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variety
the children's charity™

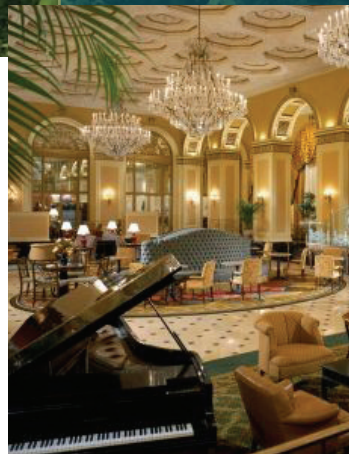
U.S. Variety News: Summer 2007

The
Heart
of
Show
Business



National Leadership Conference 2007

This year, the U.S. Variety National Leadership Conference is returning to Pittsburgh, the city where it all began. Above: Cable car and city view of Pittsburgh, photograph © www.jasoncohn.com; Below right: Lobby of the Omni William Penn Hotel, site of this year's conference; Below far right: the first Variety Charity Event at the same hotel in 1928.



80 Years Young!

Want to be part of a big birthday celebration honoring 80 years of helping children in need? You can do this and experience much more by attending the Variety U.S. National Leadership Conference, September 25 – 28, 2007, at the birthplace of Variety Club – Pittsburgh, Pennsylvania.

Join your colleagues and national and international Variety leadership for two and one-half days seeing the beautiful sights of Pittsburgh and enjoying first-class educational programs, special evening entertainment and “priceless” memorabilia and pieces of Variety’s early history (displayed for your special viewing).

Take your first trolley ride --- sing out loud with “Patsy Cline” at the CLO Cabaret Theatre – and fall in love with some of Variety Pittsburgh’s very special kids. Pittsburgh is known as a generous and philanthropic giving community in the Northeast. The wealth of development professionals to

draw upon is impressive in all aspects of the profit and not-for-profit sectors. We’ve lined up a phenomenal group of speakers committed to expanding your horizons in fund raising and development.

Of course, the Conference is not all work and no play.

Plenty of time is scheduled to share ideas and network with your peers.

The city of Pittsburgh is a surprise to first-time visitors when they witness, firsthand, our city’s transformation into a center of history, culture, education and business. Make your reservations today by calling the elegant and historic Omni William Penn Hotel (site of the first Variety banquet) at 1-412-281-7100. Deadline for the special hotel rate of \$129 per night is August 29, 2007.

Variety the Children’s Charity of Pittsburgh is honored to host the 2007 Variety U.S. National Leadership Conference in Pittsburgh. We promise -- you won’t be disappointed! I look forward to seeing you soon!

Celia A. Hindes, CFRE
Executive Director



Registration forms online at: www.usvariety.org/natcon.html

National Leadership Conference 2007 Speaker Highlights

Dr. John Stahl-Wert

President and CEO, Pittsburgh Leadership Foundation

Michele Atkins, CFRE

Former President and CEO, Make-A-Wish Foundation of Western PA

Karen Petrucelli, CFRE

President, KP Consulting LLC

Dee Jay Oshry, CFRE

Consultant in Fund Raising

Peggy Morrison Outon

Executive Director, Bayer Center for Nonprofit Management,

Robert Morris University

Robert Carter, CFRE

President, Ketchum

Michael Kumer

Executive Director, Nonprofit Leadership Institute;

Assistant Dean, School of Leadership & Professional Advancement, Duquesne University

Frank Amoruso

President, TowerCare Technologies

Jon Stettner, CFRE

President & CEO, Make-A-Wish International

meet & greet

Meet the U.S. Board

Tom Fenno is as dedicated to Variety, and the cause of raising funds for children in need in communities around the world, as they come. Tom's illustrious career with our organization began when he joined Variety of Buffalo and Western New York in 1960. Four years later, he became the youngest Chief Barker (president) in the history of Variety International, and for good reason. While heading the board in Buffalo, he received recognition for his outstanding leadership, bringing the chapter's telethon to WKBW-TV when its original host dropped the telethon after its first year. Today, WKBW-TV and Variety enjoy a long and close relationship with the station remaining home to Buffalo's telethon for more than 40 years.

Tom moved to Los Angeles in 1969 where he served on the Southern California board for a decade. He is currently 1st Vice President of the U.S. Variety Board of Directors and also serves on the International board.

"I believe that the biggest opportunity for Variety International today is to expand Variety of the U.S.," says Tom. "My goal in serving on this board is to bring Variety and the wonder-

ful work we do to the many cities that don't yet have a tent so that we can positively affect more children's lives."

