



US Variety Newsletter: Fall 2005

- 1 Letter from the National Executive Director
- 1 New Gold Heart Pins Are Here
- 2 Wheelchair Grand Prix
- 3 Financial Reporting
- 3 Online Chapter Resources / New Brochure
- 4 New Partnership Opportunities
- 4 New Faces
- 5 Young Variety in Action

Fall 2005 Letter from the National Executive Director

Welcome to the Fall Edition of the U.S. Variety Newsletter! It has been one year since the National Conference in Philadelphia and we are just days away from this year's National Leadership Conference in Des Moines, IA. This year, Sheri McMichael, Executive Director, has put together an incredible agenda for us all. We will have presentations in marketing, databases, board development, insurance, HR, web development and much more. Of course we will have some fun evenings after our long days. Former International Presidents Stan and Jody Reynolds and International Vice President Rosalie Gallagher have generously sponsored dinners as well as Sony, who will be sponsoring our dining event on Thursday evening at the Des Moines Art Center.

A big "thank you" goes out to Roy Bruer, Ann-Elizabeth Crotty and the whole team at Sony for all of their help and support through this years Gold Heart Pin campaign! *(continued inside)*



New Gold Heart Pins Are Here!

The 2006 Gold Heart Pin is here! This year's pin campaign will feature the Sony Pictures family film Zathura and will launch nationwide in November. On behalf of everyone at Variety, we would like to extend our gratitude to the generous people at Sony for their continuous support.

If you have any questions about the Variety Gold Heart Campaign, please contact Brian Tracy in the U.S. Variety office at (310) 285-0524 or by email at Brian@usvariety.org

You can also visit the Gold Heart section of the U.S. Variety website at <http://www.usvariety.org/goldheart.html> for more information on the Gold Heart Pin Campaign and the Gold Heart Pin. ©CPII



National Executive Director *(con't)*

So much has happened since last year's conference where we all worked together to develop our national initiatives. Following the decision to expand the program during the 2004 National Conference, and following the successful lead of Des Moines, St. Louis and Philadelphia, chapters have been developed in Los Angeles, New York and Chicago, with others underway in Pittsburgh, Dallas and Knoxville. We are thrilled by the outstanding efforts of every Young Variety chapter and have provided news and updates in this issue in order to spread the word about the exciting and innovative things going on in Young Variety chapters nationwide.

Over the past several months, I have made chapter development a primary focus. I have traveled around the country, making personal visits to as many chapters as possible. Visits have included Pittsburgh, Philadelphia, Chicago, Dallas, Orlando, San Francisco, Southern California, Kansas City, Denver, Georgia, Las Vegas, New England and Textile Division, as well as Washington, DC to discuss potential efforts to develop new chapters. During these visits, I had the privilege of meeting with Executive Directors as well as local boards to discuss ways to strengthen chapters through the expansion of current programs and the implementation of new ones. The opportunity to observe chapters in action has afforded me with an increased understanding of Variety's needs and goals for the coming year on a national level.

More exciting news from the U.S. office; we have recently begun partnership discussions with three leading national organizations; Cadillac Invitational, Fred Astaire Dance Studios and the C.S. Lewis Foundation. Representatives from each organization have expressed tremendous interest in working with Variety and are eager to take the next steps toward establishing this relationship.

In this edition of the U.S. Variety Newsletter, we have brought you updates and stories to keep you informed and engaged in the activities of Variety chapters nationwide. We hope you enjoy what we have in store. If you have questions about anything you read about in the pages that follow, please do not hesitate to contact the U.S. Variety office at any time.

Warm regards,

Ana LaDou

National Executive Director



Variety Young Professionals of Pittsburgh's (Young Variety of Pittsburgh) inaugural fund raising event – a **Wheelchair Grand Prix** – will be held Friday through Sunday, October 7 – 9, 2005. Plans are underway for what will be southwestern Pennsylvania's first wheelchair relay walk, that will begin in Moraine State Park and 100 miles later (over a three day period) end at Presque Isle at Lake Erie. Teams of ten will push empty wheelchairs through designated routes going north. Ten to fifteen teams (with one wheelchair each) will participate with three members at a time pushing the wheelchair and each team having at least one marked support vehicle carrying the other team members. Each team member will provide \$100 in pledges/donations.



Overnight stops are planned along the route including campgrounds and lodging. Corporate sponsor Highmark Blue Cross Blue Shield will host a "kickoff" party the evening before the event for race participants to meet Variety's very special children, and a final

destination celebratory picnic is planned at the Admiral Perry Monument in Presque Isle Park.

