

Variety The Children's Charity of the United States
Annual Report
2008

October 1, 2007 - September 30, 2008



Variety The Children's Charity of the United States

Mission Statement

To support and encourage U.S. Tents to provide funding and services for programs that strive to improve the quality of life for underprivileged, physical and mentally challenged, ill, abused, neglected and abandoned children. This mission shall be accomplished by working within the Constitution and Bylaws of Variety International and in cooperation with Variety throughout the world.

Program Service Accomplishments for 2008

- U.S. Variety provided support to the individual Variety chapters located and operating in cities throughout the United States.
- U.S. Variety continued to expand its national mobility initiative, Variety Kids on the Go!, which was started three years ago to provide funding for durable medical equipment for children with disabilities.
- U.S. Variety furthered its partnership with Freedom Concepts that has secured a discount on its merchandise for all local chapters.
- U.S. Variety continued a successful partnership with Fred Astaire Dance Studios, which donated proceeds from its Mix and Match competitions to Variety in support of Variety Kids on the Go!
- U.S. Variety strengthened the brand of Variety nationally through rebranding its Web site, newsletter, weekly update and all printed materials to tie in with Variety International.
- U.S. Variety created four radio Public Service Announcements (PSAs) and one print PSA for use by local chapters throughout the country. These PSAs focused on Variety Kids on the Go! to further unify the branding of Variety across the nation. U.S. Variety garnered attention in publications such as the Prescott Courier, Kids on Wheels, Active Living, ShowTime and MovieFacts.
- U.S. Variety maintained the development of financial standards and auditing standards, achieving 100% compliance amongst all chapters for all financial reporting.
- U.S. Variety developed a free Web seminar series to increase communication, educate and inform local staff and board members about the effects of recent legal changes; new auditing standards; Fiscal Excellence Award metrics; marketing; radiothons; Young Variety; strategic planning session findings; people-first language and Variety programs.
- U.S. Variety began social networking by establishing pages on Facebook and MySpace and encouraging the local chapters to set up pages as well.
- U.S. Variety began pursuing a number of celebrities to endorse Variety Kids on the Go!
- U.S. Variety began pursuing a number of different corporations to develop more online revenue as well as more national partnerships and sponsorships.



Variety's VIPs: Corporate VIP Technicolor Film Services

Corporate giving has been the foundation of success for Variety the Children's Charity. U.S.

Variety's partnership with Technicolor Film Services has spanned the last decade. Their support through board membership and by providing in kind gifts

has supported the expansion and strength of Variety. Their generous donation of storage and fulfillment for the Gold Heart pins has saved Variety hundreds of thousands of dollars. But the value of their support goes beyond just monetary savings - the continuing involvement of Technicolor employees and management has been invaluable to local chapters of Variety throughout North America.



Variety welcomes support from the corporate community. We are not able to meet the needs of all children looking to us for help without the assistance of the national, regional and local businesses. If your company is interested in learning how they can help, start today by calling (323) 954-0820.

Variety's VIPs: Volunteer VIP Drew McLellan



Go ahead - tell a friend! That's how Drew McLellan became involved in Variety. Drew is Top Dog at McLellan Marketing Group and volunteer extraordinaire for Variety the Children's Charity. In addition to his day job, Drew is busy behind the scenes working for Variety's kids. He is currently 3rd Vice President and chair of the Marketing/Communications Committee for both the Iowa chapter and the National Board of Directors.

Throughout his five years of service on the national board, Drew has teamed with Jack Foley, in contributing energy and leadership to the mission of the organization throughout the country. According to Drew, "My hope is that we can continue to take Variety from its roots as a social club to a viable, responsible non-profit business, with standardized practices and reporting. Donors today, both corporate and individuals, have new expectations from their charities of choice. It's our job as volunteer board members and paid staff to work together throughout the world to make all the tents stronger and more viable."

(continued)

Variety's VIPs: Volunteer VIP Drew McLellan (cont)

"Variety changes children's lives. Whether it is giving children the gift of mobility via a wheelchair to go play with friends or allowing them to go to school with their head held high because for the first time they have a brand new backpack, filled with new school supplies; Variety kids can be just like the other kids."

Drew's work goes beyond leadership and governance through his hands on work leading board retreats across the country to individual tents, inspiring growth at the local and national levels. Our hats are off to you, Drew McLellan; and thank you for all you do for Variety's Kids!

If you are interested in becoming involved with Variety the Children's Charity of the United States, or your local chapter, please call (323) 954-0280.

Variety's VIPs: Variety Kids VIP Abby



9-year-old Abby is Variety's first mobility recipient in Arizona.



She is part of a family of six, with one more on the way. While attending physical therapy, she had the opportunity to ride a specially adaptive bike. Her therapist saw that the bike improved her leg strength and endurance and recommended the family purchase a bike for Abby to ride at home.

Supporting a family of six can be a monumental task, and paying for a child's

therapy often means families incur many out of pocket expenses that insurance just will not cover.

