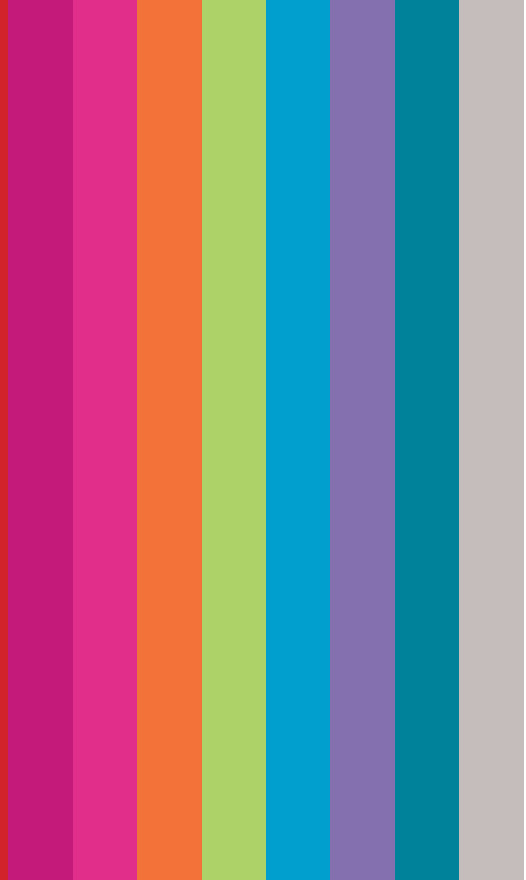


Together,
raising funds
and distributing
grants throughout
British Columbia
to inspire hope,
enrich lives and
build a better
future for
children who
have special
needs.



Variety - The Children's Charity
4300 Still Creek Drive, Burnaby, BC V5C 6C6
Tel: 604.320.0505 Toll Free: 310-KIDS (5437)
www.variety.bc.ca

Annual Report 2011
Inspiring hope and enriching the lives of
children who have special needs.





the need

In 2011, Variety helped more children than ever before thanks to the support of donors like you.

● **Canuck Place Children's Hospice** needed to expand their reach in order to provide care for more children in need. Variety was there to contribute one million dollars to assist in the completion of an additional location in Abbotsford.

● **Kaden** has severe language and speech delays. His lack of communication hindered his ability to attend daycare or preschool and he was limited to activities at home. He needed to find a way to communicate with others. Variety was there with funding for speech, language and occupational therapy. Kaden is now incredibly talkative and social.

● **Surrey Memorial Hospital** needed to expand in order to adapt to a growing population. They required new equipment for their Neonatal Intensive Care Unit. Variety was there with one million dollars to help achieve that goal.

● **Kiel** was diagnosed with Fragile X syndrome which causes swallowing and developmental delays. He needs a feeding tube and specialized formula in order to eat. Variety was there to provide the funding so that his parents could feed him.

