

# THANK YOU!

With **YOUR** help, we raised more than \$3.3 million during Variety Week to help local kids with disabilities

Thanks in part to a record-breaking Dinner with the Stars gala on May 7, Variety Week 2011 – the pillar fundraising and awareness campaign for Variety the Children's Charity of St. Louis – raised \$3,349,591 to help local children with physical and mental disabilities.

At right, Patti LaBelle dazzles audiences as headliner at Dinner With the Stars. Turn to Page 3 to see several more photos from Variety Week events.



## Upcoming Events

July 11-15  
Variety Adventure Camp  
Week 3

October 21-23  
Variety Children's Theatre  
production of The Wizard of Oz  
Touhill Performing Arts Center

## From the Variety Blog



Variety families enjoyed a fun-filled night at **The Magic House** on Sunday, May 22. Variety had the entire museum to itself, and families received FREE admission. Thank you to The Magic House for this wonderful invitation!



Thanks to **Bank of America**, Robbie experienced the thrill of a lifetime when he threw out the first pitch at the St. Louis Cardinals game on May 2, along with Pat Mercurio, president of Bank of America - Missouri and Variety's 2011 Woman of the Year.

## Trivial Questions SERIOUS IMPACT

Family Trivia Night raises nearly \$100,000 as special thank you to Variety

**Q:** What is the product of [1 Family + 800 Questions + 160 Participants + Lots of Love] x 10 Years?

**A:** \$87,000 raised for Variety!

When the Joost family of Belleville first began receiving help from Variety in 2001, they felt a tremendous need to give back to the organization that had provided their daughter Emily with a wheelchair and gait trainer.

Ten Trivia Nights and \$87,000 later, we think it's fair to say the Joosts accomplished their goal of "paying it forward"...and then some!

The Joost Family Trivia Night started out simply enough, in 2001 at a gymnasium in Belleville, where 20 tables filled with family and friends raised \$7,810. Before long, word spread about the fun evening for a great cause, and people were marking the spring event in their calendars months in advance, while also contributing thousands of dollars in cash and silent auction items.

This past April, at the Joosts' 10th and final Trivia Night, the Southern Illinois community rallied to raise a record \$16,020 – with 100 percent of the proceeds benefiting Variety.

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Stay up-to-date with  
the Variety Blog by visiting  
VarietyStL.org!



## Message from the Executive Director



Jan Albus with Variety Child Josie

What an overwhelming show of support we received during Variety Week! It's so inspiring to see you at the events, all at once having a great time and supporting our kids.

Now we're concentrating on the best part of our jobs here at Variety ... giving the money away! We use these precious dollars to help children right here in the St. Louis area reach their full potential.

We're always busy here at Variety, and we're continually in need of your support. We have so many more children waiting for Variety's services, and it's only with your assistance that they, too, will be able to say, "I CAN!"

Jan Albus, Executive Director

## News from the Variety Office

There's always plenty going on in the Variety office!

Three people recently joined our team who are already bringing exciting new ideas to the table. **Mollie Francis** is Variety's new Sales and Event Coordinator, and can't wait to help plan events that will help our kids. **Kristi Meyers Gallup** has joined the team as a grant writer, and is already working hard on several projects. **Rose Murray** is Variety's new part-time accountant, working hard to keep the books in order.

Best wishes to Variety Communications Director **Jen (Peters) Crichton**, who – you'll notice – has a new name! Jen was married to Brian Crichton on May 21, 2011.

Variety Engagement Director **Alison Berger** received the best Mother's Day present ever! Eve Rebecca was born on Sunday, May 8. Alison, Brett, Eve and Big Brother Jack are all doing great.

# Thank you to our Variety Week partners!

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# A look back at Variety Week 2011

## VARIETY PARADE

Sponsored by Bunzl and Interco Charitable Trust



Variety kid Madison and her mom ride on the Trolley Float during the parade on April 30.



The Harris Stowe Drum Line and Marching Band marched the downtown route.

## RUNWAY LIGHTS FASHION SHOW

Presented by American Airlines



Variety kid Ashley models a custom-designed gown by Carmen Marc Valvo.



European fashion house ESCADA showcased its fall line during the Runway Lights Fashion Show on April 30.

## CALL-A-THON

FOX 2 & KPLR 11



Variety kid Taylor with FOX 2 anchor Randi Naughton and Chase Park Plaza Chef Brian Hale after one of the Call-A-Thon segments on May 3.

