence for students. For many children, it's the first time they've been able to experience the freedom of riding a bike, and the smiles say it all.



Impact Update - Brodie

We first met Brodie and his family in 2016 when Variety Victoria provided him with his first adaptive bike.

Since then, as Brodie has grown, he's received two more bikes, each one supporting his development and independence. Living with a disability, Brodie has found great joy and the chance to stay active and connect with his family through cycling. His mum, Deanne, notes, "He absolutely loves it and is getting better and better at riding." Brodie's story shows how adaptive bikes can foster confidence, fun and lasting independence for all children.

50 Bikes for 50 Kids

At Marvel Stadium, we marked 50 years of Variety in Australia with a celebration that brought our impact to life in real time.

To honour this milestone, 50 bikes were granted to 50 kids, each one representing opportunity, independence and joy. The laughter and excitement of the day, and the smiles of children receiving their new bikes, perfectly captured the spirit of Variety's first 50 years.

Watch highlights from the day





Learn more here

The Inclusion Project

In 2025, Variety and the Hawks Foundation joined forces to deliver the Inclusion Project, creating accessible sensory spaces at AFL venues, helping families feel welcomed and supported.

What an incredible year it's been for Variety and the Hawthorn Football Club. In April, we officially joined forces with the Hawks Foundation and the Inclusion Project to make sure that footy is a game where every child feels they truly belong.

Through the Inclusion Project, Variety supported dedicated sensory spaces at both the MCG and UTAS Stadium. These calm, low-stimulation environments gave families a place to step away from noise and crowds when needed, allowing them to manage the match day experience with greater confidence.

Staffed by qualified occupational therapists and Inclusion Officers with lived experience, the spaces ensured vital support was available throughout the game, helping more than 4,000 kids and families feel comfortable attending and staying for longer.

By embedding accessibility into the match day environment, the partnership demonstrated how inclusive design can create meaningful change, ensuring more kids and families can share in the experience of live AFL.



Future Leaders

The Variety Future Leaders Program is a two-day, in-person initiative designed to empower young Victorians facing disadvantage or disability with the confidence, skills, and tools to thrive. In 2025, two programs were delivered, engaging 25 young people from diverse backgrounds.

Through a mix of inspirational speakers, hands-on workshops, and activities, participants built self-awareness, leadership and advocacy skills, alongside practical life capabilities such as financial literacy, career readiness, and public speaking. The program encouraged connection, confidence, and personal growth, with many participants stepping beyond their comfort zones.

This program is made possible thanks to the Future2 Foundation and Brian M. Davis Foundation.

Just Like You

The Just Like You program pilot in Hamilton, Victoria, delivered powerful workshops that helped students and teachers embrace empathy and understanding of disability.

The Just Like You program launched its pilot in Hamilton, Victoria, delivering 13 interactive workshops across five schools and reaching 431 students.

The program is designed to foster understanding, empathy and respect for people with disability, the workshops saw enthusiastic participation from both students and teachers. Feedback was highly positive: teachers rated the program 9.4 out of 10, with all reporting that students enjoyed and learnt from the sessions, and 90% stating the content was directly relevant.

Teachers praised the program's effectiveness in challenging stereotypes and encouraging meaningful discussions about visible and hidden disabilities. Students emerged with a stronger sense that everyone is unique and that kindness and respect are vital.



Variety Abilities Unleashed - Kids

Variety Abilities Unleashed - Kids is a free, inclusive sports program for Victorian kids with disability, offering accessible activities that foster participation, confidence, friendship, and lifelong independence.

Variety Abilities Unleashed - Kids is a flagship program, proudly delivered in partnership with Disability Sports Australia. This initiative provides free and inclusive sports days for children aged 5–18 living with disability across Victoria. Each event is thoughtfully designed to welcome all abilities, offering a variety of accessible sporting activities that encourage participation, confidence and friendships.

Through Abilities Unleashed - Kids, almost 1,000 children of all abilities not only discover new skills and sporting pathways, but also build independence and a sense of belonging. The two-year partnership with Disability Sports Australia, was renewed in 2025, reflecting a shared dedication to empowering kids across the state.



Variety Inclusion Match

16 August 2025 | Melbourne Cricket Ground

As part of our partnership with the Hawthorn Football Club, the inaugural Variety Inclusion Match took place at the MCG in Round 23 of the AFL season providing a strong platform to showcase how inclusive design and support can change the game day experience.

From Variety Inclusion Members donning their red beanies to the special moment when Variety kids ran through the banner with the Hawks, the day was packed with powerful moments that celebrated inclusion and community.

