

VARIETY

THE CHILDREN'S CHARITY

WALK



variety
the children's charity



WHO WE ARE

VARIETY – the Children’s Charity was founded in 1937. Since the inception of the Telethon - our charter fundraising method - in 1975, Variety has raised more than \$100 million to support children in Iowa. Variety is making a better future for our community by connecting people who care to programs that enable children to reach their full potential. Variety is helping create opportunities for children to fully share in the experiences of life.

WHAT WE DO

VARIETY provides funding to nonprofit children’s organizations for tangible items such as building expansions and renovations, equipment, programming needs and more. Our *Kids On The Go* Program provides Variety Vans to children’s organizations, in addition to bikes, helmets and locks to children who have never enjoyed their own bike and specialized bikes for children with special needs. All children should have the opportunity to experience a playground, which is why Variety is working with Iowa communities to provide all-inclusive playgrounds for children with and without special needs.

OUR VARIETY MISSION

VARIETY – the Children’s Charity is a multi-faceted organization with one simple mission: To help improve the lives of underprivileged, at-risk, critically ill and special needs children throughout Iowa.

Message from Sheri

As a direct result of the generous support of our community, Variety has been able to make a difference in the lives of children throughout Iowa for more than 40 years. For this, we are incredibly grateful and invite you to join us as we celebrate the positive impact contributions to Variety have made – and will continue to make - for children in our communities.

Since the inception of the Telethon in 1975, Variety has raised more than \$100 million dollars, which have directly impacted organizations and children in each of Iowa’s 99 counties through our charitable grants and special mobility programs.

Our statewide Variety grants offer funding to children’s organizations for specialized equipment to provide life-saving measures for infants and children of all ages; programming that helps children make positive choices and promote wellbeing; and basic necessities for children who are underprivileged.

Mobility is a key initiative for Variety, and our Variety Vans transport hundreds of children each day. This transportation allows kids to take part in various activities, experience playgrounds – both traditional and inclusive - and participate in outside recreational opportunities.

Through our Bikes For Kids! program, grants are extended for bicycles, helmets and locks to children who have never owned their own bike, as well as specialized bikes to children with special needs. Variety opens up new experiences for children with special needs and celebrates what these incredible children CAN do!

We invite you to join us in sharing your gifts to provide the joy and satisfaction of helping Iowa’s children. On behalf of the children and families who are touched by Variety, our heartfelt thanks to everyone who supports and assists Variety to achieve its amazing results. It simply wouldn’t be possible without you.

Sheri McMichael
Executive Director

BY THE NUMBERS

300+ | Children’s organizations received needed funding

3,400,000 | Dollars distributed to 90+ Iowa children’s organizations

185 | Variety Vans are transporting children to activities

1,720 | Bikes, helmets and locks provided to children

32 | Specialized bikes custom ordered and given to children with special needs

1,025 | Children attended Zoo Day at Blank Park Zoo

225 | Children with special needs had Breakfast with Santa

400 | Children with special needs enjoyed a day of recreation at Variety’s Back to School event

169 | Families assisted with Variety’s Children’s Hospital Compassion Fund

5 | Staff Members

42 | State of Iowa Board Members

11 | Young Variety of Iowa Board Members



GRANTS

HOW VARIETY HELPS; GRANT DISTRIBUTION

Each year, children's charities from across the state of Iowa are invited to apply for grants to support program funding related to Variety's mission of caring for children.

Grant applications are reviewed for financial stability and interviewed by Variety's board. This ensures a great understanding of the specific request and potential impact of investments into applicant programs. Grant categories include:

ACUTE: Primarily hospital projects and equipment.

CAMPERSHIPS: Sponsors camps and social activities for children who are disadvantaged or critically ill and children suffering from an ongoing health condition or a traumatic event 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 who serve children who may lack social educational opportunities due to poverty, environment, race and/or other factors.

TRANSPORTATION: Variety vans, trolley and *Kids on the Go!* programs.

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.



KIDS ON THE GO!

VARIETY VANS

Variety has provided more than 185 Variety Vans to children's organization's in Iowa. These vans transport children to doctor's appointments, therapy sessions and special outings or activities.

"Our Variety Van takes kids places they didn't know existed and exposes them to a world of possibilities. Getting our kids into the community is the most effective way we can motivate and inspire them."

BOYS & GIRLS CLUB OF CENTRAL IOWA



KIDS ON THE GO!

BIKES FOR KIDS

Do you remember receiving your first bike? Bikes go hand in hand with being a kid, but for many children in our community, the prospect of having their own bike is only a dream. Variety helps make that dream a reality by providing bikes, helmets and locks to children throughout the state.