With more than 30 years of experience in the radio industry, Tom is a perfect fit as chairman of the U.S. Variety Radiothon committee. He has successfully expanded Radiothon fundraising throughout Variety and has helped to raise more than \$15 million toward local initiatives, including the mobility program for children with disabilities, since the program's inception in Los Angeles in 1994.



Tom was also active with Variety telethons, producing and chairing more than 100 telethons in the U.S. and Canada. In 1978, he was recognized by then Los Angeles Mayor, Tom Bradley, for his contributions and efforts to help children with disabilities and underserved children through his chairmanship of five local telethons. In addition, he also received the Distinguished Achievement Citation in 1984 from Past International President Salah Hassanein for bringing telethons to Dallas, Chicago and Philadelphia, which continued to have an annual telethon for more than 20 years.

Tom's tireless efforts to raise money to fund programs that positively affect children's lives and his ongoing service to the organization is exemplary of a deep commitment to Variety and the children that it serves.

He understands the many dimensions of Variety, from its local roots to its international reach and has helped shape the organization that exists today. Tom remains an integral part of Variety's future and we are lucky to have his ongoing support and commitment to impact more children in more communities around the world.



At Left: The Omni William Penn Hotel in Pittsburgh, site of the 2007 National Leadership Conference. If you haven't registered for the Conference yet, please do so today to lock in our special room rates. If you have any questions about accommodations, please call the Pittsburgh Variety Office at 412.747.2680 or send an email to: celia@variety pittsburgh.org

*Message from Our New International President:
Grahame Mapp AM*

Variety has been well served by a long line of dedicated and successful Presidents in its almost 80 year history. I salute each and every one of them for their own unique contributions to making Variety what it is today.

However, we have now reached a crossroads. The business model which served us well for this long period had reached its natural limit of growth some time ago. The VI Board in recognising this has adopted my 'White Paper-The Way Forward' and given me a mandate for change. It is essential that we modernise our structures and management systems, strengthen our Board and committees and improve the way we do business. Some changes have already been made, notably the empowering of National Associations to be responsible for all Variety activities within their borders. The focus of the VI Board will shift more to policy and strategy; one of my first tasks will be to set up a Select Committee to assist me in setting key goals and developing a comprehensive Long Term Plan.

All Boards need renewal from time to time, new people with new and fresh ideas. Our Board is no different; the key in bringing on new blood is to include men and women who have the capacity to make a difference. I welcome our new Vice Presidents elected to the Board in Palm Springs, Nancy Klueter of Los Angeles, Pamela Sinclair and Richard Freeman of London, Tony Hasham of Sydney and Michael O'Brien of Queensland, as well as the Heads of the US and Australian Associations who became voting Members of the Board consequent upon the Constitutional Amendments, Jack Foley of New York and Ken Loughnan of Melbourne. They bring a great deal of knowledge and experience which will be harnessed and put to good use.

One of the privileges of office is that the President has the authority to appoint the International Ambassadors. The current Ambassadors have served us well, many over a long period and I congratulate and thank them for their contributions. Although I will be re-appointing some current Ambassadors, I intend to take this opportunity to introduce new blood and new skills. I will also be looking to appoint young business professionals who will

bring their own different perspective to the Board table.

We are an International Organisation with operations in four major areas, the United States, Great Britain and Australia which have been given autonomy through National Associations, and Canada which I hope will soon follow. In addition Variety is represented in 10 other Countries which continue to report separately to the International Office. I am hopeful that over time these Tents will choose to become members of an Association which could develop regionally. I believe that this will be beneficial for them and for our Organisation as a whole.

While this spread of operations qualifies us as international, we cannot yet claim to be global; this would require a capacity to provide help to children in need wherever they are in the World, and not just where we have operations on the ground.



The good news is that Variety Children's Lifeline is involved with an increasing number of medical missions which provide life saving and life enhancing surgery for children in more and more under-developed countries, caring for more than 3,000 in the last 12 months alone. Importantly, these missions also train local doctors and medical staff and leave behind technical equipment and drugs, thus providing a degree of sustainability. More recently we have further extended our reach by concluding arrangements with doctors and hospitals in Guatemala and New Delhi to provide surgery for children from surrounding areas

and countries. It is hoped soon to conclude similar arrangements with hospitals in Kiev and Lima, Peru.

