



**VARIETY -
THE CHILDREN'S CHARITY**



A Message From Our Executive Director....

Thank you. Those are the first words that come to mind when I think about the generous support of our community and the difference that we've been able to make in the lives of children throughout Iowa for more than 40 years.

Since the inception of the Telethon in 1975, Variety has raised more than \$113 million, which has directly impacted organizations and children in each of Iowa's 99 counties. This year we're doing even more.

Through our statewide Variety grants, we offer funding to organizations providing specialized equipment for life-saving measures for infants and children of all ages, programming that helps children make positive choices, as well as basic necessities for children.

Our Variety Vans transport hundreds of children each day to activities, playgrounds and recreational opportunities. And, our Kids on the Go Program gives bicycles, helmets and locks to children who've never owned a bike, as well as specialized bikes to children who live with special needs.

This year, we're proud to announce the expansion of the specialized bike program to include gait trainers, standers, specialized strollers, specialized car seats and more, to enable more children to experience the freedom to explore, engage and play.

Our mission is simple. And we invite you to help us accomplish it. Join us in sharing your gifts so that children in Iowa can reach their full potential. On behalf of the children and families who are touched by Variety, our heartfelt thanks to everyone who supports and assists us, as together, we achieve amazing results.

Sheri McMichael
Executive Director

HELLO, WE'RE VARIETY— THE CHILDREN'S CHARITY

Helping children experience full lives—daily

Through the generosity of our community, we're able to provide funding to nonprofit children's organizations for building expansions and renovations, equipment, programming needs and more.

One of our core programs is the Compassion Fund—a fund that provides much needed financial assistance to families when their child is hospitalized.

We also have mobility-focused programs that offer Variety Vans for organizations, bikes, helmets and locks to children who have never enjoyed their own bike, and specialized bikes and equipment for children with special needs. In addition to giving children freedom to explore with bikes, we believe that all children should have the opportunity to experience a playground. That's why we're working with Iowa communities to provide inclusive playgrounds for children with and without special needs. Let's all play!

We're making a better future for our community by connecting people who care to programs that enable children to reach their potential. Since 1937, we've helped create opportunities for children to fully share in the experiences of life, no matter life's challenges.



OUR MISSION

Variety – the Children's Charity is dedicated to improving the lives of children who are at-risk, underprivileged, critically ill or live with special needs. Visit varietyiowa.com to see how we're helping children reach their full potential every day.

PROGRAMS

FROM CRITICAL HEALTH CARE EQUIPMENT TO BICYCLES AND BEYOND

Each of our valuable programs is supported by donations from people like you in the communities we serve. With your help, we continue to make a difference in the lives of children every day.

GRANT PROGRAM

Variety provides funding to nonprofit children's organizations annually as they work to improve children's lives by expanding and renovating buildings, purchasing equipment, developing inclusive programs and more.

Each year, children's charities from across the state have the opportunity to apply for grants from Variety. From hospitals requesting funding for neonatal, pediatric and youth critical care to camps offering activities for children and more, Variety provides funds so that all children are able to make positive choices, attend inspiring activities and play with peers.



PHOTO CREDIT: PRINCIPAL



AREAS OF CONCENTRATION

Acute: Agencies, primarily hospitals, that provide neonatal, pediatric and youth critical care.

Camperships: Sponsors camps and social activities for children who are disadvantaged or critically ill and children suffering from an ongoing health conditional or traumatic events in their lives.

Convalescent: Agencies that provide residential or other services to children who suffer from severe physical, mental or emotional afflictions.

Variety at Work: Special projects or recreational activities for special needs, critically ill, disadvantaged or at-risk children.

Preventative: Agencies that direct children to make positive choices regarding behavior and lifestyle or that seek to raise community awareness regarding the well-being of children.

Disadvantaged: Agencies that serve children who may lack social or educational opportunities due to poverty, environment and/or other factors.

Transportation: Variety Vans.

Youth at Risk: Agencies that serve children who have special needs due to physical or chemical abuse, behavioral problems, or are in need of emergency shelter.