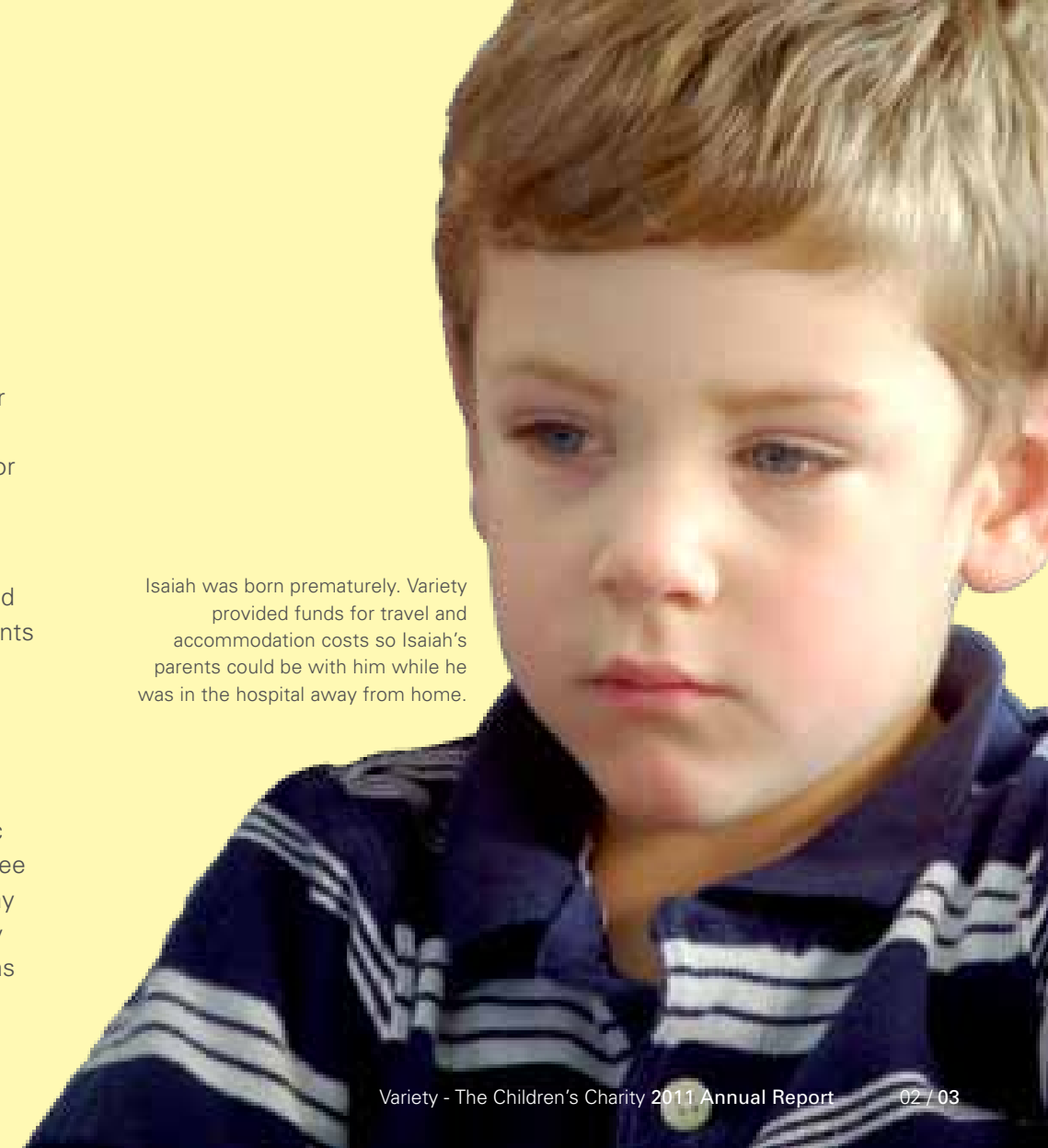
● **Destiny** has RETT syndrome, a progressive neurological disorder. She also has Cerebral palsy, scoliosis, microcephaly, club feet and a seizure disorder. Her family needed to find a way to enrich her life with increased mobility. Variety was there to provide her a ramp and tie downs to make their van wheelchair accessible.

● **Jasmine** is almost completely deaf. She needed a replacement processor for her cochlear implant in order to hear. Variety was there to provide funding towards the cost of the processor which allowed her to hear again.

● **Kelowna General Hospital** needed an updated incubator to ensure their littlest patients received the most up to date care. Variety was there with funding to make that happen.

● **Erin** was born with congenital diaphragmatic hernia and had to stay in the hospital for over three months. Her mom and dad needed a place to stay in Vancouver so they could be close to their baby while she was receiving medical care. Variety was there to provide funding for their stay at Easter Seals House.

Isaiah was born prematurely. Variety provided funds for travel and accommodation costs so Isaiah's parents could be with him while he was in the hospital away from home.