Alongside the Hawthorn Football Club, Hawks For All and the Inclusion Project, we were thrilled to see our shared commitment to accessibility and inclusion come to life. With the help of the sensory space and a welcoming team on the ground, the game was made more accessible for kids and families who often face barriers to joining in.

A huge thank you to the Variety families that joined us for the special day, and to our amazing Variety volunteers for welcoming members, selling beanies, collecting donations, and helping our mascot Heartly meet more members of the Variety community.

I love all that you guys are doing for children so that they can be included to join in with families just to be able to feel ok to do so. Without this charity and the staff, I would've never been able to leave my house to do anything out in the open for some 'normal' enjoyment with my special needs son.

- Parent of clinic participant





Watch the highlights!

Variety Kids Xmas Party

12 December 2024 | Melbourne Convention Exhibition Centre



The Variety Kids Xmas Party brought the magic of Christmas to life for thousands of children and families who may otherwise have gone without. Thanks to the generosity of our community, thousands of Christmas wishes were granted, with presents gifted to children supported by Variety across Victoria.

Families and carers enjoyed a day filled with laughter, rides, games, live performances and special character moments, from Elsa and Spiderman through to a visit from Santa himself.

The event was made possible with the support of Presenting Partner Nouns DAO, Top Hat partners Melbourne Convention and Exhibition Centre (MCEC), event logistics partner RPS Event Logistics, and Event Partners Sheen Panel Service and MRP Wired Solutions.

With the help of more than 500 dedicated Variety volunteers, the day created lasting memories and a joyful sense of belonging for kids who deserve a Christmas full of wonder.





This is the best event that I ever attend. So many happy faces, and to see kids with disability have a place to celebrate their Christmas together with family.



When we first walked in, my boys faces lit up. We rarely do anything outside of therapy so it was an amazing experience.



Variety has been amazing for our family of three kids with varying disabilities. We can't afford much and the Variety Xmas Party is the highlight of the kids year.





Variety Day at Puffing Billy

21 August 2024 | Puffing Billy Railway, Dandenong Ranges

Pure magic was in the air for our third annual Variety Day at Puffing Billy Railway, an inclusive day filled with the simple joy of being a kid. Almost 800 children and their families joined us for this special day. The experience featured a breathtaking ride on the iconic Puffing Billy steam train through the Dandenong Ranges, and the children also enjoyed an array of craft activities, roving characters, and a DJ that created a vibrant atmosphere.



Thank you for the amazing opportunity to go out as a family. Having a large family with 2 kids with additional needs, we don't go out into the community much. This day really was a highlight.

- Parent of event participant



My son has been learning how to kick the ball with his OT and it was heartwarming to see him kicking with a Hawks player.

- Parent of event participant

Inclusion Clinic

28 July 2025 | Hawthorn Football Club

The Inclusion Clinic at Hawthorn HQ was a highlight of the year, bringing the magic of footy to life for kids of all abilities. It was a high-energy afternoon where Variety families took to the field to learn new skills, practice their kicks, and run through drills alongside their heroes from the AFL, Wheelchair, and Blind teams.

By blending skill-based coaching with the support of The Inclusion Project's sensory spaces, we ensured every child could participate at their own pace in a fully accessible environment.

MOTORING EVENTS



Learn more

Rally Around Victoria

28 February - 2 March 2025 | Geelong to Red Hill

Rally Around Victoria is a fully hosted, three-day driving adventure through some of Victoria's most scenic regions, bringing together entrants for great food, regional discoveries, and a shared purpose - raising vital funds for kids in need.

This year's rally raised a record-breaking \$193,000 to provide practical support to children and families. Starting in Geelong at Hamlyn Views School, the rally set the tone early, with students receiving funding for a 1:1 iPad program to support learning, communication, and independence.

From there, participants travelled through the Otways and along the Great Ocean Road before crossing the bay to the Mornington Peninsula. Along the way, the rally stopped to meet children and families whose lives are being transformed through Variety grants.

Rally Around Victoria is about more than the drive. It's about shared experiences, generosity, and delivering support where it's needed most. Thanks to the commitment of participants, partners, and supporters, with special thanks to Gold Heart Partner ACE Radio for their continued support.



Impact in Action

Mackayla is a resilient 13-year-old who is non-verbal and lives with autism and epilepsy. To help keep her safe at home, a \$2,774 Nightwatch Seizure Alert Monitor was provided to her family, giving her parents essential peace of mind overnight.