*"The impact
Abram's adaptive trike
has had on our family has been
immeasurable. When Abram is on his
bike, he is free to just be a little boy! It gives
him a sense of freedom and confidence that
he's never been able to experience before
and we are so grateful!"*

- Erin, Abram's Mom

MOBILITY

**BICYCLES PROVIDE MORE THAN A WAY FOR CHILDREN TO MOVE,
THEY GIVE A CHILD FREEDOM TO EXPLORE AND THE ABILITY TO
BUILD FRIENDSHIPS**

Specialized Bikes and More

Variety gives children who live with special needs the chance to join in the life of their community by providing specialized bicycles, gait trainers, standers, mobile standers, specialized strollers, specialized car seats and more to families with the most need.

In addition to seeing the smiles on children's faces, the bikes offer both physical and therapeutic benefits. However, bikes can be cost prohibitive for most families. That's why we work with physical therapists throughout the state to identify children who would greatly benefit from a specialized bike.

Traditional Bikes

For many children, the idea of having their own bike and pedaling freely is only a dream. Variety helps make that dream come true by providing brand new bikes, helmets and locks to children throughout Iowa.

Variety bikes not only help children and families think about exercise and good health, they also provide an opportunity to talk about safety, caring for personal items and being cautious—skills for a lifetime.



INCLUSIVE PLAYGROUNDS

EVERY CHILD'S EYES LIGHT UP AT THE SIGHT OF A PLAYGROUND

However, the majority of playgrounds throughout Iowa don't offer adaptations for children who live with special needs. At Variety, we believe all children should be able to play. That's why in 2014 we provided the City of Des Moines with its first inclusive playground, the Ashley Oakland Star Playground.

Playgrounds are the perfect place to support inclusive play by creating awareness, breaking down barriers and fostering new friendships—not to mention promoting healthy physical activity and learning for all ages and abilities.

Now, Variety is working to bring Star Playgrounds to more communities throughout the state so that more children will have the opportunity to climb, roll, swing and laugh.

"We are so grateful to have a playground that not only gives our family the ability to play freely with Rylie—but also allows her to play with her peers. For years she's had such limited access to anything truly doable at playgrounds and has had to essentially sit on the sidelines- this playground has changed that and allowed her to have the same normal childhood experiences as everyone else her age. Being able to watch her play alongside her brother and friends is amazing—this playground is such a blessing to our community."

- Stephanie, Mom to Rylie



VARIETY VANS

Often seen at the zoo, at doctor's offices and at parks and playgrounds, Variety Vans are a critical link for children to explore their communities.

In the last 40 years, we've provided more than 400 Variety Vans to children's organizations in Iowa, making it easier and more affordable to transport children to doctor's appointments, therapy sessions and special outings and activities.

"Our Variety Vans aren't just for getting children to and from medical appointments. They help children live a great life by providing transportation to extracurricular and community activities such as trips to the library, zoo, and the park."

- ChildServe



THE COMPASSION FUND

WHEN FAMILIES ARE FACED WITH CARING FOR A CRITICALLY ILL CHILD, IT CAN TAKE A TOLL MENTALLY, EMOTIONALLY AND FINANCIALLY.

The Compassion Fund is a unique fund providing relief and support for families during their most difficult time—so they can focus on being there for their child.

We partner with Iowa hospitals to help children and their families by providing comfort, care and fulfilling immediate financial needs such as:

- A gas card for frequent travel to appointments
- Meals for a parent who spends weeks at the hospital
- Payment of phone, heat or electricity bills
- A birthday cake for a child who spends their special day in the hospital
- Care for siblings when parents need to stay with their critically ill child



Meet Evelyn and Benjamin

They were born at 32 weeks and spent three weeks in the Mercy Cedar Rapids NICU. The Compassion Fund stepped in to help their family during their stay.

Visit varietyiowa.com/grants-programs and read how we're improving children's lives.

"The Compassion Fund really made us feel like people cared and were thinking of us while we were focusing on the babies getting stronger so they could come home. We are so blessed with these two babies (now toddlers) and we feel so lucky to have been recipients of the fund."

- Jennifer



VARIETY TELETHON

variety
the children's charity
www.varietyiowa.com

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POLO ON THE GREEN



VARIETY STAG



365 DAYS COUNTLESS CHILDREN'S LIVES IMPROVED

Variety Black Tie (January)

You've hit the big time as Variety's Black Tie Gala promises to be a high-class evening of cocktails, a live auction, dinner and dancing.

Des Moines Sweetheart Charity Date Auction (February)

This lighthearted evening of drinks, appetizers and dessert features a fun-filled auction of 20 of the most eligible guys and ladies.