Our President's Message,

Since 1965, Variety - The Children's Charity of BC has been raising funds and distributing grants throughout British Columbia to inspire hope, enrich lives and build a better future for children who have special needs. We have accomplished much over the last 46 years but we still have much more to do.

The world has changed a great deal over this time and the need for Variety's help continues to grow. This is why Variety must evolve and change with the times. It is important for Variety to stay current and innovative in such a competitive fundraising world. From creating new and exciting events, to strengthening our geographic



reach, to becoming involved in innovative communication methods, Variety is evolving to meet the changing needs of a growing population in British Columbia.

We want you to be a part of Variety's evolution. Our achievements have been incredible but think for a moment how much more we must do. Consider taking your support to the next level and becoming a Variety Member. Our members are dedicated individuals committed to the work we do in the province. Whether donating their time, resources or talent, these contributions ensure the ongoing success of Variety - The Children's Charity. We are always looking for new and passionate people to join Variety's cause. Help us ensure the continued growth and success of this incredible organization.

Sincerely,

Dave McConachie
President, Variety - The Children's Charity

Executive Committee

President

Dave McConachie

First Vice President

Howard Blank

Second Vice President

Bill Senghera

Secretary

Mark Dwor

Treasurer

Karey Durante

Chairman of the Board

Doug Rogers

Executive Director

Barbara Hislop

2011 Board of Directors

Myrna Bennefeld

Wendy Harvey

Ken Hayden

Peter Legge CSP, CPAE, HoF

Albert Lum

George Pitman

Barbara Stewart

Shirley Stocker

Geri Young

Our Executive Director's Message,

At Variety - The Children's Charity, we are working right here, right now, to continue supporting children and families across British Columbia. We can see the impact of that support every day; Variety helps over 25 families and one organization each and every week! That's over 1,300 families and almost 50 organizations every year.

I would like to take this opportunity to say thank you to our incredible volunteers who tirelessly give themselves to the cause as well as thank our generous donors and corporate partners who provide us with the funds necessary to continue the work we do every day. We simply cannot continue without your help.



Seeing the joy in a three year old girl's eyes when she hears her mother's voice for the first time or witnessing a 10 year old boy's exhilaration upon taking his first step truly inspires me and our committed staff to continue Variety's work of inspiring hope, enriching lives and building a better future for children who have special needs.

Sincerely,

Barbara Hislop
Executive Director, Variety - The Children's Charity

2011 Board of Governors

Jeffrey Barnett

Peter Barnett

Anne Crittenden

Doug Rogers

Tom Jackson

Chuck McVeigh

Jim Peacock

J. Ray Peters

Rick Peters

George Pitman

Sam Rosen

Max Shnier

Barbara Stewart

Bob Stewart

Will Webster

the work

Through our three levels of funding priorities, Cares, Freedom and Future, Variety is able to reach out to more communities and more children.

In the past year, Variety's three levels of funding priorities were standardized internationally for all Variety offices (tents) around the globe to implement.

This development has allowed for a new universal dialogue to be established and Variety of BC has been able to distinguish itself as a tent that is committed to all three levels of funding.

We have and will continue to celebrate our achievements in all three levels, providing funds to both individuals and organizations in the province.



● Life Saving Health Care and Services

Variety's top priority is the overall health and well-being of children in British Columbia who have special needs. Approximately 55% of Variety's funding goes towards life saving and life supporting grants. Through the Emergency Response program, Variety provides assistance with accommodation, travel and food costs for a parent when their child is receiving urgent medical attention outside of their home community. Variety also provides funding for life-saving equipment to hospitals and organizations around the province.



HEART FUND GRANTS DISTRIBUTION AT A GLANCE:

- OVER 2 MILLION DOLLARS IN VARIETY CARES GRANTS
- OVER 1 MILLION DOLLARS IN VARIETY FREEDOM GRANTS
- OVER 230,000 DOLLARS IN VARIETY FUTURE GRANTS

● Life Changing Mobility and Communication

Variety believes that every child should have the freedom of mobility, communication and independence. Over 35% of Variety's grants fall under this life changing category. Through equipment such as wheelchairs, walkers, specialized bicycles and hearing devices, children are given increased mobility, independence and freedom. Schools and child development centres benefit from Variety grants for construction, renovation and development costs and are provided with the financial support to purchase computers, audio and visual equipment and other communication devices. These grants give children the opportunity to say I can hear, I can move, I can walk and I can speak.

