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Variety St. Louis Unveils New Website

New VarietySTL.org launches with a mobile-friendly, accessible design and improved features for both community supporters and families in need of assistance.

ST. LOUIS, Feb. 4, 2022 – Variety the Children’s Charity of St. Louis has launched a new website to better serve the St. Louis community. The site, found at VarietySTL.org, makes it possible for audiences to access critical information more easily, with a focus on improving the application process for families looking for assistance as well as creating a better online donation experience.

“When we set out to build a new website, we wanted to create an engaging experience that better reflects the scale and depth of our impact,” says Variety Executive Director Brian Roy. “We also wanted to improve accessibility for all of our audiences – most importantly, our families in need of our services.”

In addition to a mobile-friendly design, the website was created with key accessibility factors in mind, following ADA recommendations to ensure that everyone can find the information they need. Beyond that, all applications for Variety’s services are now available in an online format for the first time.

“Variety’s new website is warm and welcoming, and very easy to use,” says Variety Mom Jennifer. “I like how there are real stories of real kids to show the impact of each program – the programs don’t sound scary or too good to be true when there is a family sharing how Variety has helped them.”

Navigating the site to find information about each of Variety’s programs and services has also been improved. From lists of types of equipment and therapy services covered to detailed descriptions and images of each offering, one can now learn all about Variety’s impact in an easily digestible format.

“As someone who has utilized Variety’s services both personally and professionally, I am thrilled for the launch of their new website,” Variety Mom Tamico says. “Thanks to Variety, children and families in our community have access to programming that improves their quality of life and provides a supportive environment. The new website truly highlights these wonderful programs. It is also Intuitive, informative, and showcases some of the amazing kids they support.”

“Families and donors alike are now able to better learn about the impact Variety has in our community, as well as see the incredible abilities of Variety Kids displayed throughout the website’s powerful imagery,” Roy adds. “Variety’s programs continue to grow and expand, and we are excited to have a website that now reflects the strength of our organization.”

About Variety St. Louis: Variety envisions a world where abilities are redefined and opportunities are reimagined for kids with special needs. To make this a reality, Variety empowers children with physical and developmental disabilities by giving access to critical medical equipment and therapies, along with innovative Camp and Performing Arts programs, which provide opportunities for recreation, socialization, and artistic expression. Children gain or maintain independence, boost socialization among their friends and family, demonstrate belief in themselves, and increase skills they need to engage their world as fully as possible. www.varietystl.org

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