Mommy & Me: Sweetheart Dance (February)

The dance gives you and your own little sweetheart a chance to create unforgettable memories. Dance, sample appetizers and desserts and create a fun craft.

Spirits of Spring (March)

Spring in and sample fine wines, beers and liquors, served with delicious hors-d'oeuvres at Eastern Iowa's premier event. Add to the fun by bidding on live and silent auction pieces.

Savor Des Moines (April)

Enjoy a delightful evening sampling signature food and drinks from more than two-dozen of your favorite local restaurants, bars and breweries. Vote on your favorites to win prizes.

Miller Lite Golf Invitational (May)

Hit the links to support children. Enjoy catered lunch and dinner, compete for flight prizes, get a complimentary gift and more.

Leinenkugel Golf Invitational (June)

Golf Fore the Kids! Golfers will enjoy lunch, golf, a silent auction and be part of a specialized bike presentation.

Polo on the Green (July)

Join us for the #CoolestPartyoftheSummer! Polo on the Green invites you to an exclusive evening of dinner, live and silent auctions, dancing and of course, a championship polo match complete with divot stomping.

Variety Stag (September)

Gather your friends, colleagues and clients for the ultimate men's only event. Sample beverages, feast on a delicious dinner, and take part in a live auction and raffle.

Two Days of Compassion (November and December)

Show your compassion during our two-day radiothon on 91.3 KMRY in Cedar Rapids and 92.5 Nash Icon in Des Moines and help raise funds for the Variety Compassion Fund—a fund that benefits critically ill children and their families during their time of need.

GET INVOLVED

LEND A HAND. LIFT A HEART.

Volunteer

To improve the lives of children across the state of Iowa, it takes a team. (A big team!) And you can help. Variety depends on the generosity and goodwill of people just like you who devote their time and energy to helping children. There are many ways to get involved, from clerical work to staffing an event and more. Check out our volunteer opportunities at varietyiowa.com/volunteer to get involved.

Become a Fundraiser

Very Interested Persons (Variety VIPs) are volunteers who work miracles before, during and after Telethon by raising dollars. They are the backbone of our Telethon fundraising efforts. As a Variety VIP you'll advocate on behalf of Variety in the community, have access to a network of caring people who are changing lives, reach out and gain financial commitments from peers, pledge a few hours to staff phones during Telethon and more. Visit varietyiowa.com/vip for more details.

Young Variety

If you're a young professional who wants to get involved in the community, Young Variety gives you the opportunity to have fun, meet new people and improve children's lives. Young Variety events include charity tours, happy hours, Savor Des Moines, Sweetheart Charity Date Auction, Mommy & Me: Sweetheart Dance and more. Learn more at varietyiowa.com/yv.

Event Sponsorship

Our signature events are crucial to raising much needed funds for children's charities in Iowa. (And we have fun doing it!) You'll not only make a positive impact on children—you'll also create positive awareness for your company and generate goodwill with the community.

Sponsorships are available for all of our events, including Polo on the Green, Spirits of Spring, Black Tie, Variety Stag and more. Contact the Variety office at 515-243-4660 for more information.



Visit varietyiowa.com/get-involved to find out how you can share your talents and gifts with children across Iowa.

GIVING

SMALL GIFTS, LARGE GIFTS. PRICELESS POSITIVE IMPACT.

Workplace Giving

It's easy to give a monetary gift to Variety and it feels good, too. Simply ask your human resources team to automatically deduct funds from your paycheck on a one-time or recurring basis. Don't forget to ask your employer if they have a matching gift fund to see if they'll match your gift to Variety.

Legacy Giving

Variety gives you the opportunity to Leave Your Mark with a legacy gift to help create opportunities for children to fully experience life. Legacy gifts to Variety provide lasting, significant support. You may make a bequest in your will, designate your life insurance policy or designate your retirement savings account. As you consider a legacy donation, be sure to consult your financial advisor.

Endow Iowa

Did you know that you could support Variety and Iowa children for generations to come and receive a 25% state tax credit through the Endow Iowa Tax Credit Program? For more information about how your generous gift can have a greater impact, visit varietyiowa.com today.

PARTNERS

THESE SMILES ARE INVALUABLE. YOUR SUPPORT MAKES IT POSSIBLE.



Since our partnership began in 1983, Hy-Vee has helped Variety generate more than \$18 million for Iowa's children. Hy-Vee's generosity stretches beyond corporate giving.

