

TOGETHER TRANSFORMING THE LIVES OF BC'S KIDS



Variety - the Children's Charity
DONOR IMPACT REPORT
October 2020 – September 2021



Lives changed across BC



LAYLA, 12

“Variety’s support for my daughter, Layla has helped us shift away from dwelling on all the past year’s challenges to focusing on gratitude for what Variety and their supporters do for kids with special needs across BC.

Variety gives kids the gift of opportunity. One funding grant leads to more enriching lives for the individual child and for the family. What these children are doing out in our shared world is nothing less than amazing and your donations go farther than you could imagine.”

- Jennifer, Layla’s Mom



ANGELO, 11

“Thanks to Variety, Angelo will finally be able to go places on his own and experience the independence he’s been missing. His power wheelchair will also allow him to rest his muscles and conserve his energy for things he really wants to do like get back to playing soccer.”

- Gemma,
Angelo’s Grandmother

A message of thanks from our CEO

Despite the challenges we've all faced this year, it's been another incredible year of British Columbians opening their hearts to BC's kids. And we couldn't be more grateful.

This year we've not only been able to help each and every child that came to Variety BC for support but we have also been able to help kids across the province in new ways. In June, we announced that we would begin funding private autism assessments. Since that announcement, we've provided funding for 136 families to receive an autism assessment for their child. Because of our generous donors and corporate partners, we've been able to say "yes" to all these families.



Emiliano, 7

While there have been many highlights of the year for all of us at Variety BC, it is really the kids that we help each day that inspires us to continue to fill the gaps in the health care and education system. It's our goal to ensure that no child goes without equipment or essential support that they need to thrive.

We are only as strong as our community of supporters and I would have to say we have the best donors, corporate partners, members and volunteers. Because of your support this year, a child took their first step, said their first word and read their first book. You forever changed a child's life. You made an exhausted parent's day a little easier knowing that their child's speech therapy would be paid for.

You made a difference.

From the bottom of my heart, thank you.

Cally Wesson
CEO - Variety BC



Isabella, 11



“Variety has played a big part in Kaitlyn's development and growth over the past 10 years.”

- Jimmy, Kaitlyn's Dad

Fundraising & Events

VARIETY SHOW OF HEARTS TELETHON

Due to the increased need for support because of COVID-19, the 55th Annual *Variety Show of Hearts Telethon* on Global BC was expanded to three days. With its all-new format, viewers got to see their donor dollars hard at work with updates on kids who they met during *Variety Week* as well as other kids who were helped throughout the year.

Global BC's Chris Gailus, Sophie Lui, Kristi Gordon & Paul Haysom all returned as hosts with Neetu Garcha & Jordan Armstrong both making their *Show of Hearts* debut. Also featured were musical performances by legendary songwriter & music producer, David Foster, singer & *American Idol* alum, Pia Toscano and Canadian rockers, Loverboy.

A total of 16,683 British Columbians opened their hearts to help make a difference in the lives of BC's kids.



PRINCE GEORGE RADIOTHON

Our Prince George-Vanderhoof Variety Radiothon on 94.3 The GOAT & Country 97FM in Prince George and 95.9 The GOAT in Vanderhoof was a great success **raising \$67,500 to help 27 kids living in Northern BC.** A huge thank you to Vista Radio and participating local businesses

for their continued support of this annual event.

The impact of your generosity



KIDS IN **80** BC COMMUNITIES RECEIVED GRANTS



\$2,526 AVERAGE GRANT



38% KIDS RECEIVED MULTIPLE GRANTS**

KIDS IMPACTED BY VARIETY BC*

4,625

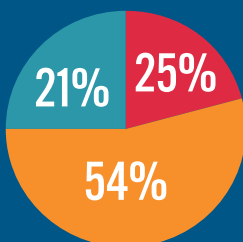


Daniel, 10



Stella, 8

GRANTS BY AGE



- 5 & UNDER
- 6 TO 12
- 13 TO 19

* 4,625 reflects the number of children supported through individual & organizational grants, and inclusive events.

BOAT FOR HOPE

90 volunteers came together from 10 sponsoring companies and an additional 13 community partners to bring this one-of-a-kind pirate adventure to life for its 23rd year! Once again, held on dry land due to the pandemic, the fun-filled drive-through event, organized by Variety's Boat for Hope committee, was **enjoyed by over 330 kids and raised over \$70,000 to benefit even more kids across BC.**



ONE NIGHT IN THE VALLEY

This year's *One Night In* event was an intimate, upscale country gala hosted at the Quirings' beautiful private property. **A total of \$118,000 was raised to fund 40 private autism assessments** thanks to the incredible kindness and support we received from all of our sponsors and guests.