● Life Enriching Education and Experiences

Through Variety Future grants, children are given the opportunity to receive focused education and rewarding experiences as a means of encouraging development and fostering talent. Supporting children who have special needs at a young age greatly increases their potential of a better and a brighter future. Children are the recipients of bursaries for specialized education and are given the opportunity to attend camps where they experience being around other kids who have similar health issues. Numerous schools and organizations are also provided with funding for programs and equipment.

the numbers

Thanks to our donors, Variety helped over 1,300 families in 2011. Here are some of the ways we enriched lives.



1,351
Individual grants provided

97,738
Amount in dollars granted to fund specialized hearing aids

209
Premature babies helped directly by Variety

45
Organizations helped

24,552
Cans of specialized formula provided

71 Orthotic devices distributed 
16 Specialized bikes provided 

3,788



Nights in accommodation booked for families whose children were receiving medical care away from home

22,000 Amount in dollars provided in grocery gift cards for parents not working while their child receives out of town hospital care

30 Cancer patients helped

71 Flights booked for families needing to travel for medical care 

16,097 Amount in dollars of gas costs reimbursed to families who needed to travel to get the care their child needed

159  Cities and towns in BC where Variety has helped

VARIETY CARES

We Helped Hannah

Hannah, was diagnosed with a very rare genetic disorder known as Orthinine Transcarbonylase Deficiency (O.T.C.) in 2008. Her liver cannot process protein efficiently and therefore ammonia builds up in her blood and poisons her brain. To control the disease she must adhere to a very strict diet as well as take a number of dietary supplements and medications four times a day. The family is financially responsible for her medication.

Early this year, Hannah was admitted to the hospital with complications from a stomach illness and had to spend five days there. During this time they learned that the medication she was on wasn't doing enough to control her O.T.C. Deficiency. The decision was made to transition her to a drug known as Sodium Phenylbutyrate. The cost of the drug was so extreme and that their private insurance denied the request for coverage. This is when Variety stepped in and helped with the cost of Hannah's medication.

With Variety's support, Hannah was able to make a swift recovery. She is now able to focus on every day living. Her thought processes are more clear and she has even jumped up several reading levels in school!

the support

Corporate, community groups and foundations working together to make a difference.

Financial contributions, gifts in kind, shares and investments are a few ways for businesses, organizations and foundations to get involved with Variety - The Children's Charity. **Thank you to all of our supporters.** Your ongoing commitment is making a big difference in the lives of children who have special needs.

Founding Partner	Global BC
Top Hat \$200,000 +	Pharmasave Drugs (Pacific) Ltd. TELUS
Better Future \$100,000 - \$199,999	Buy-Low Foods Jim Pattison Broadcast Group Milan & Maureen Ilich Foundation
Enriching Lives \$50,000 - \$99,999	Bowling Proprietors Association of BC London Drugs Foundation Lotte & John Hecht Memorial Foundation MarketPlace IGA/HY Louie Co Ltd. Miss World Canada Pacific Road Runners
Inspiring Hope \$25,000 - \$49,999	Ford Canada Great Canadian Casinos Macquarie Group Foundation NPO Management Inc. Printworks Ltd. Scotiabank - BC & Yukon Teekay Shipping Corporation The Wolf 97FM & 94XFM Vickie Ayers Fundraising White Spot Restaurants

