



**variety**  
the children's charity

St. Louis

\*EXTRA\*  
thank  
TH

**2021**

**ANNUAL REPORT**

VARIETY THE CHILDREN'S CHARITY OF ST. LOUIS



VARIETY'S VISION

# A WORLD WHERE CHILDREN'S ABILITIES ARE REDEFINED AND POSSIBILITIES ARE REIMAGINED



We are pleased to report that Variety the Children's Charity of St. Louis continues to be a beacon of hope for children with disabilities and their families. Your support provides uninterrupted access to critical services and makes it possible to adapt programs to fit the ever-changing – and ever-present – needs of families.

Your investment in Variety meant that several of our programs expanded in 2021 to assist more children throughout the region. Our Durable Medical Equipment program grew by 11% over the previous year, providing 489 pieces of physician-prescribed equipment to Variety Kids – 84% of whom use their equipment every day.

The TherHappy Kids program, providing in-person and virtual therapy sessions, hit record numbers this past year. This program served 15% more children than in 2020 with 2,830 hours of therapy services – a growth of 27%.

Our enrichment programs also continued to adapt. Adventure Camp hosted a summer of engaging Virtual Camp and Variety's Performing Arts programs began to return to in-person rehearsals and classes.

After more than 25 years of dedicated service to Variety Kids and Families, Jan Albus took her final bow as CEO in December 2021. Her time was one of profound impact for thousands of Variety Children – she was dedicated to providing outstanding service to children with disabilities and our organization will bear her mark for many years. We are so appreciative of Jan's dedicated leadership.

We cannot thank you enough for your continued gifts to Variety St. Louis as we grow our programs and empower children throughout the area to redefine their abilities.

Gratefully,



**Lawrence K. Otto**  
Chairman



**Brian Roy**  
Executive Director



# Programs that Empower

Variety's critical services and innovative programs empower Variety Kids to redefine their abilities and reimagine their possibilities.

**2,017,595** HOURS OF EQUIPMENT USAGE

enabled Variety Kids to build critical skills with **489** pieces of physician-prescribed equipment.

**2,830** HOURS OF THERAPY SERVICES

empowered Variety Kids to establish independence at home, at school, and in the community.

**4,163** HOURS OF VIRTUAL CAMP

filled with engaging activities made it possible for campers to form lifelong friendships.

**3,914** HOURS OF PERFORMING ARTS PROGRAMS

increased Variety Kids' belief in themselves and their abilities, on stage and off.





# IMPACTx3

Variety Kids Savannah, Brenton and Tanner spend a lot of time together – they are siblings, after all. They love to watch movies, go to the park, take hikes, ride their bicycles, and so much more.

Without Variety St. Louis, however, it wouldn't be possible for these three children and their parents, Melissa and Kyle, to have so many family adventures.

When Melissa and Kyle first found out that each of their children would benefit from consistent therapy, they were overwhelmed. As teachers,

they regularly pour their resources into their students – adding the cost of weekly therapy sessions for three children seemed nearly impossible.

"When you can't give your kids what they need, you feel hopeless," says Melissa.

Today, Melissa and Kyle have found support through Variety St. Louis. The TherHappy Kids program provides assistance with physical therapy for all three children, and Brenton and Tanner also attend occupational therapy.

"I have seen so many positive changes in my children because of Variety," Melissa says.

**Brenton practices going up and down steps at therapy to learn how to balance his body on one leg at a time.**



**"We can now focus on our family and our time together. We are incredibly grateful."**

Brenton now has the stamina to walk between his middle school classes and is learning lifelong skills such as typing. Tanner used to only walk slowly on his toes but is now able to run. And Savannah has built up strength as well as self-esteem that her parents witness daily.

But Variety's impact doesn't stop there.

Savannah's newfound confidence, thanks to therapy, empowered her to join the inclusive Variety Theatre and Variety Children's Chorus programs, further building her belief in herself.

Tanner's orthotics have helped correct his painful walking pattern, making him faster and more able to participate in daily activities alongside his family.

Brenton's stretching orthotics have helped him avoid painful surgery while a therapeutic bicycle provides exercise and fun. And his time at Adventure Camp has introduced friendships as well as given him the confidence to try new things.

Beyond what Variety has done for each individual child in Melissa and Kyle's family, Variety has also made it possible for them to just enjoy life together, without the added stress of covering medical expenses.

Melissa says, "Variety has taken a burden off Kyle and me. We can now focus on our family and our time together. We are incredibly grateful."

**Savannah performs in Variety Theatre's production, *Mary Poppins*.**

At therapy Tanner uses equipment like this to help learn how to balance and stabilize his core.



**"I have seen so many positive changes in my children because of Variety"**



These corporations supported Variety St. Louis in the fiscal year of 2021 with gifts and grants.  
Their leadership and generosity create important opportunities for Variety Kids.

