

variety
the children's charity

Thank You

for helping Variety children say,

'I CAN!'

2010 Annual Report

(October 1, 2009 - September 30, 2010)

Variety the Children's Charity of St. Louis helps local children with disabilities reach their full potential by providing services each time they need assistance.





David Steward with Variety Child Lorelei



Jan Albus with Variety Child Josie

From our Board President

Everyone needs to be inspired. It's what keeps us motivated, interested and enthusiastic. Beyond my wonderful family and friends, much of my inspiration comes from Variety children.

Five years ago, when I was honored as Variety's 2006 Man of the Year, I had the enormous pleasure of getting to know several families that use Variety's services. Since that time, I have met many more kids, heard numerous stories and seen first-hand the difference Variety has made in their lives. Their everyday struggles and triumphs continually amaze and inspire me.

When I hear about Rachel, who at the age of 12 lost what so many of us take for granted – the use of her legs – but thrives today as an athlete headed to the Paralympics, I know I can accomplish anything I put my mind to. And when I see Kaci acting and singing onstage with Variety Children's Theatre – Kaci, whose parents were told when she was born that if she lived at all, she would certainly never talk – I'm reminded that the Holy Spirit can make all the difference in the world.

I am truly blessed to be at the helm of such a fine organization, watching these amazing children continue on their journey.

Thank YOU for helping us help them.

Sincerely,

David Steward
Founder and Chairman, World Wide Technology

From our Executive Director

At a time when many individuals, organizations and companies are cutting back, Variety actually finds itself in a period of growth. Yet while such success is exciting for us as an organization, it has been spurred by thousands of families who are facing unemployment, loss of insurance, pay cuts and more. Just as shareholders rely on a corporation's leadership to make strategic decisions that will result in growth, our Variety families are relying on us to do the same. I'm proud to say that, with your help, we are continuing to widen our reach and fulfill our mission of providing services every time a child with a disability needs assistance.

Thank you for supporting Variety in this difficult economic time and recognizing the important role we play in the lives of so many St. Louis families. However, we're not finished. There are still thousands of children in our community in need of medical equipment, and thousands more who are simply in need of a place like Variety's Adventure Camp to play and make friends.

Plans are already underway to celebrate our 80th anniversary in 2012. Since 1932, Variety St. Louis has helped nearly a million children. It's my hope that we can continue to provide children with disabilities the opportunity to reach their full potential. I hope you will be there hand-in-hand with us to make this a reality. It's all for the kids! Thank you!

Sincerely,

Jan Albus
Executive Director



Programs & Services

Kids on the Go Mobility Program

Variety assists more than 1,350 St. Louis-area children by providing them with durable medical equipment – including wheelchairs, augmentative speech devices, leg braces, hearing aids, prostheses, and van lifts – that empowers them to be physically independent.

Variety Children's Theatre

What do you get when you combine resources from the entire St. Louis performing arts community with professional actors and children of all abilities? Variety Children's Theatre! The result? An unforgettable experience for theatergoers, cast and crew alike. From tryouts to production, Variety Children's Theatre allows children to learn on-stage and backstage production skills from seasoned professionals. The theatre program is supported by Nancy and Ken Kranzberg.

Bikes for Kids

In 2009, Variety presented 273 traditional bikes to children from partner agency programs, as well as 32 customized therapeutic bikes to children with more involved physical disabilities. Since the program began in 1996, Variety has given more than 2,200 bikes to children in need. The program is sponsored by the St. Louis Rams, THF Realty and World Wide Technology.

Emerson Resource Center

Overseen by Variety's Program Director, the Emerson Resource Center – also supported by Boeing – provides valuable information and community connections to resolve the legal, social, therapeutic, educational, medical and counseling issues often encountered by families of children with disabilities.

St. Louis Through the Eyes of a Child with a Disability

For families who have a child with a disability, typical St. Louis family outings often pose challenges. Through the Eyes of a Child with a Disability outings are designed to make the city's favorite destinations accessible for everyone, thanks to a generous grant from Mary Ann Lee.