Gift from the Heart - \$10,000 - \$24,999

Canadawide Media Limited
Canadian Western Bank
Cecon Holdings Inc.
Coaches for Kids Charity Golf Classic
Coast Capital Savings
Face the World Foundation
Employees of Telus Community Affairs
G4S Cash Solutions
HBC Foundation
Hellenic Community of Vancouver
Insurance Institute of BC
Interior Savings Insurance Services
IUOE Local 115
Ivanhoe Cambridge
Lifelabs Medical Laboratory Services
North West and Canada Cruise Association
Postmedia Network
Procon Mining and Tunnelling Ltd.
R Howard Webster Foundation
RBC
Sears Canada Inc.
Sidewinder Conversions Limited
Stuart Olsen Dominion
Teamsters Joint Council 36 BC & Yukon
Tigh-Na-Mara Spa Resort & Conference Centre
West Jet

Freedom - \$5,000 - \$9,999

Air Transat
Angel Magnussen Fundraising
Apollo Sheet Metal
Arlington Hotel
BCYT Building & Construction Trades Council
BMO
Canadian Forest Products Ltd.
CanAm Importique
Candy Lane Express
Central One Credit Union
CFJC TV7 Kamloops
CHBC News
Chemainus Health Care Auxiliary
Chevron Canada
Coastal Ford Sales Limited
Commonwealth Insurance Company
Concord Pacific Development Inc.
Cowichan Lake District Seniors Association
Eaveswood Colour
Friday Productions Inc.
Fun Sun Vacations
Good News Media Inc.
Harbour Publishing Co Ltd.
Hastings Entertainment Inc.

Insurance Corporation of BC
Kal Tire - Vernon
Ladysmith Health Care Auxiliary
Lions Gate Metals Ltd.
Mike McCardell
Miss Canada Teen Global
Mustang Survival
Nicole Stock Penny Drive
Okanagan Villa
PQ Systems Ltd.
Port Moody Travel
PriceWaterHouse Coopers LLP
RCL 061 Delta
Ricky's All Day Grill
RVYC
Tempest Photo
Terminal City Club
Urban Art
Vancouver Cruises
Vantage Foods
Vision Critical
WJ Weaver Foundation

Estates & Bequests

Jeanette Barboza
Mary Bean
Gordan Birchall
Bjorn Bjorson
Allan Dalton
Norman Gill
Nora Head
William Houle
Ralph Johnston
Madelon Matheson
Helen Matthews
Joyce Middleton
Malcolm Ransom
John Redfearn
Dorothy Shaw
Alfred Steffen
Ira Trask
Margaret Vetter
Margaret Whish

In fiscal 2011, Variety was the recipient of over \$700,000 in bequests and contributions. Leaving a charitable bequest to Variety in your Will is a simple way to ensure you are supporting children in British Columbia far into the future.

Planned Giving Enquiries

Contact Variety's Planned Giving Department at 1.800.381.2040 for assistance and to discuss your options. You can also visit the Planned Giving section of the Variety website, www.variety.bc.ca/legacy.htm

the finances Financial Report

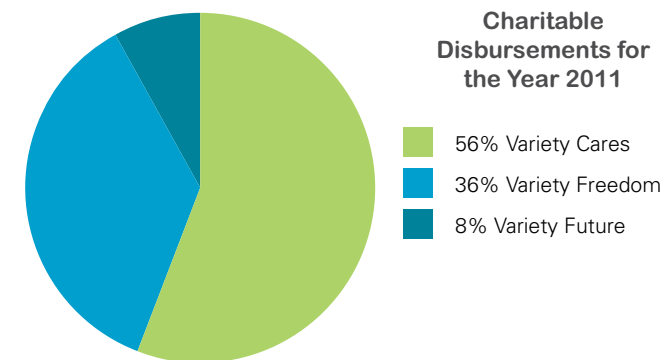
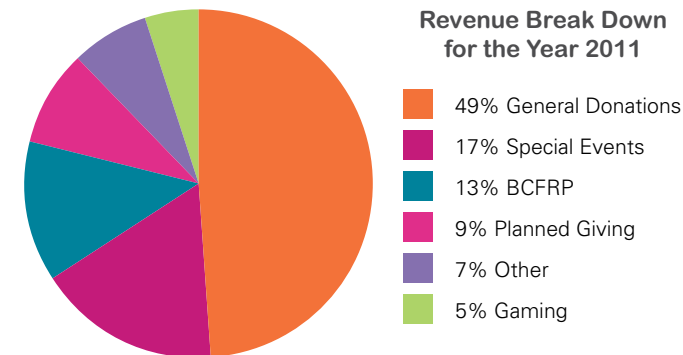
STATEMENT OF OPERATIONS For the year ended September 30