Variety stepped in by funding a custom-outfitted bicycle for Abby. The bike is an excellent addition to Abby's home therapy regimen. It improves her strength, range of motion and endurance. It also enhances her sense of independence and improves her social interaction as she joins her sisters on their bike rides around the neighborhood. Her family says, "We can't say thank you enough for the bike that Abby received, but we'll do it again...thank you! She has been having a ball riding it, and it's the first thing she talks about in the morning."

Do you know a child who would like to become a Variety Kid? Ask the family to call (323) 954-0820 to start the process.

2008 Board of Directors

Chairman	Tim Maurer Senior VP of Administration, Deluxe Digital Studios
President	Jack Foley President of Distribution, Focus Features
1st Vice President	Tom Fenno Vice President Sales, Travel Related Marketing, Inc.
2nd Vice President	Randall Hester President of Cinema Development Services, Universal Cinema Services, Inc.
3rd Vice President	Drew McLellan President, McLellan Marketing Group
Treasurer	Mike Cantrill Director, RBZ
Secretary	Steve Rothenberg President of Domestic Distribution, Lionsgate Entertainment
Chief Executive Officer	Ana LaDou (ex-officio)

Ex-Officio

Executive Director Liaisons:

East Coast	Dena Pinsker Variety of Eastern Tennessee
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Executive Director Liaison:

West Coast	Sheri McMichael Variety of Iowa
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President's Liaison	Carol McMahan Variety of Buffalo
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Program Committee Chairs

Sunshine Coach	Doug Clark VP Audit & Tax Services, Henry Ford Health System
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Variety-At-Work	Lucy Davey
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Radiothon	Tom Fenno Vice President Sales, Travel Related Marketing, Inc.
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Program Committee Chairs (con't)

Mobility Steve Wilmot
Manager, The Musculoskeletal Center, Children's Hospital of Philadelphia

Standing Committee Chairs

Finance Mike Cantrill
Director, RBZ

Fundraising Randall Hester
President of Cinema Development Services, Universal Cinema Services, Inc.

Policies/Procedures Jack Rothweiler
President, Fred Astaire Dance Studios

National Conference Chair Joe Illig
National Accounts Manager, DHL

Audit & Ethics Michael Marrero
Deloitte Consulting

Communications Drew McLellan
President, McLellan Marketing Group

Entertainment Advisory Committee

Greg Dunn
President, Regal Entertainment Group

Denise Gurin
Senior Vice President, Film, Regal Entertainment Group

Milt Moritz
President, NATO of California and Nevada

Steve Shapiro
Vice President, Entertainment Services, City National Bank

Teddy Solomon
President, Gulf States Theatres

Kevin Platé
Executive Vice President, Hollywood Previews

Arthur Manson
President, Cinemanson



Local Chapter Directory:

California:

Variety of the Desert, Tent 66
74-040 Hwy 111
Suite JJ-4
Palm Desert, CA 92260
Tel: 760. 773. 9800
Fax: 760. 773. 9889
Website: www.varietyofthedesert.org
E-mail: varietyps@verizon.net

Variety of Northern California, Tent 32
582 Market Street, #907
San Francisco, CA 94104
Tel: 415. 781. 3894
Fax: 415. 781. 4226
Web site: www.varietync.org
E-mail: ellen@varietync.org

Variety of Southern California, Tent 25
4601 Wilshire Blvd., Suite 260
Los Angeles, CA 90010
Tel.: 323. 655. 1547
Fax: 323. 658. 8789
Web site: www.varietysocal.org
E-mail: Elizabeth@varietysocal.org

Colorado:

Variety of Colorado, Tent 37
10497 Centennial Road
Littleton, CO 80127
Tel: 303. 962. 1184
Fax: 303. 973. 8884
Web site: www.varietycolorado.org/
E-mail: shirl@varietycolorado.org

Delaware:

Variety: Delaware Division
2711 Centerville Road, Suite 108
Wilmington, DE 19808
Tel: 302. 993. 0896

Florida:

Variety of Florida, Tent 70
3315 Maggie Boulevard, Suite 100
Orlando, Florida 32811
Tel: 407. 422. KIDS
Fax: 407. 841. 6746
Web site: www.varietyflorida.org
Email: Jolie@varietyflorida.org

Georgia:

Variety of Georgia, Tent 21
9800 Medlock Bridge Rd., Suite 1
Johns Creek , GA 30097
Tel: 678. 994. 4210
Fax: 770. 956. 8358
Web site: www.varietyofgeorgia.org
E-mail: mike@varietyofgeorgia.org

Hawaii:

Variety of Hawaii, Tent 50
P.O. Box 1180
Kaneohe, HI 96744-1180 USA
Tel: 808. 955. 5106
Fax: 808. 235. 5574
E-mail: varietyclub50@hawaii.rr.com

Illinois:

Variety of Illinois, Tent 26
AON Center
200 E. Randolph Street, Suite 2200
Chicago, Illinois 60601-6436
Tel: 312. 822. 0660
Fax: 312. 822. 0661
E-mail: info@varietyclub26.org
Web site: www.varietyclub26.org