Variety Adventure Camp

At Adventure Camp, Variety kids have no limits or boundaries. Open to children ages 4-15 with physical and mental disabilities, Variety Adventure Camp includes three week-long sessions in the summer. Activities such as swimming, arts and crafts, music and sports are adjusted for each camper's ability level, so all children have the opportunity to say, "I CAN!" to activities enjoyed by their peers. This unique camp experience would not exist without the continual support of Marilyn Fox.

Variety Children's Chorus

Music has long been a unifying force between people of different cultures and, in Variety's case, abilities. Comprised of children with and without physical disabilities, the Variety Children's Chorus spreads the "I CAN!" message throughout St. Louis and beyond. The children involved, invigorated by their own powerful performances and the warm reception from audiences, feel more self-confident and accepted than ever before.

Variety Parade

The Variety Parade is the official kickoff of Variety Week, featuring hundreds of Variety families, floats and balloons on the streets of downtown St. Louis. Variety kids are the stars of the parade, as they ride on floats, walk or ride their therapeutic bikes through the route. The parade is presented by Bunzl and sponsored by Interco Charitable Foundation.

Partner Agencies

To further serve children with physical and/or mental disabilities, Variety partners with 80+ specialized agencies throughout the metro area to provide therapy/medical services, education, counseling and more.

Sunshine Coach Vans

As of Fall 2010, there are 104 Sunshine Coach Vans transporting children from Variety partner agencies across the St. Louis area to doctor appointments, therapy sessions and special outings or activities.

Who is the



MacKenzie is a spirited 8-year-old whose zest for life has not been hampered by the fact that she was born with spina bifida, a disability that occurs when the spinal column doesn't completely close, causing paralysis of the legs.

Thanks to a walker, wheelchair and therapeutic bike provided by Variety, MacKenzie is able to experience the mobility and independence that other 8-year-olds take for granted.

In addition to receiving medical equipment, MacKenzie has attended Variety Adventure Camp for two years and recently joined the Variety Children's Chorus, with hopes to audition for the 2011 Variety Children's Theatre production. She has also been an active participant in the Variety Parade and her family has reaped the benefits of Variety's "St. Louis Through the Eyes of a Child with a Disability" outings.

"Variety has opened countless doors for my daughter," said Gina, MacKenzie's mom. "Thanks to Variety's inclusive programs and equipment, MacKenzie realizes that her physical challenges do not define her. The friendships she has made and the feats she has accomplished have transformed our little girl before our very eyes."

MACKENZIE



Graham, 14 years old, has always loved to cook – a hobby that Variety took to a whole new level during last summer's Variety Adventure Camp visit to L'Ecole Culinaire, a nationally acclaimed culinary school. Though Graham has a progressive neuromuscular disorder that limits his movement and ability to speak and eat, Variety was able to modify the cooking lesson so that Graham could fully participate with the other campers and experience the thrill of making and enjoying his own dish.

Graham's rare disorder has stumped doctors and geneticists, who have been unable to formally label his diagnosis – one that requires a communication device, bath lift, leg braces and other equipment from Variety. But none of that matters at Adventure Camp or within Variety Children's Theatre, where Graham has put his love of music to work behind-the-scenes for two years.

"Graham always fits in at Variety, whether it's at camp or an outing or theatre rehearsal," said Graham's mom, Cindy. "He's able to laugh and be himself because he knows that everyone there accepts him for who he is. It's like a huge weight is lifted off his shoulders when we're surrounded by Variety staff and other families. Instantly he's the Graham that we know at home. As a parent, there's nothing more satisfying."