	2011	2010
	\$	\$
Revenues		
Donations and bequests	5,828,705	5,582,810
Gaming	355,943	818,695
Other	511,245	502,302
Government program (BC Family Residence Program)	1,000,000	5,320,000
	7,695,893	12,223,807
Expenditures		
Fundraising	2,240,329	2,289,002
Heart of Variety Disbursement Fund	4,393,468	3,690,627
Administration and general	1,239,895	1,309,407
Amortization	129,049	146,171
Occupancy costs	85,905	75,461
	8,088,646	7,510,668
Excess (deficiency) of revenues over expenditure	(392,753)	4,713,139

STATEMENT OF FINANCIAL POSITION For the year ended September 30

	2011	2010
	\$	\$
Assets		
Current		
Cash and short-term investments	14,073,977	15,138,732
Interests in joint ventures	481,708	113,825
Other	1,675,796	1,438,381
	16,231,481	16,690,938
Property and equipment	1,959,030	2,057,537
Endowment funds	1,927,119	1,900,138
	20,117,630	20,648,613
Liabilities		
Current		
Accounts payable and accrued liabilities	261,978	400,416
Deferred contributions	9,906	9,698
	271,884	410,114
Net Assets		
Unrestricted	10,577,227	10,539,338
Invested in property and equipment	1,959,030	2,057,537
Internally restricted	1,250,000	1,250,000
Externally restricted	6,059,489	6,391,624
	19,845,746	20,238,499
	20,117,630	20,648,613

2011 Analysis



BC Family Residence Program

The BC Family Residence Program (BCFRP) was introduced in April 2010 by The Ministry of Health Services. They have employed Variety - The Children's Charity to administer the BCFRP to provide accommodation subsidies for families with a child aged 18 years and younger, who requires medical care at BC Children's Hospital, including premature babies and newborns with other health concerns. The BCFRP has partnered with a number of accommodation vendors at convenient locations in the Richmond/Vancouver area so that a family is able to stay close by while their child is receiving medical care. The program provides accommodation assistance to a family for up to 30 days per hospital visit.

To qualify for assistance with accommodation costs, families must:

- be residents of BC and have medical insurance coverage under the Medical Services Plan of BC
- have a child who has a confirmed admittance or appointment at BC Children's Hospital, including premature babies and other neonates
- live outside of Metro Vancouver

To date, the BC Family Residence Program has arranged accommodation coverage for 3,890 visits for eligible families outside of Metro Vancouver.

The money Variety receives from the government is designated entirely for this program. As the BCFRP covers some of the families who Variety would have previously helped, this helps us utilize our funds in other areas. Thanks to our generous donors, Variety still provides funding for the out of town accommodation needs of many families whose children are being treated at hospitals other than BC Children's Hospital.

For more information, visit www.bcfamilyresidence.gov.bc.ca or contact The BC Family Residence Line at 1.866.496.6946.

the cause

Our vision is to provide help and hope to every child who has special needs.

Through our vision we are able to remain optimistic each day and are constantly reminded of the positive impact we have on children and their families.

Here's what a few individuals have to say about supporting Variety and staying connected to the cause.



I have been proud to support Variety since 2008. I regularly get to meet new people and give back to the community. Volunteering for such a great cause gives me a good feeling inside and I am always happy to help out.

- Earl Griffith, Volunteer



Working as a Special Events Coordinator with Variety - The Children's Charity not only allows me to do the work I love, but also be a part of such a great cause. Over the past two years, I have had the pleasure of meeting so many Variety sponsors, donors, volunteers and families at the various events I am involved with. These connections put into perspective the work that Variety does and why it is so important.