Hy-Vee store directors and employees also volunteer during our annual Telethon, donate food, water and other items to our fundraising events, present bikes to underprivileged youth and provide support to children, families and charities in every community they serve.

"At Hy-Vee, we believe in giving back to our communities and being strong corporate citizens. Hy-Vee is proud to have a long-standing partnership with Variety, and we take comfort in knowing that every dollar we raise for the organization will help create brighter futures for children across Iowa."

- Randy Edeker, Chairman, CEO & President, Hy-Vee Inc.



Principal
Charity Classic

Variety is honored to be one of six "FORE Our Kids" organizations that benefits from the Principal Charity Classic. For the past ten years, the Principal Charity Classic has provided more than \$1.2 million to Variety so that all Iowa's children have the opportunity to reach their full potential.

"The Principal Charity Classic is proud to call Variety - the Children's Charity of Iowa one of its official Tournament Charity Partners. Our goal is to help Iowa kids live their best lives, and Variety shares that goal. From at-risk youth to children with disabilities, Variety helps kids experience the joys of just being a kid. And that impact is felt by many, including a child's siblings, parents, friends and larger community."

- Mandi McReynolds, Director of the Principal Foundation and Community Relations at Principal

FAREWAY

MEAT & GROCERY

For more than three decades, Fareway has partnered with Variety to help Iowa's children embrace brighter futures. Over the years, Fareway's employees and customers have generously provided more than \$2.1 million in support of our important mission.

"Variety - the Children's Charity has made a lasting impact in the lives of Iowa's children who are underprivileged, at-risk, and special needs. They have been a key corporate outreach priority for Fareway for more than 30 years, and we look forward to continuing to make an impact for children in the communities we serve through their programming."

- Reynolds W. Cramer, CEO



REYNOLDS & REYNOLDS INC.

A family owned insurance agency, Reynolds & Reynolds has proudly supported Variety for more than 40 years and generated over \$3.5 million to help children and families living with special needs live fully.

"When a child with special needs gets a specialized bike for the first time and watching that great big smile that says I'm now a regular kid. That's why I'm involved. That is why my family and our company are involved".

- Stan W. Reynolds

Past Variety of Iowa President

Past President/Chairman of the Board US Variety

Current Vice President Variety International



VARIETY TELETHON

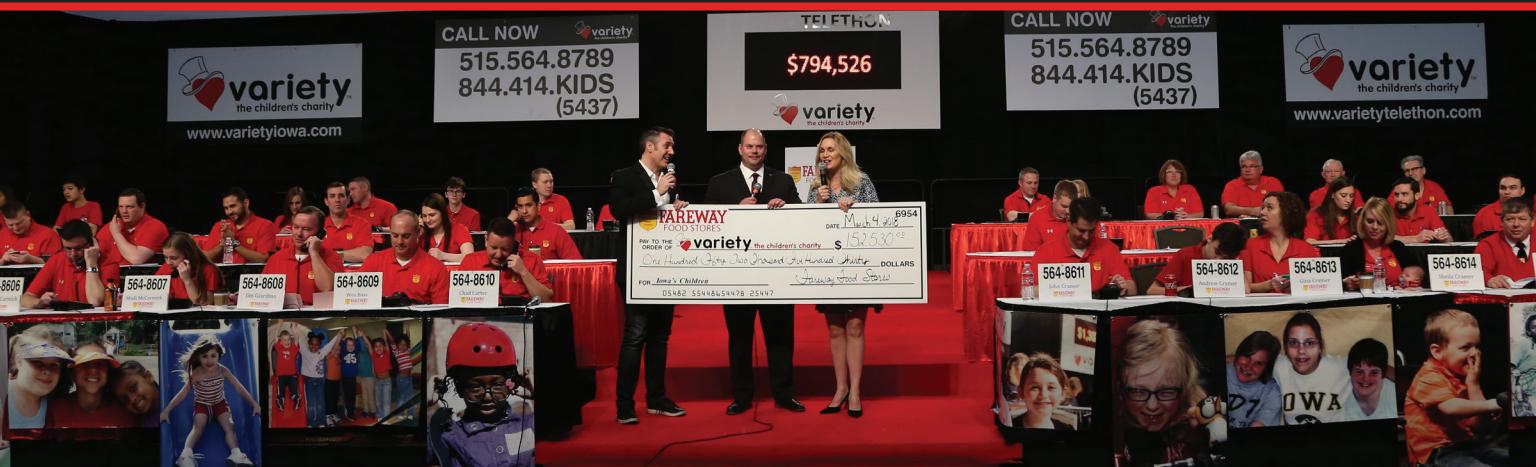
Our signature fundraising event since 1975, Iowans join together to give their time, talent and hearts to the Telethon—an entertainment showcase that has raised more than \$113 million.