You should all take a bow. Tens of thousands of young lives have been saved or enhanced by this outstanding work of Variety Children's Lifeline. I leave you with the thought that through our Lifeline programs we can truly become a Global Charity capable of reaching out to help the ever-increasing number of children in impoverished areas of the World who desperately need our help.

I intend to be active as your President and to visit as many Tents as possible during my 2 years in office. I look forward to catching up with many of you personally.

Best wishes to all,
Grahame Mapp
Sydney, Australia

U.S. Variety Tent News

Variety of Philadelphia Gets to Work

For Billy Ciarrocchi, a former participant in Variety of Philadelphia's after school program, graduating from high school was "a dream come true."

"I always wanted to be on stage in front of everyone," says 21-year old Billy, who graduated from Bok Technical High School in June 2006. But Billy never dreamed he would also be working in a steady job at the Home Depot store on Oregon Avenue in South Philadelphia.

Thanks to Variety's Transition-to-Work initiative, young people like Billy are being placed in jobs with local businesses throughout the city after graduation and during the summer. At a time when the unemployment rate for young adults is 35 percent and a 16-to-20-year-old with a disability is two times more likely to be unemployed (2003 US Census Report), job training and job placement programs are a welcome initiative to Variety youth and their parents.

Last year, Variety of Philadelphia partnered with Ken's Kids, a non-profit organization that places young people with disabilities in jobs at Home Depot stores throughout the region. Karen LaPera, Ken's Kids Director and co-founder, works directly with the young people in Variety's after school program. Karen and Variety's Transition-to-Work Coordinator, Barbara Wray, provide pre-vocational training that helps students strengthen their interview skills and helps them to write resumes and develop portfolios.

Both Karen and Barbara also work closely with the graduating seniors to match their skills, interests and abilities with jobs at partnering businesses. In addition to Home Depot, other business partners include Acme Markets and Regal Cinemas. Once placed in a job, Karen becomes a young person's job coach. For Billy, this includes shadowing him and attending all of his training at Home Depot, where he works in the paint department. She learns everything he does, provides sensitivity training and support to the employer, and helps the job holder

gradually increase their independence at work.

"Home Depot has been extremely supportive of Billy," says Karen. "His job skills have grown immensely since he first started three months ago. He has also become more confident and outgoing."

'What does Billy think of all this?' "My parents are very proud of me that I have a job here. I like mixing the paint and helping the customers."

For more information about the after school program or transition-to-work initiative, please contact:

Kiana Berry at 215-735-0803 or
kianaberry@varietyphila.org



Above: Billy Ciarrocchi at The Home Depot

North Texas Kids Gear Up for Summer

For more than 10 years, Variety of North Texas has presented a bicycle, helmet and lock of their very own to an average of 125 local, underprivileged children each year through its Bikes for Kids program. By partnering with various agencies through the Dallas/Fort Worth Metroplex, Variety selects children based on a number of factors including financial need.

This year marked a new chapter in the Bikes for Kids program. With the assistance of presenting sponsor Johnson Abbotts International, Variety put on two events that provided

150 children from more than 12 local agencies with, not only bicycles and safety equipment, but also an experience of a lifetime.

The first event, held at a local Cinemark Theatre, welcomed 100 invited 6-12 year olds from around the Dallas area. As the children entered the theatre, they and their families were welcomed by Variety volunteers, presented a t-shirt and ushered into a private screening of 'Shrek the Third'. When they entered, there was not a bike to be found in the theatre. However, during the screening, volunteers quickly transformed the lobby of the theatre into a bicycle paradise by placing a bicycle for each child, along with the necessary safety equipment, in the theatre's lobby. At the



conclusion of the event, children rushed from the screening room to stand next to their very own bicycle.

The second event, held at Studio Movie Grill, was developed in an effort to reach out to other parts of the Metroplex. Partnering with six local agencies/branches, Variety invited 50 children from around the Arlington/Fort Worth area of Texas to receive their very own bike. With a similar experience as the Dallas event, the children at this giveaway had smiles of jubilation. Variety of North Texas thanks its partners and sponsors for providing the joy of many sunny summer bike rides to these local children.

Meet our New Executive Directors

Variety of Colorado:

Micki Paradise

Micki was an Operations Supervisor for OfficeScapes, one of the Denver-area's largest business furniture companies, before taking on the rewarding (and very full-time) job of staying home and raising her three children. She is diligent, outgoing, and well-organized, which will serve the chapter well as it continues to grow and develop its presence in Colorado. Micki is creatively pursuing new fundraising opportunities for Tent 37, including partnerships with local retailers and its 1st Annual Motorcycle Ride for Children, along with dozens of additional programs.