43

Entrants

19

Vehicles

10

Officials

503

Km driven

3

Days

\$193,000

Raised

MOTORING EVENTS



Learn more



Brats Bash

6 – 15 April 2025 | Renmark to Alice Springs



The Variety Brats Bash embarked on the “Eat Our Dust” adventure over the April school holidays travelling 3,122 kilometres from Renmark to Alice Springs.

Built on the spirit of kids supporting kids, the journey brought young people, families and communities together to make a genuine difference along the way.

Before officially hitting the start line in Renmark, some Brats Bash teams made a meaningful stop in Mildura, presenting a musical grant to support Community Music Victoria programs delivered through the Sunraysia Mallee Ethnic Communities Council. The grant provided instruments and program support to help children from refugee and migrant backgrounds build confidence, creativity, and a sense of belonging through music.

At the start line in Renmark, Renmark North Primary School received a grant to fund a whole-school excursion to Monarto Safari Park, ensuring every student could take part in an unforgettable learning experience.

Impact in Action

Your support has created lifelong memories for our students. Ones we know they'll cherish for years to come.

**- Mary Shannon, Principal,
Renmark North Primary School**



53

Entrants

20

Vehicles

3,122

Km driven

10

Days

\$160,000

Funds raised

MOTORING EVENTS

Bash

8 – 17 August 2025 | Hamilton to Darwin



Learn more

A vibrant convoy of over 100 cars kicked off the 34th Variety Victoria Bash in Hamilton, launching a 10-day journey filled with colour, community, and purpose.

Amazingly, the event raised an incredible \$1.83 million dollars to deliver life-changing grants, scholarships and programs for Victorian kids who are sick, experiencing disadvantage or living with disability.

Entrants experienced the impact of their fundraising first-hand, with grant presentations delivered across multiple states including Hamilton North Primary School receiving funding to transform their Wellbeing Room into a calming, inclusive space for students living with disability, trauma or neurodiversity.

Further grants supported the Tappoc Cluster of schools in Western Victoria to deliver a grant for a collaborative music video project focused on identity, inclusion, and wellbeing, and George Street Primary School to create a dedicated Nurture Space for students.



Impact in Action

We are incredibly grateful for Variety's support of our brand-new Nurture Space, designed to enhance student wellbeing.

**- Carlie Richardson, Acting Principal,
George Street Primary School**

285

Entrants

101

Vehicles

40

Officials

4,218

Km driven

10

Days

\$1.83M

Raised





Watch highlights from the lunch!



The footy lunch with heart



Variety Grand Final Lunch

24 September 2025 | Crown Palladium

The Variety Grand Final Lunch once again brought together footy fans and supporters to make a real difference in the lives of kids in need. For over thirty years, this event has generated essential funds for those that need it most, and this year was no exception.

Thanks to the incredible generosity of our Variety community, we raised a phenomenal \$530,000, reaching our goal of funding two Variety Sunshine Coaches – one for Swan Hill Specialist School and another for Seymour College. These coaches will provide vital transport, helping children access the education and opportunities they deserve.

A huge congratulations to Callan Ward from GWS Giants, winner of the Tom Hafey Heart of Football Award, recognised for his powerful advocacy and storytelling that's driven major funding and lasting support for families in need.

Congratulations also to Brody Masterson, this year's Variety Young Sports Achiever, an inspiring young boxer who's overcome adversity to shine in his sport.

Thank you to our wonderful supporters of the Variety Grand Final Lunch:, Sheen Panel Service, MRP Wired Solutions, Autobarn, WM Waste Management Services, Crown Melbourne, Chadstone Kia, and Tim Adams Wines.

What a wonderful day. Great food and wonderful entertainment full of community, purpose and supporting kids.

- Event attendee



Appeals

This year our Christmas Appeal and Bikes for Kids Tax Appeal collectively raised an astonishing \$184,992. These funds will go towards achieving our goal of more children experiencing the feeling of belonging and inclusion.



The annual Christmas Appeal helps children be heard, included and supported to take part in everyday life.

Across the appeal, supporters helped deliver practical support that created real change. Children received communication and sensory tools to help them feel safe, included and confident in busy spaces. Others gained access to specialist equipment, programs and adaptive items that supported independence, movement and participation. Even more received the simple joy of a gift under the tree.

Our annual Bikes for Kids Tax Appeal provided children with their very own bike, helmet and lock. For many, this was the first bike they've ever owned, providing freedom and independence.

Thank you to every supporter whose generosity made these moments possible.

Hair with Heart

The Variety Hair with Heart program inspires people to fundraise and donate their hair, helping change the lives of kids experiencing hair loss due to medical conditions such as cancer or alopecia.



The donated hair is transformed into high-quality wigs for children who've lost their own due to medical conditions such as cancer or alopecia, while the funds raised help cover wig-making costs and support Variety's other life-changing programs.