Variety Young Professionals was instituted with three goals in mind: to raise awareness about Variety the Children's Charity of Pittsburgh; to raise fund for Variety's kids with disabilities; and to encourage young people to get involved to ensure future leadership of Variety and its mission. For more information, visit the Variety Young Professionals (VYP) web site at: www.vyp-pgh.org, or call Jennifer Hammerstrom, Variety of Pittsburgh's Manager of Development, at (412) 747-2680.



Variety of the United States Annual Report 2005



Financial Reporting

As a response to donor requests, Variety – The Children’s Charity will be compiling the financial data of all U.S. Chapters into a combined financial statement. Once this is complete we will print a National Annual Report for all local chapters to use and for use with current and potential national sponsors.

Each Variety Chapter will continue to maintain their own financial statements and data. This step is being taken primarily to enable Variety - the Children’s Charity to provide the financial data needed to secure large grants and sponsorships which benefit many U.S. Chapters. The National Office will need the help and cooperation of all U.S. Chapters in making this project a reality. We will utilize the services of the new National Controller to coordinate this effort with the Chapters. Stay tuned as there will be more information at the National meeting on the 30th of September.

For more information, please contact our new National Controller, Adam Jones, at ajones@afjconsulting.com

U.S. Variety Website: Chapter Resources Expanded

The Chapter Resources section of the U.S. Variety website has been updated to include even more helpful tools and resources for you to explore. The site now features high-definition images of the 2006 Zathura Gold Heart Pin as well the U.S. Variety Fundraising Guide, specially designed to help your chapter be the best it can be. The Young Variety section of Chapter Resources includes ideas for starting a new Young Variety as well as expanding an existing one. Chapter Resources was created in order to unite Variety chapters over a common goal of growth through increased information and communication. Please take a few moments to see what other templates Chapter Resources has to offer. If there is anything we have not included that you would like to see in the future, please contact the U.S. office and we would be happy to provide it for you. There will be many new sections updated after the National Leadership Conference, including a PDF of our binder with the PowerPoints from the speakers.

We have also developed a new **Brochure** like the ones we used to have, but with the new logo and branding. They will fit inside your new international press kits and also will work as stand alone brochures. We will provide some to each chapter as soon as they are printed, but more are available as well.



Exciting New National Partnership Opportunities for Variety

The **Cadillac Invitational Golf Tournament** is a potential national partnership that would provide local golf outings with fantastic goodie bags, prizes and sponsorships from national corporations, not to

mention the prestige of joining a national competitive tournament. The grand prize at

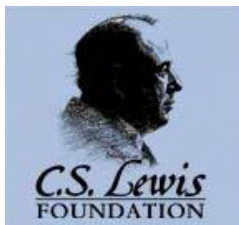
each outing is the opportunity to play at the finals in Pebble Beach each January of the following year.

This is an amazing opportunity for growing membership and getting new sponsors at the local level as well. For more information on The

Cadillac Invitational Golf Tournament, please

contact Brian Tracy in the U.S. Variety office at (310) 285-0524 or email him at brian@usvariety.org

An offer has been extended to all interested Variety chapters to participate in a unique program called **Operation Read**. This program encourages children to read for fun by incorporating the media. Last year, the program donated copies of *The Lord of the Rings* to middle school classrooms in the Los Angeles area. After reading the book and writing a book report on it, the kids were rewarded with an invitation to attend a private screening of the film. Over fifteen thousand children have participated in the program so far in Southern California and it has received rave reviews from students, educators, and parents alike. Based on its remarkable record of success, Operation Read is now seeking expansion to a national level with the help of Variety. This fall, students participating in the program will read *The Lion, The Witch, and the Wardrobe* and will be awarded a special screening



of the film upon its December release. **The C.S. Lewis Foundation**, a non-profit organization that supports youth literacy causes, has already signed on to sponsor Operation Read USA but they need the help of Variety

to implement the program nationally. The founder of the C.S. Lewis Foundation, Dr. Stan Mattson, will be at the National Conference to present this program to everyone.



For more information on Operation Read USA, please contact Rachel Holben in the U.S. Variety office at (310) 285-0524 or rachel@usvariety.org

Variety has developed a new and exciting partnership opportunity with **Fred Astaire Dance Studios** to raise money for our National Mobility Program. This relationship has the potential to increase local membership and board development, create new avenues for fundraising events, raise nationwide awareness of Variety- The Children's Charity and what our impact is in communities across the country.