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Local Chapter Directory (con't):

Iowa:

Variety of Iowa, Tent 15
505 5th Avenue, Suite 310
Des Moines, IA 50309 USA
Tel: 515. 243. 4660
Fax: 515. 243. 5873
Website: www.varietyiowa.com
Email: stateoffice@varietyiowa.com

Variety of Eastern Iowa
P.O. Box 1163
Cedar Rapids, IA 52406-1163
Tel: 319. 398. 6573

Massachusetts:

Variety of New England, Tent 23
200 Elm Street
Dedham, MA 02324 USA
Tel: 781. 461. 1600 ext. 462
Fax: 781. 329. 0218
E-mail: ceaston@national-amusements.com

Michigan:

Variety of Detroit, Tent 5
30161 Southfield Road, Suite 301
Southfield, MI 48076 USA
Tel: 248. 258. 5511
Fax: 248. 258. 5575
E-mail: variety5@msn.com
Website: www.variety-detroit.com

Variety of Western Michigan, Tent 27
4165 Spartan Ind. Dr.
Grandville, MI 49418 USA
Tel: 616. 949. 6791
E-mail: susanhascall@comcast.net

Missouri:

Variety of Greater Kansas City, Tent 8
17 Anchor Drive
Lake Tapawingo, MO 64015-9650 USA
Tel: 816. 220. 2068
Fax: 816. 224. 3734
Web site: www.varietykc.org
E-mail: varietytent8@comcast.net

Variety of St. Louis, Tent 4
2200 Westport Plaza Drive
St. Louis, MO 63146
Tel: 314. 453. 0453
Fax: 314. 453. 0822c
Website: www.varietystl.org
E-mail: admin@varietystl.org

Nevada:

Variety of Southern Nevada, Tent 39
3401 Sirius Ave., Suite 1
Las Vegas, NV 89102
Tel: 702. 383. 8466
Fax: 702. 383. 1196
Website: www.varietysn.org
Email: admin@varietysn.org

New York:

Variety of Buffalo & Western New York, Tent 7
195 Delaware Avenue
Buffalo, NY 14202
Tel: 716. 854. 7577
Fax: 716. 854. 2939
E-mail: vcstaff@buffnet.net
Website: www.variety.buffnet.net

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Local Chapter Directory (con't):

Variety of New York, Tent 35
505 8th Avenue, Suite 1800
New York, NY 10018
Tel: 212. 760. 2777
Fax: 212. 760. 2779
E-mail: info@varietyny.org
Website: www.varietyny.org

Pennsylvania:

Variety of Philadelphia, Tent 13
1520 Locust Street, 2nd Floor
Philadelphia, PA 19102
Tel: 215. 735. 0803
Fax: 215. 735. 2450
Website: www.varietyphila.org
E-mail: andrewpack@varietyphila.org

Variety of Pittsburgh, Tent 1
Penn Center West Three, Suite 229
Pittsburgh, PA 15276
Tel: 412. 747. 2680
Fax: 412. 747. 2681
Website: www.varietypittsburgh.org
Email: celia@varietypittsburgh.org

Tennessee:

Variety of Eastern Tennessee, Tent 81
7132 Regal Lane
Knoxville, TN 37918
Tel: 865. 925. 9906
Fax: 865. 521. 8343
Website: www.varietytn.org
E-mail: varietytennessee@aol.com

Variety of Memphis, Tent 20
P.O. Box 1523
Memphis, TN 38101
Tel: 901. 373. 5369
Fax: 901. 373. 5370
E-mail: varietymemphis@aol.com

Texas:

Variety of Texas, Tent 17
11300 North Central Expressway, Suite 602
Dallas, TX 75243
Tel: 214. 346. 0920
Website: www.varietytexas.org
E-mail: info@varietytexas.org

Wisconsin:

Variety of Wisconsin, Tent 14
999 N. 92nd St.
Suite C-120
Wauwatosa WI 53226
Tel: 414. 266. 3812
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Website: www.varietywi.org
Email: gerise@varietywi.org



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FRED ASTAIRE
FRANCHISED DANCE STUDIOS



Variety Statements of Activities

Revenues:	Years Ended September 30	
	2008	2007
Fred Astaire Dance Studios	\$ 25,607	\$ 33,826
Gold Heart Pins	284,199	387,565
Grants and Campaign Income	846,441	571,064
National Conference	3,750	9,500
Interest Income	17,456	24,082
Miscellaneous Income	5,913	2,452
Total Revenue	1,183,366	1,028,489
 Expenses:		
National Program	1,136,228	904,200
Management and General	136,030	111,585
Fundraising	56,014	28,439
Total Expenses	1,328,272	1,044,224
 Change in Net Assets	 (144,906)	 (15,735)
Unrestricted Net Assets - Beginning of Year	628,422	644,157
Unrestricted Net Assets - End of Year	483,516	628,422



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Ana LaDou
Chief Executive Officer

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