

Variety – the Children’s Charity: Fundraising Principles

All fundraising promoted as supporting or benefiting Variety – the Children’s Charity must be conducted in accordance with the following guidelines:

- All events and promotions must be approved by Variety in advance. This is an important safeguard to preserving the integrity of our brand and our commitment to raise the funds needed to fulfil our mission in a cost-efficient and honest manner.
- Variety is available to provide guidance for your fundraiser, but not administrative or event logistics support. You or your organisation is responsible for all details of your event including costs, recruiting volunteers to help out at the event, creating flyers to publicise the event and working the actual event.
- The Variety name can be used while promoting your event but cannot be used as part of the event’s name. This is because it is not a Variety run event - rather an activity to support Variety. Below are some examples of how you can use our name in your promotion:
 - o Proudly supporting Variety – the Children’s Charity
 - o Silent Auction – 100% of net proceeds to Variety – the Children’s Charity
- All promotional materials, including but not limited to: advertising, letters, brochures, signage, flyers and press releases must be sent to Variety for approval prior to production or distribution.
- All promotional materials must clearly state the share of any funds raised that will benefit Variety, and the basis on which the benefit will be calculated e.g. 100% of revenue/funds received or of profits/proceeds.
- The fundraiser must be promoted in a manner to avoid statements or the appearance that Variety is endorsing any product, firm, organisation, individual or service.
- The fundraiser agrees not to make direct contact with other Variety partners or sponsors for event/activity related assistance, without prior approval in writing by Variety.
- The fundraiser undertakes and agrees that any confidential information disclosed between parties shall be kept strictly confidential and shall not be disclosed to any third party without prior written consent of Variety.
- Organisers are responsible for obtaining all permits, especially those for raffles and/or games of chance.
- Organisers must obtain their own liability insurance to cover the event.

- Variety is not liable for any legal action which may arise as a result of incidents or otherwise arising from the fundraising event.
- Under no circumstances will Variety be responsible for the payment of expenses you or your organisation incur for your event or activity. Under no circumstances may you represent to others that Variety is involved in the organization, or is an underwriter, of your event or activity.
- The Variety name and logo must not be used on any goods you sell or give away as part of your event or activity.