## NIGHT OF THE RISING STARS

Presented by Pepsi and Imo's



Night of the Rising Stars Honorary Chairman Mike Matheny with Variety kids Nick and Zack



Joe Denother and Night of the Rising Stars co-chairman Adam Ketterer at Young Variety's Night of the Rising Stars on May 6.

## DINNER WITH THE STARS



Jim Byrnes, Variety kid Alex and emcee Joe Buck during the Special Equipment drive at the May 7 black-tie gala



Marilyn Fox, Dinner Chairman, with her husband, Ambassador Sam Fox



Man of the Year Bert Walker and Variety President David Steward



Woman of the Year Pat Mercurio, husband Jack and Variety kid CJ



## Volunteer Spotlight



Adam Bryant and Variety Child Tamia take the runway during the 2009 Runway Lights Fashion Show.

Co-Chair. Model. Young Variety Board Member. Donor. Spokesperson. These are just a few of the hats worn by Adam Bryant in his 10 years of volunteering with Variety.

When Adam was invited to attend a Young Variety wine-tasting event in 2001, he had no idea that purchasing those tickets would lead to 10 years of helping Variety kids – through his talents, business connections, sales experience and people skills.

After his first event, he asked a Variety staff member how he could help – and within a matter of weeks was soliciting hundreds of dollars of auction items and selling tickets for Young Variety's Night of the Rising Stars.

Since then, he has never hesitated to raise his hand and help – from answering calls on the Telethon phone bank and modeling in the Runway Lights Fashion Show, to serving as an escort at Dinner With the Stars and co-chairing Night of the Rising Stars for two years. As if that wasn't enough, Adam has been one of Young Variety's most active board members, even arranging for Bender, Inc. – the local printing company where he works as an account executive – to print Young Variety's invitations and other marketing materials at a reduced rate...or, sometimes, at no cost at all!

Adam said he initially became involved with Variety because he liked the idea of doing something fun while also doing good for others.

"But I've stayed involved because of the kids. Once you attend an event with the Variety kids or have some time to spend with even one child who Variety has helped, there's no way you can turn away from that," he said. "I will continue to attend and be a part of Variety as long as smiles are being put on the faces of these children."



Presented by Variety Children's Theatre

## October 21-23

TOUHILL PERFORMING ARTS CENTER  
University of Missouri – St. Louis

[www.varietychildrenstheatre.org](http://www.varietychildrenstheatre.org) • (314) 516-4949

All proceeds benefit Variety the Children's Charity of St. Louis!

## Daunté can't wait to roll into the spotlight

Daunté, an active, outgoing 7-year-old, is itching to get onstage. It's the perfect outlet for his energy, and a way to hone his singing and acting talents. He hopes to be a singer when he grows up! Daunté was thrilled when he heard about Variety Children's Theatre, because there aren't many theater companies that incorporate kids who use wheelchairs into their shows.



He was born with spina bifida, a congenital disorder that occurs when the spinal column doesn't completely close, causing paralysis of the legs. He is very agile in his manual wheelchair, and will love working with VCT Choreographer Mark Krupinski to learn to dance in his chair.

## Alex will share his musical talents backstage

Alex, age 14, recently heard the best news of his life – the cancer that took his leg is gone! He is now beginning the next chapter in his life, which will include high school, parties ... and living life to its fullest with a prosthetic leg provided by Variety.

Through Variety Children's Theatre, Alex has the opportunity to pursue a newfound interest. Each director and designer working with the production is paired with a Variety child assistant – someone who will learn from the director and attend the rehearsals and production to help in any way possible. When Alex's mom first told us he was teaching himself to play the piano, we realized he is a perfect fit as assistant to Musical Director Greg Schweizer! Alex met first Greg at Variety's Dinner With the Stars, and then sat beside him at auditions. They instantly hit it off. Alex can't wait for rehearsals to begin!



*From tryouts to production, Variety Children's Theatre allows children to learn onstage and backstage production skills from seasoned professionals. The inclusive setting will offer a one-of-a-kind opportunity to develop important relationships, skill sets and appreciation of the overall workings of a live musical theater program. None of it is possible without generous donors like you!*

## Joost Family Trivia Night raises \$87,000 for Variety

Continued from Page 1

Since the first wheelchair and gait trainer that inspired the Joost Family Trivia Night, Variety has also provided the Joosts with a ramp and tie-downs for their van, a second wheelchair and a van lift when Emily hit a growth spurt, an adapted stroller, and a walker. In total, that's \$19,984 worth of equipment...meaning that the Joosts have helped raise more than \$67,000 for other children in need, not just their own.