Variety of Southern California:

Murray Wood

Murray is a dynamic senior development executive with leadership experience in university advancement, healthcare development, and nonprofit community organization management. His professional career spans more than 30 years. During that time Murray served as Vice President for Advancement for the Monterey Institute of International Studies, Associate Vice President of University Development at California State University, Northridge, Regional Director for the American Israel Public Affairs Committee, Vice President for Development for the largest continuing care agency serving the elderly in California, and has raised funds for a long-term, residential care program designed to empower homeless U.S. veterans.

Variety of Georgia:

Donna Haggard

Donna spent six years with Turner Broadcasting Systems, Inc. in national advertising sales and on-air promotions, creative services. Following Turner Broadcasting she joined Porsche Cars North America, overseeing development of marketing and sales training for Porsche dealerships throughout North America. Donna founded Big Screen Media in 2002, which handles on-screen advertising and marketing for Lefont Theaters and other clients. In 2004, she created Kaleidoscope Cinema, Atlanta's only International Film Festival for Children.

Swinging into Action

By Lesli Bales-Sherrod
bales-sherrod@knews.com

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Don't underestimate Lindsey Towne. At 4 feet, 8 inches and 73 pounds, she might look like your typical 10-year-old, but this Loudon Elementary fourth-grader already has succeeded in securing not one, but two, special swings for a disabled friend and now is lobbying the state Legislature to mandate that each school district in Tennessee have one.

Lindsey's reasoning is simple. All she has to do is think of her friend, Blake Goins, and remember what recess used to be like for him.

"He didn't have nothing to do because all he could do was go on the grass or ride his wheelchair, and he'd get stuck a lot," she explained.

Lindsey started researching playground equipment for disabled children. What she settled on was the Liberty Swing, an Australian innovation that can be utilized by children in wheelchairs and by children with other disabilities that preclude them from enjoying traditional swings.

Lindsey started raising money to buy a Liberty Swing, going door-to-door at local businesses and getting the word out through the local media. Variety of Eastern Tennessee was notified of Lindsey's project through Liberty Swing staff in Australia, who partner with Variety chapters in that country. The board of directors decided to chip in \$5,000.

"Variety loves the idea of 'Kids on the Go,' which provides mobility equipment to children with disabilities," said Executive Director Dena Pinsker. "We knew through Variety

chapters in Australia that the Liberty Swing was fabulous, so it only made sense for us to support it as it grows in popularity in the United States."

In December, Liberty Swing inventor Wayne Devine had a bright idea. With the only Liberty Swings in the United States in private-care facilities, Devine struck a deal with Lindsey.

"Because not everybody would be able to use the one at the school, Wayne said that if I put it in the park instead, he'd get a free one for the school," Lindsey explained.

Once Variety heard two Liberty Swings were on their way to Loudon, the board gave Lindsey another \$7,000, bringing the charity's contribution to \$12,000 total. Meanwhile, Lindsey raised \$9,000 on her own and Devine took care of the rest.

Now Loudon has two Liberty Swings: the one at Loudon Elementary and the one at Liberty Park. Devine especially is excited about the one at Liberty Park, as it is the first Liberty Swing installed in a public park in the United States.

Variety of Eastern Tennessee's board was impressed with Lindsey's determination, Pinsker said.

"There is such a sense of generosity and self-fulfillment," she said. "To have her take on this challenge, well, that is just a great symbol of what East Tennessee is."

Above, from left: Loudon Elementary Principal Jason Vance, fifth-grader Blake Goins and fourth-grader Lindsey Towne show off the Liberty Swing at the school





Variety Story: Summer 2007

Variety of Colorado launched its mobility program by presenting two well-deserving boys with bikes to meet their special needs. 7-year-old Emilio Herrera has Methylmalonic Acidemia (a metabolic disorder) and received an adapted bike. His parents, Roberta and Albert, were overwhelmed with emotion to see Emilio on a bike of his own. The other recipient, 11-year-old Candido Estrada, who has Spina Bifida, received a handcycle. Once Candido got the hang of his new bike, no one could slow him down. Following the presentation at UA Meadows 12 Theatres in Lone Tree, CO, each of the recipients and their families were treated to a movie courtesy of Regal Entertainment. Variety of Colorado thanks the Anschutz Foundation for its generous donation that funded the equipment for Emilio and Candido.



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