As we continue to finalize the details of this partnership, we will provide more information for all of you. For more information on Fred Astaire USA, please contact Ana LaDou in the U.S. Variety office at (310) 285-0524 or ana@usvariety.org



FRED ASTAIRE
FRANCHISED DANCE STUDIOS

New Faces of Variety

Please Welcome the Newest Members of the Variety Team, Brian Tracy in the U.S. office, Esther Chun in Southern California and Corky Lunsford in Palm Springs.

Brian Tracy, Program Manager at the U.S. office, comes to Variety from the Keck School of Medicine at the University of Southern California. Brian, who has a master's degree in Communications, will be managing the Gold Heart Campaign this year and welcomes any questions about the program. You can reach him at (310) 285-0524 or by email at Brian@usvariety.org

Esther Chun is the new Program Director at Variety of Southern California. She comes to us from the UCLA Graduate School of Education, where she was a student and worked since 1999. She hopes to come up with exciting, new fundraising ideas and is thrilled to be a part of the Variety family. Esther can be reached at (323) 655-1547 or by email at Esther@varietyocal.org

Corky Lunsford joins us as the new Executive Director in Palm Springs. Her energy and drive will make her a great addition to Variety. You can contact Corky at (760) 320-1177.

Variety Young Professionals in Action

Whether they have been in existence for a few years or a few months, Young Variety chapters across the country are working hard for the children in their communities. Young Variety members are action-oriented, generous and dedicated to spreading the word about Vari-



ety and its mission. These caring young professionals donate their time to organize and participate in volunteer and fundraising events that are as unique and fun as the members themselves.

In **Chicago**, members of Young Variety are chairing and co-chairing the Sunshine Coach Program as well as working with the Variety Adventure Club at the Rehabilitation Institute of Chicago. They are also organizing exciting fundraising events such as the tenth annual Sinatra Party in November and the Annual Oscar Party



in February in addition to working the concession stand at a Chicago Bears Football game with all proceeds benefiting Variety.

Members of Young Variety of **Philadelphia** are keeping busy

organizing a number of exciting events for the upcoming months including a Softball Challenge and a Bowling Night with the Philadelphia Eagles.

Young Variety of **Iowa** is continuing to thrive with a current membership of over three hundred and fifty! Last fall, members were lucky enough to see all their hard work pay off when they were invited to the ribbon cutting ceremonies at both the Aliber Child Development Center and the Children's Center on Methodist Hill. This group has several events in store, including The Valentine's Day Soiree and a golf event.

Young Variety of **St. Louis** has been going strong for over five years and hosts a series of annual events such as Night of the Rising Stars as well as their Wine Tasting and Trivia Night events. This group even has a "Teen Variety" sub-division which allows High



School students to become involved as well.

Since their first event in November 2004, members of Young Variety of **Southern California** have been working non-stop. They have organized fundraising events and have also donated their time at The Children's Hospital of Los Angeles, Camp Ronald McDonald, and Ride-On. Coming up later this fall, Young Variety of Southern California will hold a golf event, a toy giveaway at the Boys and Girls Club of Boyle Heights as well as other volunteer and social events.

Young Variety has taken tremendous strides in the past year but this is only the beginning. With new chapters currently underway in **Pittsburgh**, **Dallas** and **Eastern Tennessee**, it is clear that its potential for success is limitless.

Matthew: US Variety Story Fall 2005



Matthew speaking at the OSCAR® NIGHT AMERICA event

Matthew Ryan was a charming, bright, cheerful two year old when he came to the attention of Variety of Greater Kansas City. The victim of a deformity called agenesia of the right distal upper extremity, Matthew was born with only one hand. With the assistance of the Ann and Jack Sparberg Children's Amputee program and the Chicago Rehabilitation Institute, Matthew was fitted with his first prosthetic device. As children often do, Matthew learned quickly to manipulate his new hand and was soon amazing everyone with his dexterity.

In February of 2005, now thirteen, Matthew confidently stood before an audience of more than five hundred OSCAR® NIGHT AMERICA celebrants to speak of a "special moment" in his life that had recently occurred. Through the courtesy of the Hy-Vee Stores, Matthew was invited to throw the first pitch of a Kansas City Royal's baseball game at Kauffman Stadium in Kansas City.

As he emotionally recounted, Matthew ran out onto the field, tightly clutching the hard round baseball in his hand. Eyeing his receiver, he took his windup and let the ball fly, a perfect strike! The crowd broke into a roar as the umpire sounded the call: "PLAY BALL!"



Variety of the United States
9107 Wilshire Boulevard, suite 500
Beverly Hills, CA 90210