This year, we want to highlight the incredible efforts of one of our Hair with Heart fundraisers. Jacinta, from outer Melbourne, returned to support Hair with Heart after first taking part several years ago. This time, she rallied her workplace to join her and together they contributed an amazing \$10,000 through Komatsu's Live the Dream initiative.

Check out her before and after photos - awesome work Jacinta!

Great Aussie Hike

As the Charity of Choice for the Great Aussie Hike, Variety Victoria was proud to be part of a weekend in May that brought together community spirit, generosity and a shared commitment to helping kids in need.

The event saw participants take on the trails of Daylesford, walking in solidarity to raise funds and awareness for children around the state.

Thanks to the dedication of hikers, fundraisers and supporters, the event exceeded expectations, raising more than \$55,000! This contribution is helping more Victorian kids access the opportunities, inclusion, and support they deserve.

Variety's own K's for Kids team took on an impressive 50km challenge in honour of our 50th anniversary, adding to the spirit and celebration of the weekend. We are also grateful to Anaconda, the event's Fundraising Prize Partner, for encouraging participants to go the extra mile, Rapid Relief and all the volunteers who tirelessly supported walkers throughout the event and kept spirits high.



Crypto Activations

This year, Variety continued to push the boundaries of what modern philanthropy can look like, unlocking a new era of Digital Philanthropy.

Our flagship crypto initiative, Kabosu for Kids, raised over \$100,000 in partnership with Own The Doge, connecting Variety with a passionate online donor community.

We also strengthened our Web3 footprint through renewed support from Nouns DAO, whose funding helped power the Variety Kids Xmas Party for a second year.

Together, these initiatives demonstrate Variety's commitment to innovation, meeting donors where they are, and leading the future of digital generosity.



Trusts and Foundations

Philanthropy plays a vital role in sustaining the charity sector, and the generosity of Trusts and Foundations allows us to plan ahead, innovate and respond quickly to emerging needs.

Trusts and Foundations have played an essential role in helping us deliver on our mission to support children in need across Victoria.

Their commitment, confidence and belief in our work have allowed us to continue creating meaningful, life-changing opportunities during a period of financial pressure for many families.

Through their generous funding, we have been able to strengthen vital programs, provide life-enhancing equipment, and introduce new initiatives such as the Variety Future Leaders Program. These contributions have touched thousands of young lives, giving children the chance to grow, participate and thrive despite the challenges they face.

By partnering with us, Trusts and Foundations have helped meet the rising demand for support and ensured that more children receive the help they need when they need it most.

Their backing fuels hope, drives inclusion and builds brighter futures for children and families across our community.

To our valued partners: thank you. Your ongoing commitment is creating lasting change, and together we are shaping a more equitable and inclusive future for kids across Victoria.

The Variety Building Inclusion Program addresses ongoing exclusion by supporting practical, co-designed solutions that help children and young people take part in school and community life.

- Anita Hopkins, CEO,
Brian M. Davis Foundation

Thank you to the following Trusts and Foundations for their support

- Andrews Foundation
- Bank of Melbourne Foundation
- Brian M Davis Foundation
- Cassandra Gantner Foundation
- Count Charitable Foundation
- Datt Family Foundation C/- Australian Philanthropic Services
- Future2 Foundation
- Grahame Mapp Family Foundation
- Harold Mitchell Foundation
- Milford Foundation
- Oracle Health Foundation
- Percy Baxter Charitable Trust Inc, Perpetual
- Pierce Armstrong Trust
- State Trustees Australia Foundation
- Variety – the Children’s Charity International
- Western Vocational Association Inc.

AND THE MANY OTHER FOUNDATIONS THAT CONTRIBUTE ANONYMOUSLY

Callan Ward

2025 TOM HAFEY HEART OF FOOTBALL AWARD WINNER



The Tom Hafey Heart of Football Award recognises individuals who use the power of football to create meaningful change in the community. Presented at the Variety Grand Final Lunch, the award was awarded to AFL player Callan Ward for his outstanding leadership and advocacy beyond the game.

Callan has led the GIANTS Foundation's mental health and children's support strategy and played a pivotal role in the Mounties Care Cottage campaign, helping raise \$3.3 million and unlock a further \$33 million to establish Western Sydney's first children's hospice. Through national media, donor engagement, and advocacy at NSW Parliament, he has driven bipartisan support and mobilised his teammates and the wider community.

In receiving the award, Callan joins a respected lineage of recipients whose commitment has delivered lasting outcomes for children and families, continuing the legacy at the heart of the Tom Hafey Heart of Football Award.