GRAHAM



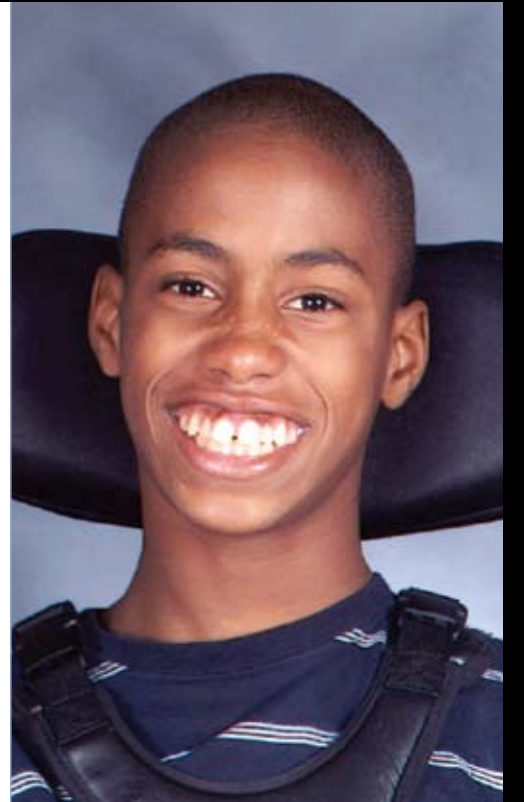
Variety child?

When Jayson was adopted four years ago at the age of 12, he wanted a new name to convey the joy of belonging to a real family. That name – Happy – is a perfect fit for this boy whose smile can light up a room. Born with cerebral palsy – a disorder that occurs before or during birth, affecting muscle tone, movement and motor skills – Happy is unable to walk or talk on his own, a daunting prospect for an adopting family. Yet with Variety’s help in purchasing thousands of dollars in vital medical equipment, Happy’s new parents have been eased of financial burden and can instead focus on creating a loving home for their son.

“Is Happy your real name?” is a question often asked of this now 16-year-old boy. Thanks to Variety, Happy can answer via a state-of-the-art communication device mounted on his wheelchair that tracks Happy’s eye movement, allowing him to type dialogue which is then transmitted through a speaker system. The device also offers texting and web surfing capabilities, a dream come true for any teenager.

“Variety is the one organization that hasn’t required us to jump through hoops to get what we need, understanding that communication is a necessity – not a luxury,” said Veronica, Happy’s mom. “Finally being able to interact with others and communicate his thoughts and feelings has changed Happy’s entire world, just as adopting Happy has changed ours.”

HAPPY



Ben and Kara knew something was awry when their infant daughter, Ellie, rejected their touch and constantly cried around other people. While friends and family dismissed Ellie’s behavior as fussiness, Ben and Kara argued that there must be a medical reason behind why their little girl was exhibiting such unusual, rigid behavior.

Last September, Ben and Kara’s suspicions were confirmed when three-year-old Ellie was diagnosed as having Asperger’s syndrome, an Autism spectrum disorder characterized by significant difficulties with social interaction, as well as restricted and repetitive behavior patterns. With no idea what the future held for their daughter, Ben and Kara turned to Variety to obtain a scholarship for a parent training program at Variety partner agency TouchPoint Autism Services. The two-week program introduced Ben and Kara to other parents of children with Autism, while equipping them with techniques to communicate with Ellie, help her in the classroom, and ensure her long-term success in society.

Now in preschool, Ellie is successfully playing and interacting with her classmates, a seemingly simple task that would never have been achieved had her parents not received help from Variety. Said Kara, “Variety has empowered us to be the best parents we can be to our daughter, and for that we are forever grateful.”

ELLIE



Variety 2010



Variety Parade

April 17, 2010

Runway Lights
Fashion Show



Designer Carmen Marc Valvo
and Variety Child Gracie



Variety Adventure Camp

June-July 2010

February 10, 2010



Variety Night at
The Magic House

April 23, 2010

Young Variety's
Night of the Rising Stars



Event Co-Chairs Adam Bryant and
Justin Kraudel with actor
Bryan Greenberg.

April 26, 2010

Dinner With the Stars



Headliner Al Green



Man and Woman of the Year, David Farr
and Linda Martinez



A Year in Photos



Lambert International
Airport Outing
June 16, 2010



Variety Children's Theatre – *OLIVER!*

October 14-17, 2010



Variety Winter
Adventure Camp

December 29-30, 2010

July 21, 2010



Saint Louis Science Center
Outing

November 9, 2010

Champions for Children Summit



Champion for Kids Mike Matheny and
Variety children

December 11, 2010



Bikes for Kids



Words can never express what the gift of Will's wheelchair has meant to him. He is so proud of his chair, and his newfound independence is priceless. I very humbly say thank you to Variety for this life-changing gift to my son.