## VARIETY CHAMPIONS



## MAJOR PARTNERS



## DIRECTORS



## MEDIA PARTNERS



## VARIETY CHAMPIONS

Ameren  
Centene Charitable Foundation  
Steward Family Foundation  
World Wide Technology

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Variety the Children's Charity of the US  
Villa Duchesne Oak Hill 6th grade class





# JOHN HARRIS SOCIETY

The John Harris Society is named for the founder of Variety who formed a group of theater owners to support children in 1928. The John Harris Society includes individuals, foundations, and organizations dedicated to the annual support of children in our community with physical and developmental disabilities. These friends have given more than \$1,000 for the year. The list reflects contributions received between October 1, 2020 and September 30, 2021.



## HUMANITARIAN

David and Thelma Steward  
Kimberly Steward  
Mary & David Steward II  
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Joseph Wibbenmeyer  
Amy Williams  
Patty and Charles Wiswall  
Ken Yamaguchi  
Steve and Fran Zamler

# 91%

of Variety Kids and Teens  
**improved socialization**  
through Variety's Adventure  
Camp program, enabling them  
to better engage with their world.

\*Deceased



# Families helping Families

For this St. Louis couple, family is everything. Mike and Laura Herring value spending time with their children and grandchildren above all else. That's why the Herrings express their compassion for family by making a lasting impact on others.

"Each day we pray, 'Lord, let us make a positive difference in the lives we touch,'" Laura says. "It has become our family motto as well as the mission statement for our company."

Laura is Founder and Chair Emeritus of IMPACT Group as well as an internationally known speaker dedicated to guiding others in their career development. She and Mike now spend much of their time and resources serving several community organizations, including Variety the Children's Charity of St. Louis.

"We love helping other families be families," Mike explains. "That's why we choose to support Variety – they work each day to improve the lives of others in the St. Louis area by providing innovative programs and critical services for children with disabilities as well as their families."

The Herrings have certainly made a remarkable impact on Variety Families. For more than 30 years, their significant generosity has empowered Variety Kids through access to medical equipment, therapy, and more, including launching the "Lunch for Kids" program. And when caregivers can provide their child the tools they need to thrive, every single member of the family can experience relief and joy.

Mike and Laura also hope that their gifts leave a lasting impression on others who have the ability to make a difference.

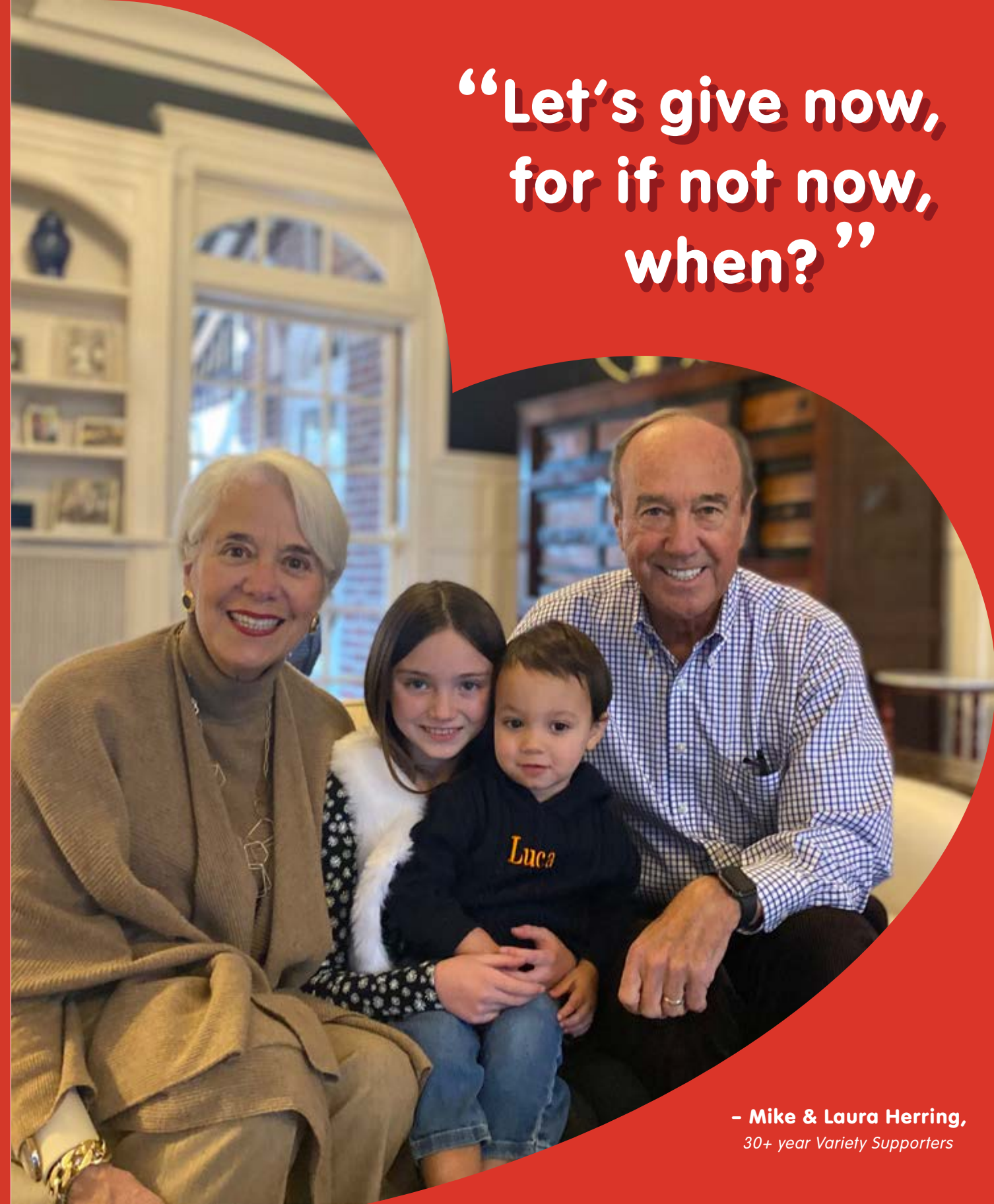
**"Let us make  
a positive  
difference in the  
lives we touch."**