The bikes directly impact a child and his or her family in many ways. Our Variety Bikes help to provide recreation and address the importance of exercise and good health. The *Kids on the Go!* safety program illustrates the significance of wearing a helmet, locking up your bike and riding cautiously. We believe that every child should have the opportunity to ride his or her own bike.

"We want to express our heartfelt appreciation and gratitude to you for providing such beautiful bicycles for our two oldest children. Words cannot express how much of a blessing this is to our family. In a day where the attention of our finances is demanded in almost every direction, the kids now have bikes that they can enjoy where they simply would not have had otherwise."





KIDS ON THE GO!

SPECIALIZED EQUIPMENT

Bike rides, zoo days, trips to the park – these are all staples of childhood that kids with special needs want to experience. They want to be active and mobile like other children in their communities.

But the specialized equipment necessary to give these kids the independence they desire is often too expensive for many families, especially those with many other expenses necessary for raising a child with special needs. And insurance isn't always the answer – in many cases, devices like adaptive bikes are denied, despite their immense physical and therapeutic benefits.

Variety helps children gain mobility, confidence, freedom, independence and the chance to join in the life of their community by providing funding for specialized bicycles, walkers, wheelchairs, therapeutic strollers and other devices to families with the most need. These items empower children to be physically independent and build confidence.

“This bicycle will enable Lucas to build motor skills, muscle strength and stability, in addition to keeping him healthy and active. Once again, thank you all so much for choosing Lucas to receive this bike!! It's given him a major boost with confidence in his ability to be on the move with a bike!”

SHEREE, DANNY & LUCAS MAY



INCLUSIVE PLAYGROUNDS

Variety believes that playgrounds should be thrilling for all children! The majority of playgrounds throughout Iowa do not offer adaptations for children with special needs. In 2014, Variety provided the City of Des Moines with its first all-inclusive playground, the Ashley Okland Star Playground, in memory of Young Variety Board Member, Ashley Okland. Providing a playground for children of all abilities to play together helps promote play, healthy physical activity and learning for all children. Outdoor play experiences provide the perfect opportunity to support inclusive play by creating awareness, breaking down barriers and fostering friendships.

Based on the positive feedback and the success of the Ashley Okland Star Playground, Variety recognized the need and desire for all-inclusive playgrounds in other Iowa communities. Variety has sparked a campaign in Cedar Rapids for a second Variety Star Playground and is currently exploring opportunities to expand the Star Playground concept statewide.

VARIETY TELETHON

Since 1975, Iowans have joined together to contribute their time, talent and hearts to the annual Variety Telethon. It is the foundation that Variety of Iowa was built upon and the highlight of the year. Annually, a lineup of local, national and international celebrities appear along with thousands of individual and corporate volunteers and donors who pledge their ongoing time and talents in support of Iowa's children. The Telethon provides a time for Variety to spotlight the children and organizations that benefit from the dollars raised.



HY-VEE

Hy-Vee's involvement with Variety began in 1983 with a coupon redemption program called "Cash For Kids". This started a partnership that has now generated more than \$15 million for Variety and Iowa's children.

The generosity of Hy-Vee extends beyond corporate dollars. Dedicated store directors and employees volunteer their time and talent to Variety in many ways: manning phones and soliciting pledges during Variety's annual Telethon; donating food, water and other items for Variety's fundraising events; presenting bikes to underprivileged youth; and providing 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 the five "FORE Our Kids" organizations that benefits from the Principal Charity Classic. Over the past seven years, the Principal Charity Classic has provided more than \$850,000 to Variety and Iowa's children.

"The Principal Charity Classic chose Variety – the Children's Charity of Iowa as one of the five "FORE Our Kids" charities because of their ability to positively impact a broadrange of children across the state. Programs supported by Variety benefit children's hospitals, youth at-risk, children with disabilities and more – providing support for everything from youth programs to the purchase of medical equipment. Through its broad reach, Variety has helped Des Moines' Champions Tour event improve the lives of hundreds of children who need it most."

GREG CONRAD, PCC TOURNAMENT DIRECTOR



FAREWAY

Fareway has partnered with Variety since the early 1980s. Over the years, Fareway's employees and customers have provided more than \$1.5 million in support of our mission and Iowa's children.

Fareway believes that all children deserve an opportunity to prosper. Variety – the Children's Charity helps provide these opportunities to underprivileged, at risk and special needs children. This is why each year, Fareway, along with its employees and customers, makes it a priority to support Variety and the families that are affected by so many challenges. It is truly a blessing to put a smile on the face of a child and know that you have given some comfort to their family."

REYNOLDS W. CRAMER, CEO FAREWAY STORES INC.