— Sarah
Mom to Variety Child Will

Thank you, Major Sponsors



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What can your c

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Crutches to support a child whose motor skills have been comprised by a disability such as cerebral palsy.

\$200

Augmentative and Alternative Communication (AAC) software for iPad, iPhone or iPod, providing a comprehensive communication solution for a child who is otherwise unable to talk.

\$500

Scholarship for a child with hearing impairment to Variety partner agency The Moog Center for Deaf Education.

\$900

Campership for a Variety Child to attend Adventure Camp for one week of fun, challenging activities in the areas of sports, fitness, sensory art and music.

\$2,000

Gait trainer to provide partial weight bearing support for teaching a child with motor delays how to walk.

\$2,500

Therapeutic bike for a child who is unable to ride a conventional bike, due to disabilities.

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Mia CAN ride a bike
with her friends.

dollars provide?

\$5,000 Custom orthopedic leg braces to support and align a child's lower extremities.

\$6,000 Van lift to help a child in a wheelchair easily get in and out of the family's vehicle.

\$8,000 Advanced communication device that can be operated from the tray of a child's wheelchair, allowing him or her to converse with friends and family through the touch of a few buttons.

\$14,000 Power stander to increase a child's mobility and promote postural symmetry while also allowing a child to see eye-to-eye with his or her peers.

\$25,000 Power wheelchair for a little boy or girl who cannot walk due to a physical disability such as muscular dystrophy, cerebral palsy or spina bifida.

\$40,000 Power wheelchair with standing feature and tilt, to create the most mobile experience for a child.

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a rock wall.

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Kaci CAN perform
onstage in a
Broadway musical.

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VARIETY

By the Numbers

As of September 30, 2010

Children in **487**
ZIP codes received assistance
from Variety.

1,350 children received
durable medical
equipment.

882 children received
services through
Variety's in-house programs.

Variety served **19,000**
nearly
children in the Greater
St. Louis region.

Variety funded **86** programs
at partner agencies that
directly impact the lives of
children with disabilities.

102 Sunshine Coach vans
traveled the streets
of St. Louis, providing
transportation to therapy
sessions, appointments and
outings.

273 children received
bikes at Variety's
Bikes for Kids program in
December 2009.



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\$100 or more

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Thanks to YOU ...

**Zach and Gracie
CAN become best
friends.**



The Emerson Resource Center provides valuable information and expert referrals to resolve the legal, social, therapeutic, educational, medical and counseling issues often encountered by families of children with disabilities.

Staircase to Learning

Variety's Staircase to Learning program provides intensive testing and educational assessments to children with physical and/or mental disabilities, ensuring long-term success in the classroom – and beyond. Because the dropout rate of children with disabilities is twice that of general education students, early intervention is key to accurately identifying each child's disability, accommodating his or her needs, and providing the educational support required to make learning possible regardless of disability. Through Staircase to Learning, Variety facilitates communication between parents and special education experts to implement relevant testing and then monitor the student's success in school.

Variety Library

The Emerson Resource Center has built an extensive library of books to help not just parents – but also siblings, grandparents, friends and others – navigate the world of having a child with a physical or mental disability.

The library includes such titles as:

Some Kids Use Wheelchairs

Grandparenting a Child with Special Needs

Living With a Brother or Sister with Special Needs

I Sit in a Wheelchair ... But I will be Okay!

Ten Things Every Child with Autism Wishes You Knew

Special Needs Advocacy Resource Book: What You Can Do Now

Thank you to our donors!