- Lexa Betson, Special Events Coordinator, Variety BC



Variety's Emergency Response Program provides similar support each day, whether it is for accommodations, meals or travel, but the stories of those we help are never the same. I am constantly reminded that things happen all the time that are out of our control and cannot be planned for or prevented. If funding a monthly parking pass for a family means that they can focus more on their child's recovery then I feel satisfied knowing we have had a positive impact on that family's life. Each morning I come to work not knowing what will come across my desk but working for a place like Variety ensures I go home feeling like I have made a difference.

- Sherrill Cairns, Heart Fund Associate, Variety BC



We at Pharmasave believe in staying connected to the community. Variety - The Children's Charity allows us and our staff to help children in need. We take a lot of pride in our relationship with Variety. The cause creates excitement in our store and unites our staff to achieve one common goal. The team spirit we see in our staff year after year is incredible. Why do we do this? Well, it is all about the kids. We at Pharmasave Granville and Pender are honoured to be part of such an important charity.

- Jordan and Helen Tolton, Owners/Managers, Pharmasave Granville and Pender, Vancouver



I always look forward to my volunteer time at Variety. It is incredibly rewarding to be part of this important team to help children in BC reach their potential, to ensure no child gets left behind and to promote an inclusive society. I always "get" more than I "give", and I am a better person because of my involvement with Variety.

- Vanessa Noga, Volunteer

the community

Being present in communities across BC is always a priority.

In 2011, we continued to reach new communities at events, over the phone and online.

Our social media presence shows steady growth and allows us to develop new and exciting relationships with our supporters.

Donate online at www.variety.bc.ca or by phone at 310-KIDS (5437).

The Ways to Donate

In 2011, Variety continued to offer its supporters numerous ways to donate. Both online and text donations offer easy ways for people to give. An exciting development this year was the release of Variety's Heart Card, which enables our supporters to purchase a pre-paid Visa card with an embedded gift back to Variety of 20%. Promoting easy and innovative ways to give ensures all revenue streams are explored.

Monthly Giving

A simple way to make regular donations to Variety through automatic bank withdrawals, post-dated cheques, Visa, Mastercard or American Express. There is no minimum donation - every dollar helps kids in BC.

Text Donations

A quick and easy way to donate! Text message the word KIDS to 45678 and \$10 will be donated to Variety. The one-time donation will automatically be added to your cell phone bill or deducted from your prepaid balance.

Variety Heart Card

The Variety Heart Card is a pre-paid Visa card that contains an embedded gift of 20% back to Variety. The rest of the amount is used by the recipient anywhere Visa is accepted. It's a great way to give a gift to a friend or family member and a charity at the same time.

Sunshine Coach Program

Sunshine Coaches safely transport children to places of therapy, recreation and education. Donors who pledge \$1,047 or sponsor a van for \$30,000 or a bus for \$50,000, can have their name or organization on the side of the vehicle.



Facebook & Twitter

Both Variety and our mascot, Hearty, have profiles on Facebook and Twitter, ensuring that we are able to engage our supporters online. Our following grows daily which means more people are online and joining the conversation.

Find Variety on Facebook and Twitter and keep up to date with what's new in Variety's world! Join the community and learn about upcoming events, exciting volunteer opportunities and stories and photos of the children we have helped. We want to hear from you!

facebook.com/variety.bc.ca
twitter.com/VarietyBC



VARIETY
FREEDOM

Angel Helped Us

Angel has Autism and Down Syndrome. Years ago, Variety provided a grant for an enclosed bed so she could sleep safely at night as well as funded the training of Angel's service dog, Jellybean. Since then Angel and her family have become active Variety supporters and fundraisers.

With incredible enthusiasm, Angel and her family have raised almost 100,000 dollars for Variety! Not only is Angel a great example of successful fundraising, she is also a great example of how we are using social media to promote our fundraising events.