REYNOLDS & REYNOLDS

Reynolds & Reynolds, a family owned insurance agency, has proudly supported Variety for more than 40 years and generated over \$3 million.



Jody and I are involved with Variety because we know that the money raised gets to the kids in need. It is not eaten up in fancy offices or expense accounts. We are proud of the involvement of Reynolds & Reynolds. We have raised a lot of money and had fun doing it.

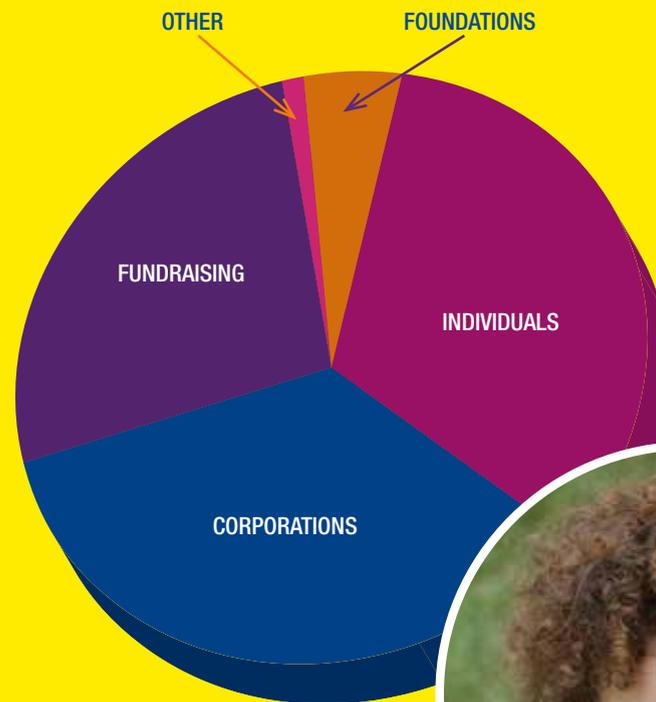
STANLEY J. REYNOLDS, REYNOLDS & REYNOLDS



FINANCIALS

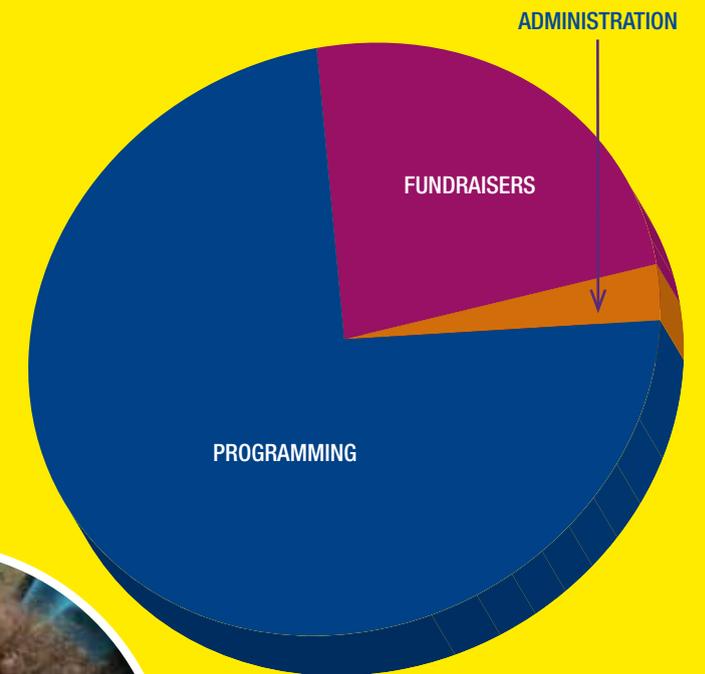
INCOME

Foundations = 5%
Individuals = 33%
Corporations = 35%
Fundraising = 26%
Other = 1%



EXPENSES

Fundraisers = 24%
Administration = 3%
Programming = 73%



PLAYGROUNDS
 OPPORTUNITY ABILITY
SUPPORT HEART
TRANSPORTATION

BIKES
 CHILDREN MOBILITY
RECREATION

THERAPY LAUGHTER SPECIAL NEEDS
 SPECIAL EVENTS SMILES
 UNDERSTANDING

STRENGTH IOWA GIVING DIVERSITY
 CAMPS COMPASSION

INGENUITY COMMUNITY GRANTS
INCLUSIVE LOVE EQUIPMENT

VOLUNTEERS STRENGTH RENOVATIONS
EDUCATION FAMILY HOPE
 ACCEPTANCE

DREAMS FUN **CHARITY**
DONATIONS
 TELETHON
 HELMETS



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