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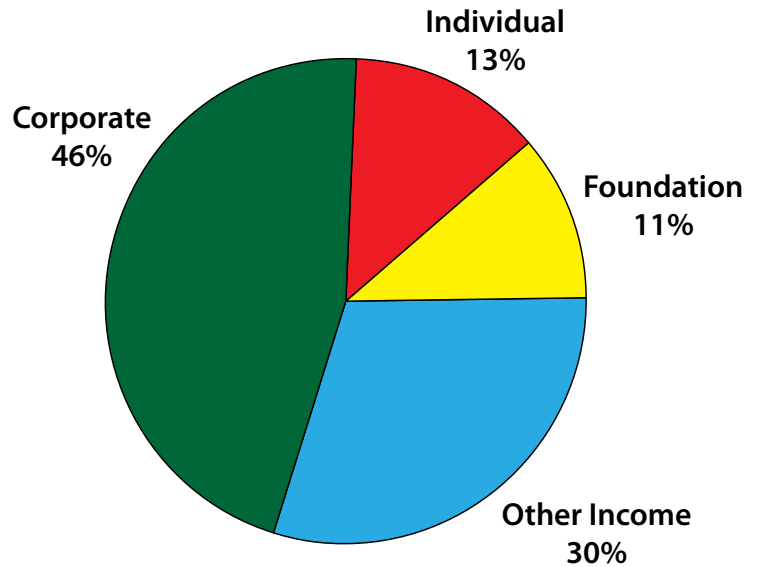
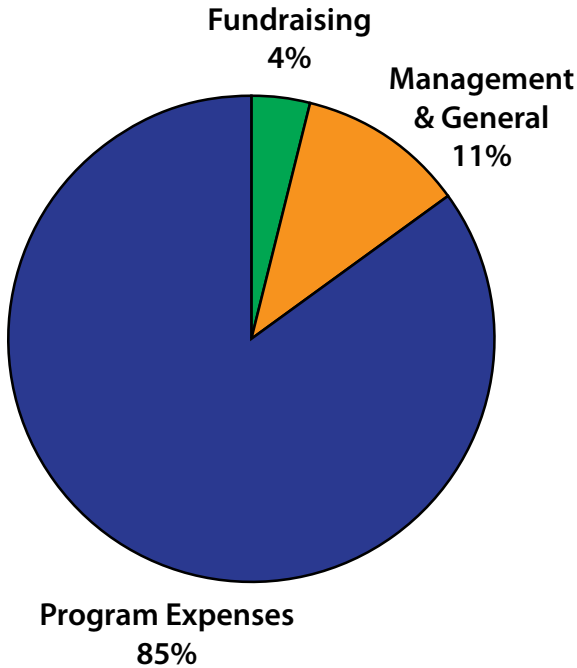


Thanks to YOU ...

Lucy CAN learn to swim.

Fiscal Year 2010 Financials

Oct. 1, 2009 - Sept. 30, 2010



Direct Services to Children

Programs

Durable Medical Equipment	\$499,778
Variety Adventure Camp	\$113,987
Variety Children's Theatre	\$240,366
Emerson Resource Center	\$383,741
Services for Special Needs	\$617,980
Other In-House Variety Programs	\$157,619
Youth Opportunity Program	\$106,918
TOTAL PROGRAM EXPENSES	\$2,120,389

Other

Fundraising	\$114,101
Management & General	\$269,692

TOTAL EXPENDITURES \$2,504,182

Revenue

Corporate	\$1,296,149
Individual	\$359,642
Foundation	\$304,419
Other Income (Restricted)	852,440

TOTAL REVENUE \$2,812,650

Change in Net Assets \$308,468

Net Assets at Sept. 30, 2010 \$4,016,450

As of Sept. 30, 2010, financial statements were audited by Brown Smith Wallace LLC.



www.varietystl.org



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Variety Women President Betty Davidson with Variety kids Skily and Emma

Coming Up in 2011

April 30 - May 7
VARIETY WEEK

Saturday, April 30

Variety Parade & Runway Lights Fashion Show

Tuesday, May 3

Fox 2/KPLR 11 Call-A-Thon for Kids

Wednesday, May 4

Imo's for Kids Day

Friday, May 6

Young Variety's Night of the Rising Stars

Saturday, May 7

45th Annual Dinner With the Stars



Variety the Children's Charity of St. Louis

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