Angel represents a new way our supporters are interacting with Variety. They are sharing their events online with a growing audience ensuring that they get more exposure without increasing costs.

With more and more supporters connecting with Variety online we look forward to growing new and lasting relationships for years to come.



the events

In the last year, Variety was involved in over 200 fundraising events throughout BC. Here are some of the smiles captured.

Clockwise from top left:

1) Variety Executive Director, Barbie Hislop and Food Fight Champ, Chef Oliver Beckert of Yew, pose after a day of culinary competition.

2) Hearty and fellow mascots jump for joy at the Mascot Race at Hastings Race Course.

3) A group of enthusiastic Variety staff and volunteers at the Mascot Race.

4) A couple of young pirates prepare to sail the high seas at Variety's Boat for Hope.

5) A family enjoys Variety's Boat for Hope.

6) Variety President, Dave McConachie, presents long time volunteer, Vickie Ayers, with the Angel Award at the Hearts Awards Dinner.

7) The celebration begins at the Show of Hearts Telethon after raising over 7 million dollars!

8) Variety kid, David and Global BC's Wesla Wong, smile at the BC Bowls for Kids Media Day.



the impact

Dear Variety,

I want to thank all of you at Variety for your support throughout the year with accommodation and transportation assistance. Our son, Matthew, was diagnosed prenatally with a rare and complex heart defect over a year ago.

We live in Kelowna and spent two months in Vancouver in preparation for Matthew's birth and possible surgeries. We had never experienced such a stressful time before in our lives, but the financial and emotional support from Variety made the load lighter.

When Matty was born he required no initial surgeries. This gave him the opportunity to grow and develop for what would be certain surgery in the near future. Last November, the doctors decided it was time so we prepared for another stay in Vancouver.

Once again, Variety provided fuel reimbursement for our trips to Vancouver for surgery consultations and finally when Matty was admitted to the hospital.

Matty's surgery was successful, but within 24 hours our son was fighting for his life. He had numerous post surgery complications including a collapsed lung, a high fever and a ruptured lymph node near his heart.

Nothing could compare to that stress and anxiety. But Matty is a fighter and with help from his doctors and prayers from friends and family, he pulled through and was discharged less than two weeks after his surgery.

With Variety taking the financial burden off all those road trips, it allowed us to afford airline tickets for Matty and my wife, Christine, to take a one hour flight home after the surgery rather than spending six hours on the snowy BC roads. He slept comfortably the entire way. Matty's three year old sister, Sophia, jumped for joy when they came off the plane in Kelowna. It was a very good day.

It has now been several months since Matty's surgery. He is playful, happy and, by outward appearances, a normal baby boy. We know the road will have its challenges but for now we are enjoying this time and preparing for his next surgery a few years down the road.

Thank you so much for helping our family.

- Mark, Christine, Sophia and Matthew



Dear Variety,

We just wanted to let you know from the very bottom of our hearts how grateful we are for your generous grant for speech and language therapy for our son, Ty.

When my husband and I opened your letter we literally danced in the driveway. The financial burden we have felt trying to pay for Ty's therapies has been a heavy one to carry. This donation will ease so much of that. It is comforting to know that others care about our son. With this support, Ty will be given the opportunity he needs to improve his ability to speak. We feel confident this year will be a great year for him.

I wish there were words that could adequately express how grateful we are. Thank you again. This grant will have a huge impact on shaping Ty's life. The future has been made brighter.


Thank you all!

- Mark, Melissa and Ty

the reward

To Variety Children's Charity,
Thank you for supporting me.
I am working hard and
doing my best.
Thank you for believing in me.
From Christian

dear Variety
I am VERY excited about my van! I will
drive to visit grandma, the candy store, to
the beach, maybe to Disneyland!!
(also to McDonald's!!!)
I am so excited I will be able to go to
all my favourite places!



Thank you so much
for the gift you have
given me. Thank you!
From Hakim

Variety provided David with speech
and language therapy.