"The annual Trivia Night has kept us in touch with old friends, it has given us new friends, and it has educated people about what Variety does and given them a personal connection to kids with special needs," Elaine Joost said. "Most significantly, it turned out to be one of the most humbling things we have ever done. We could have hosted this event every year, but if no one came, we would have nothing to give. To see such amazing generosity from people is beyond words and has touched our hearts in a very special way."

Elaine said this has seemed like a small thing to do to help Variety. "As a family that is served by Variety, we're well aware of the cost of this equipment, and this is just a drop in the bucket."

The Joost family has left some big shoes to fill when it comes to third-party events...are you up to the challenge? Whether your goal is to raise a hundred dollars or a thousand, Variety loves working with our supporters to create successful fundraisers. Contact Mollie Francis, Sales and Event Coordinator, to brainstorm ideas and learn how you can help Variety: (314) 453-0453, ext. 118 or [mollie@varietystl.org](mailto:mollie@varietystl.org).



Emily, who will turn 12 years old in July, has severe developmental delays due to a rare genetic disorder called Aicardi Syndrome. Present in only 300-500 children worldwide (mostly girls), the effects of Aicardi vary greatly among those affected, with some able to walk and/or talk, while others – like Emily – never advance developmentally past the age of 1. Emily is pictured above at this year's Trivia Night with her parents, sister, brothers and sisters-in-law.



Rachel has a great passion for basketball.

## Rachel chosen for elite basketball team

Variety "Child" Rachel, who just finished her sophomore year of college, is about to embark on another international adventure. Rachel was one of 12 women selected for the under-25 U.S. Women's Wheelchair Basketball Team! The tournament will take place July 15-21 at Brock University in St. Catharines, Ontario, Canada.

Variety has helped Rachel along in her sports aspirations by providing her with a sports wheelchair, which she uses for basketball, as well as leg braces and a hand-propelled bicycle that she uses for track events.

Rachel has also traveled to South Africa, Australia and Switzerland for international sports competitions for basketball, track and field.

## VARIETY WISH LIST

Equipment needed for 2011

**Manual Wheelchair** – Provides mobility for a child who is unable to walk due to a disability like cerebral palsy or spina bifida. **Cost: \$5,775 each**

**Still Need: 5 Manual Wheelchairs** for Diamond, age 10, who has no hip sockets; Noah, age 11, who has cerebral palsy; Taylor, age 8, who has cerebral palsy; Faith, age 5, who has Rett syndrome; and Sean, age 14, who has leukodystrophy.

**Special Needs Car Seat** – Ensures safety in a motor vehicle for a child with special needs who has outgrown a traditional car seat or needs more support than a traditional seat provides. **Cost: \$700 each**

**Still Need: 2 Car Seats** for Crenisha, age 8, and Alex, age 1, both of whom have cerebral palsy.

**Stander** – Allows a child who is unable to stand on her own to spend time in that position, increasing bone density, lung capacity and circulation, and putting her at the eye-level of her peers. **Cost: \$2,800 each**

**Still Need: 1 Stander** for Matthew, age 2, who has stiff baby syndrome.

**Power Wheelchair** – Allows a child who is unable to walk due to a physical disability such as muscular dystrophy or cerebral palsy to move around on his or her own. **Cost: \$22,000**

**Still Need: 3 Power Wheelchairs** for Madison, age 14, who has spinal muscular atrophy; Liam, age 8, who has ataxia-telangiectasia; and Christopher, age 16, who has cerebral palsy.



## Board Member Spotlight



Joan Malloy with Variety Child Lindsey

Joan Malloy and her husband Mike take great pride in the values they have instilled in their two daughters, both of whom have grown up seeing their parents impact the lives of thousands of Variety children.

Joan was introduced to our organization nearly 13 years ago by her then-business partner, Clete Moll. At a time when she was feeling blessed to start her own family, Joan felt an instant connection with the Variety children she met and knew that she wanted to help other families facing special challenges. Clete soon moved to Chicago for business and left an opening on the Variety Board of Directors for a person with financial expertise. Joan jumped right in to follow in Clete's footsteps and, in doing so, has blazed a trail of her own.

In her early years of involvement, Joan was a founding member of Young Variety and, later, of one of our first planned giving initiatives, advocating strongly for the start of an endowment fund. She has also served as chairman of the Investment Committee and as a member of the Finance and Nominating committees, as well as Interim Treasurer of the board.