Learn about Brody

Brody Masterson

2025 VARIETY YOUNG SPORTS ACHIEVER AWARD WINNER

Brody was named the Variety Young Sports Achiever of the Year at the 2025 Variety Grand Final Lunch, recognising both his sporting achievements and his personal resilience.

A dedicated boxer, Brody won the Victorian state title in 2024 and competed at the 2025 Australian Schools Championships, demonstrating his commitment to training and growth in the sport. Beyond the medals and titles,

Brody's journey reflects remarkable determination: overcoming a challenging childhood, embracing discipline, and using boxing as a way to focus, build confidence, and set positive goals.

His achievements celebrate not only his skill in the ring but the courage, perseverance, and hard work that are shaping a brighter future.



To compete at the Olympics, you can't have a criminal record. I didn't want to go down that path...Boxing keeps me going in the right direction. I want to inspire young kids.

- Brody



THANK YOU

Fundraisers

Thank you to our dedicated fundraisers!



This year, over 500 dedicated fundraisers rallied their communities and networks to support kids in need. And what an impact you've made.

You drove it. You quit it. You walked it. You baked it. From our passionate motoring event entrants, to determined hikers taking on the Great Aussie Hike, our creative DIY fundraisers and our big-hearted Hair with Heart superstars, every action counted.

Whatever you did, you did it for the kids. Your generosity, creativity and commitment helped open doors, create opportunities and change lives for children across Victoria.

Thank you for everything you do. Because whatever you do truly makes a difference for kids.

THANK YOU



Volunteers

We couldn't do what we do without our incredible volunteers!

A heartfelt thank-you to all our volunteers who gave their time, energy and skills so generously throughout the year.

Across 1,325 volunteer roles and an extraordinary 9,210 hours, our volunteer board members, committee members, event volunteers, Bikes for Kids build teams and administrative volunteers played an essential role in bringing our work to life.

Their dedication both behind the scenes and out in the community helped extend our reach, strengthen our programs and ensure more children and families received the support they needed.

We are deeply grateful for the passion and commitment that continue to power Variety's impact.



1,325
Volunteer roles

9,210
Hours worked

Variety Victoria Board

A heartfelt thank-you to our volunteer board members, whose guidance, dedication, and passion help drive our mission and make a real difference for children and families across Victoria.

Geoff Handberg
CHAIR (CHIEF BARKER)

Jason McKenzie
DEPUTY CHAIR

Steven Bradby
CREW MEMBER

Ken Pryor
CREW MEMBER

Gary Caddy
CREW MEMBER

Nerida Wallace
CREW MEMBER

Andrew Hird
CREW MEMBER

Lindsay Dare
CREW MEMBER

Harvey Carretero
CREW MEMBER

Partners and Supporters

Variety Victoria Partners

TOP HAT PARTNERS



PLATINUM HEART PARTNERS



GOLD HEART PARTNERS



SILVER HEART PARTNERS



Variety Grand Final Lunch Partners

PLATINUM HEART PARTNERS



GOLD HEART PARTNERS



SILVER HEART PARTNERS



Variety Kids Xmas Party Partners

PRESENTING PARTNER



TOP HAT PARTNERS



EVENT PARTNERS



A heartfelt thank-you to the amazing partners and supporters who have stood by us and supported Variety Victoria and our events throughout the year.
Your generosity makes everything we do possible!

Variety Bash Partners

GOLD HEART PARTNERS



Strathmore
Community Bank Branch



SILVER HEART PARTNERS



SUPPORTERS



Variety Brats Bash Partners

PRESENTING PARTNER

Strathmore
Community Bank Branch



KEY SUPPORTERS



SUPPORTERS



Variety Rally Around Victoria Partners

PRESENTING PARTNER



Variety Bikes for Kids Partners

OFFICIAL PROGRAM PARTNERS







We Couldn't Do What We Do Without You!

The heart of Variety is powered by a community who work incredibly hard to support kids in need.

Variety Victoria would like to thank our sponsors, volunteers, donors and fundraisers for their hard work and enormous generosity throughout the year.

Together, we've created a place where kids and their families can turn to for help when times are tough. You change lives every day and your impact is a lasting legacy.

Financial figures in this report have been audited by Oak Audit & Assurance and are available in the Annual Financial Report 2025.

There are many ways to get involved!

Become a donor, volunteer your time, join one of our events or even create your own. You can give through your workplace, partner with us as a corporate supporter or make a unique contribution by donating your hair. However you choose to help, you will positively impact the lives of children in need in Victoria.

 vic.variety.org.au

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