VARIETY WEEK - A GREAT START TO FISCAL 2022

Global BC presented the 6th Annual *Variety Week*. Throughout the week, Global BC's newscasts introduced viewers to children supported by Variety and the impact their donations have had on these kids' lives. **Over \$2.1 million was raised thanks to the generosity of individuals and organizations across the province.**



INDIVIDUAL GRANTS



Over **20,000** donors, including our *Variety Cares Monthly Giving Community*, came together to support **4,625** kids across BC.



Thank you to Variety's amazing volunteers who helped make 3,085 thank you calls to our generous donors this year.



Granting Highlights

FUNDING LIFE-CHANGING TECHNOLOGY: CONTINUOUS GLUCOSE MONITORING SYSTEMS (CGMs)

49
CGMs GRANTED



Variety started to fund these life saving devices in 2020, giving parents the ability to continuously monitor their child's blood sugar levels keeping them safe and alive. With your generous support, Variety was also able to advocate for CGMs and we are thrilled to report that the provincial government has begun funding these crucial devices for children living in BC!

Thank you to our 2021 Corporate Hero, Ledcor! Ledcor's community giving focuses on pediatric medical care and helping children who face significant healthcare challenges. Ledcor has contributed significantly to Variety's CGM funding across BC, Alberta and Ontario to deliver these life-changing medical devices to families in need.



SHINING A LIGHT ON AUTISM

In July 2021, Variety started funding private autism assessments to ensure access to critical early intervention programs and government funding.

In BC, with an assessment resulting in a confirmed diagnosis, families with children under the age of 6 are able to access \$22,000 per year of government funding to support therapies and other resources their kids so desperately need. With the wait for an assessment through the public system being as long as 2-3 years, many kids are falling through the cracks and families are only able to access \$6,000 per year in government funding if diagnosed older than 6.

SINCE APPLICATIONS
OPENED:

136

PRIVATE AUTISM
ASSESSMENTS

\$402,625
FUNDED

6 IN 10
ASSESSMENTS
GRANTED TO KIDS
UNDER 6

VARIETY SUNSHINE COACHES

- Clements Centre Society
- The Clubhouse Childcare Center
- Take a Hike Foundation
- West Richmond Community Association
- Central Organization for Jewish Education Lubavitch BC
- YMCA of Okanagan

6
SUNSHINE COACHES
GRANTED



Variety's Five Pillars of Support.



MOBILITY: The gift of freedom



13
WHEELCHAIRS &
ACCESSORIES

8
ADAPTIVE
TRICYCLES

32
CUSTOM
ORTHOTICS

SPECIALIZED THERAPIES: Building strength and confidence



117
KIDS RECEIVED
OCCUPATIONAL THERAPY
& PHYSIOTHERAPY

KIDS IN **55**
COMMUNITIES
RECEIVED SPECIALIZED
THERAPY GRANTS

3,853
HOURS SPEECH
& LANGUAGE
THERAPY

MENTAL WELLNESS: Critical support for invisible challenges



42
KIDS & FAMILIES
SUPPORTED

486
HOURS OF
COUNSELLING

12
AVERAGE
AGE

EDUCATION: Learning to thrive



32
KIDS ATTENDED
SPECIALIZED SCHOOLS

2,229
HOURS OF TUTORING
FOR 90 KIDS

122
GRANTS
TOTAL

MEDICAL SUPPLIES: Covering costs to change lives



64
GRANTS TOTAL

9
HEARING AIDS

3
SPECIALIZED BEDS

VARIETY CARES FUND

The Variety Cares Fund enables hospital administrators and social workers to meet the urgent needs of regional families receiving medical treatment away from their home communities.

\$136,000
FUNDED THROUGH
PARTNERSHIPS WITH

10
BC HOSPITALS

TOTAL FUNDED BY CATEGORY



FOOD 11.4%

PARKING 6.1%

ACCOMMODATION 39.7%

BREAST PUMP 36.8%

OTHER 6.0%



“Variety Cares Fund allows us to say don't worry, we're here for you when everything else in the family's world is crashing in.”

- Donna, Pediatric/NICU
Social Worker, Nanaimo Hospital

About Variety

Variety - the Children's Charity steps in where health care ends providing direct help to children with special needs across BC. For over 55 years, Variety has ensured children have the support to reach their potential. Since 2010, Variety has distributed more than \$40 million in funding to families and organizations in communities all across the province.



Your generosity
funds life-changing
support for kids
across BC.



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