She and her family attend nearly every Variety event throughout the year, whether it's volunteering to build bikes at Bikes for Kids or purchasing tickets to events like the Runway Lights Fashion Show and Dinner With the Stars. "It's important to Mike and me to share our values with our family," Joan said. "We bring our family to events and participate when we discover a way we can share our blessings."

Joan often asks her daughters, "How will you help someone today?" This summer, her older daughter Megan is thrilled to finally be old enough to volunteer at Variety Adventure Camp.

Joan is managing partner of Greenway Family Office, a partnership that provides resources to strengthen the health, wealth and mission of the family. She enjoys playing tennis and basketball, bicycling with her daughters, golfing with her husband and reading.

## Leaving a legacy

### Steve Schankman commits to \$1 million legacy gift

Steve Schankman, president of Contemporary Productions, will still be helping Variety kids in 100 years.

How, you ask? Through a very generous \$1 million legacy gift in his will. "It's important to keep taking care of these kids. When I'm gone, Variety will still need help."



Steve Schankman with Variety Child Mackenzie

Mr. Schankman has been involved with Variety for four decades, serving on the board for the past 15 years. He was once known as Telethon Chairman and is currently Entertainment Chairman for the Dinner With the Stars gala. He has also supported Variety Adventure Camp and the Dennis and Judy Jones

Wonderland Playground in Forest Park, and has received Variety's International Barker Award and Presidential Citation along the way.

He has enjoyed getting to know several Variety children, and said he sees this planned gift to Variety as "the gift that keeps on giving."

Anyone interested in leaving a legacy for Variety kids is encouraged to contact Director of Development Linda Sanders at (314) 453-0453, ext. 138, or linda@varietystl.org. It's a simple process, and such a gift will help kids for years to come. What a fabulous way to leave your mark on the St. Louis community!

## NEW! Buy & sell Variety Pizza Packs online!

It's now easier than ever for your company or group to sell Variety Pizza Packs and track your fundraising progress! Variety is proud to introduce our new online fundraising hub, [www.varietypizzapacks.org](http://www.varietypizzapacks.org), a site custom built by our friends at 4ORCE Digital. Here's how it works:

- 1) Log on to [www.varietypizzapacks.org](http://www.varietypizzapacks.org) and follow the steps to register your organization. The site will walk you through how to set a fundraising goal, determine start and end dates for your campaign, and more. Everything is customizable – you can even add your company logo and write a brief introduction on why you are supporting Variety.
- 2) Once registered, simply send employees, neighbors, friends and family to [www.varietypizzapacks.org](http://www.varietypizzapacks.org) and ask them to choose your organization from the drop-down menu.
- 3) Upon reaching your campaign dashboard, pizza lovers can purchase up to 10 Variety Pizza Packs at a time to support your fundraising goal.
- 4) Watch as the virtual thermometer rises with each Pizza Pack purchase!

Each \$20 Variety Pizza Pack contains three frozen pizzas – one sausage, one pepperoni and one cheese – and for every Variety Pizza Pack sold, Variety will receive \$8 (every dollar of which stays here in St. Louis to help children with physical and mental disabilities).

Sound too good to be true? It's not! We simply ask that you commit to selling at least 50 pizza packs, which would raise \$400 for Variety. Questions? Log on to [www.varietypizzapacks.org](http://www.varietypizzapacks.org) or contact Brian Roy, Sales & Marketing Director, at 314-453-0453 x113 or brian@varietystl.org.

## Bitrode putting kids 'Up and In Charge'

Bitrode Corporation, headquartered in St. Louis, wants kids with disabilities to have the same energy as the batteries they test and support – and they're starting by partnering with Variety to provide power-driven standers to kids with disabilities such as cerebral palsy and muscular dystrophy.

Children with these disabilities often aren't able to stand or walk on their own, but Bitrode has pledged to get them "Up and In Charge" by funding the standers. Employees saw the value of such equipment first hand when they met Variety Child Taylor who, thanks to her power stander, is now able to lead her class to the gym and lunchroom, and even walked down the aisle as maid of honor in her sister's wedding!

So far, Bitrode has donated \$15,000 to Variety – enough for one power stander. The corporation is working with vendors and customers to support this program. Variety is excited to partner with Bitrode to get more Variety kids out of their wheelchairs, and "up and in charge"!



Variety Child Taylor in her power stander



Jan Albus with David and Thelma Steward, and Michael McMillan, chairman of the foundation.

Photo courtesy of the St. Louis Community Empowerment Foundation.