See local, national and international personalities perform to enrich the lives of children in Iowa. And hear heartwarming stories from the children and organizations that benefit from Variety's support.

Thanks to the thousands of volunteers, the cast, and Very Interested Persons (VIPs) who take pledges and solicit donations from family and friends, Variety is able to help children reach their potential.

Tune in to We are Iowa (ABC5) or stop by to see the show live, meet the cast and participate in children's crafts.

To learn more and get involved, visit varietyiowa.com/telethon.

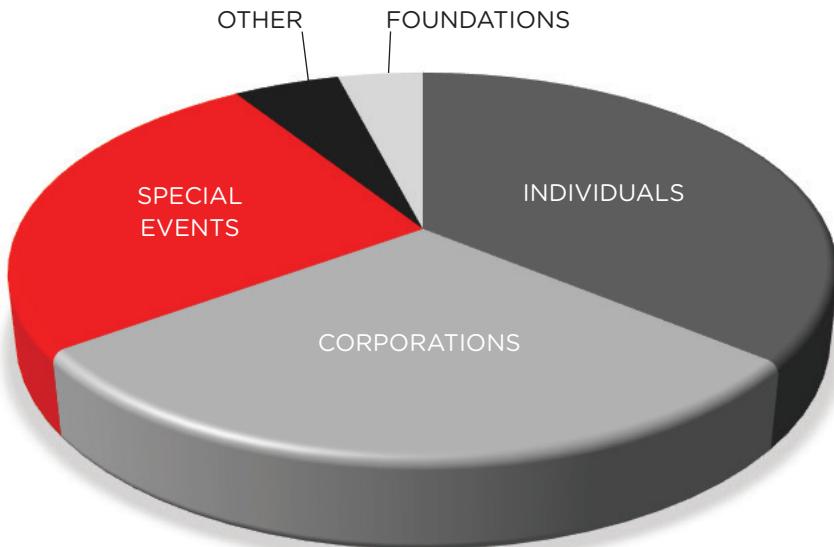


FINANCIALS

EVERY PENNY COUNTS. BECAUSE EVERY CHILD COUNTS.

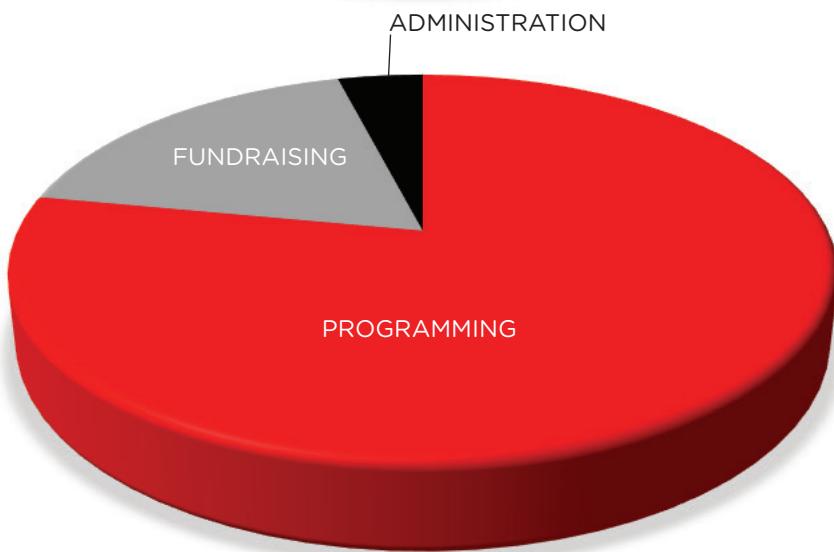
INCOME

Individuals - 36%
Corporations - 29%
Special Events - 26%
Foundations - 5%
Other - 4%



EXPENSES

Programming - 78%
Fundraising - 18%
Administration - 4%



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