## Variety ED Jan Albus receives leadership award this May

Variety Executive Director Jan Albus was honored to receive a Women in Leadership Award on May 6. Nominated by Variety President David Steward, Jan accepted the award at the Eighth Annual Salute to Women in Leadership, sponsored by the St. Louis Community Empowerment Foundation.

The foundation improves the quality of life for residents of the JeffVanderLou community and the entire city of St. Louis. It focuses on education, economic development, crime prevention, social services and overall neighborhood stabilization.

Jan received an award in the "Civic" category for her work with Variety and in the community as a whole.

## Mollie doesn't let CP stop her from finishing Read, Right & Run Marathon

Cerebral palsy is a condition that involves brain and nervous system functions such as movement, learning, hearing, seeing, and thinking. The side effects can range in severity, but in the case of Variety child Mollie, she was never able to walk until she received a walker from Variety.

Yet for Mollie, simply walking wasn't enough...so this spring, she registered to complete a modified version of the Read, Right & Run Marathon by Go! St. Louis: Read 26 books, Right the community by performing 26 good deeds, and Run 26.2 miles over a six-month period.

A few of Mollie's favorite books were from the iCarly series, as well as a book about St. Louis Cardinals player Albert Pujols. Meanwhile, her 26 good deeds included working with animals at the local Humane Society, baking brownies for a local school crossing guard and cookies for a friend of the family who is blind.

When it came time to "Run" her 26.2 miles on April 9, 2011, Mollie's mom Sheila pushed her wheelchair for the final mile of the course...and then Mollie took those final steps across the finish line herself!

"When the announcer said Mollie was approaching the finish line, everyone in the crowd cheered her on," said Mollie's mom, Sheila. "She just beamed. She was so proud of herself!"

**While Mollie's story is not that of a traditional marathoner, it is no less inspiring.**

She was awarded a medal for her accomplishment during a small ceremony at Edgar Murray Elementary School – a neighboring school in her district. Given her determination to succeed, we think it will be the first of many honors Mollie will receive in her lifetime. Congratulations, Mollie!



Variety child Mollie walks the last leg of the Read, Right & Run Marathon using her walker provided by Variety.

## Tributes and Memorials

Looking for a meaningful gift? Making a tribute or memorial gift to Variety is the perfect solution. To learn more, contact Linda Sanders at 314-453-0453, ext. 138, or linda@varietystl.org.

### TRIBUTES

*In honor of Alison Berger*

Mrs. Karen Suroff

*In honor of Baby Boyle-Langley*

Ms. Melissa Boyle

*In honor of Laura and Michael Boyle*

Ms. Melissa Boyle

*In honor of Jeffrey Branney*

Mr. and Mrs. Roger C. Kuhlmann

*In honor of Kristin, Drew and Michael*

Mrs. Melanie Stahlheber

*In honor of David and Doris Lichtenstein*

Mr. Jeffrey Huntington

*In honor of Danny and Susan Ludeman*

Mr. Robert Watt

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*In honor of Ambassador George H. Walker III*

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Dr. William H. Danforth

Mr. Rex Sinquefeld

Mr. Tom Schlafly

*In honor of Bert and Carol Walker*

Mr. and Mrs. Tom Schweich

*In honor of Chase Wilson*

Mr. and Mrs. Bob Mayer

*In honor of Walter Wuertz*

Ms. Irene Wuertz

### MEMORIALS

*In memory of Anita Burman*

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Mr. and Mrs. E. Douglas Britt

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Mr. and Mrs. Sanford Leberman

Universal Creative Concepts

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Mr. and Mrs. Vern Schmitz

*In memory of Vernon Litton*

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*In memory of Margaret Mansfield*

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Ms. Jo Ann Kyes

*In memory of Nancy Van Meter*

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Ms. Jaclin L. Smith

Mr. and Mrs. Wayne Winkelmann

*In memory of John Weber*

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## Kids are finding all kinds of ways to say **“I CAN!”** at Variety Adventure Camp!



Nate uses moves he learned from tennis instructor Rick Gyllenberg to make a direct hit!

Watch for full  
Variety Adventure  
Camp coverage in the  
Fall issue of Spotlight!

Campers are having a fabulous time, thanks to our generous sponsors: Fox Family Foundation, AJP Foundation, Freese Foundation, Dana Brown Charitable Trust, Ann Kroenke, Cardinals Care and Blues 14 Fund.



Kyle concentrates as he paints glue on his masterpiece during arts and crafts.

Have an idea for the next issue of Spotlight? Share it with us at [info@varietystl.org](mailto:info@varietystl.org).

**Variety the Children's Charity of St. Louis**

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