"It is my dream that our gifts will motivate others to make an impact," says Laura. "I hope other families who have been blessed as we have been are inspired to give back to their community when they feel a connection and can see the momentum they can create by giving to a life-changing organization like Variety."

"Let's give now, for if not now, when?" Mike adds.

Variety St. Louis is grateful to Mike and Laura Herring for their generosity that continues to impact Variety Kids. We are confident that others will be inspired to join them in supporting Variety Families throughout the region.

**"Let's give now,  
for if not now,  
when?"**



**– Mike & Laura Herring,**  
30+ year Variety Supporters

# FRIENDS OF VARIETY

The Friends of Variety is a special group of individuals who support Variety St. Louis with annual contributions from \$100-\$999. The generosity of this group of friends allows us to continually provide Variety Kids with access to equipment and therapy, and the opportunity to participate in recreation and performing arts activities. The list reflects contributions received between October 1, 2020 and September 30, 2021.

Vickie L. Abbott	Ryan Bricker	David and Tamara Elbe	Marylee and Michael
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 Sharon D. Younge-Hill  
 Annie Zipf  
 Deborah A. Zuzga  
 Mrs. Bernard Zyk

\*Deceased





# NAMED ENDOWMENTS

Individuals with Named Endowments have invested in the future of Variety St. Louis by creating a permanent endowed fund for programs and operations. This investment provides ongoing support and is an important component of Variety’s plan for sustainability. To inquire about establishing an endowment for Variety, please call Brett Schott at 314-720-7707.

- The Centene Charitable Foundation Endowment for Adventure Camp

The Marilyn Fox Endowment for Adventure Camp

The Robert R. & Mary Lee Hermann Endowment for Adventure Camp

The Douglas E. & Victoria D. Hill Endowment for Adventure Camp
- The Nevada A. Kent & Rita K. Kent Endowment for Adventure Camp

The Noémi & Michael Neidorff Endowment for Adventure Camp

The David C. Pratt Endowment for Adventure Camp

# ENCORE SOCIETY

The Encore Society includes individuals who have designated Variety St. Louis as the recipient of a planned gift. Whether through a bequest, charitable remainder trust, charitable gift annuity or any of a variety of options, these friends have designated Variety as a beneficiary of their legacy of giving. If you would like to join the Encore Society or discuss options, please call Mary Murawski at 314-720-7712.

- Merri and Mark Abels

Albert Becker

Estate of Peter Bouckaert

Cathy and Carter Dunkin

Linda and Cliff Eason

Marilyn and Sam Fox

Estate of Arabella R. Gieseler

Ray Gruender

Estate of Marcella Hager
- Laura and Mike Herring

Margaret and Edward Imo

Estate of Mary E. James

Jessica and J. Christopher Kerckhoff

Susan and Mark Koritz

Ruth M. Kourkafas Living Trust

Estate of Dorothy F. Krekeler

Dennis and Betty Krentz
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David Pasternak Trust

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Kimberly and Bob Springer

Eula Strothers Trust for Evelyn Simmons

Martha M. Wallin Trust

Florence Westaver Trust

Estate of Marie Winningham

Estate of Edith and Alan Wolff

# GIFTS IN KIND

There are a number of ways to make a difference at Variety. Contributions of products, services and talent enhance the services we are able to provide to Variety Kids and their families each year. Thank you to these donors.

- Hogan Transports Inc.

Mary Kaye Fort
- Janice Kemper

LHMC
- Network Specialists

St. Louis Aquarium
- Transportation Museum

Worldwide Technology

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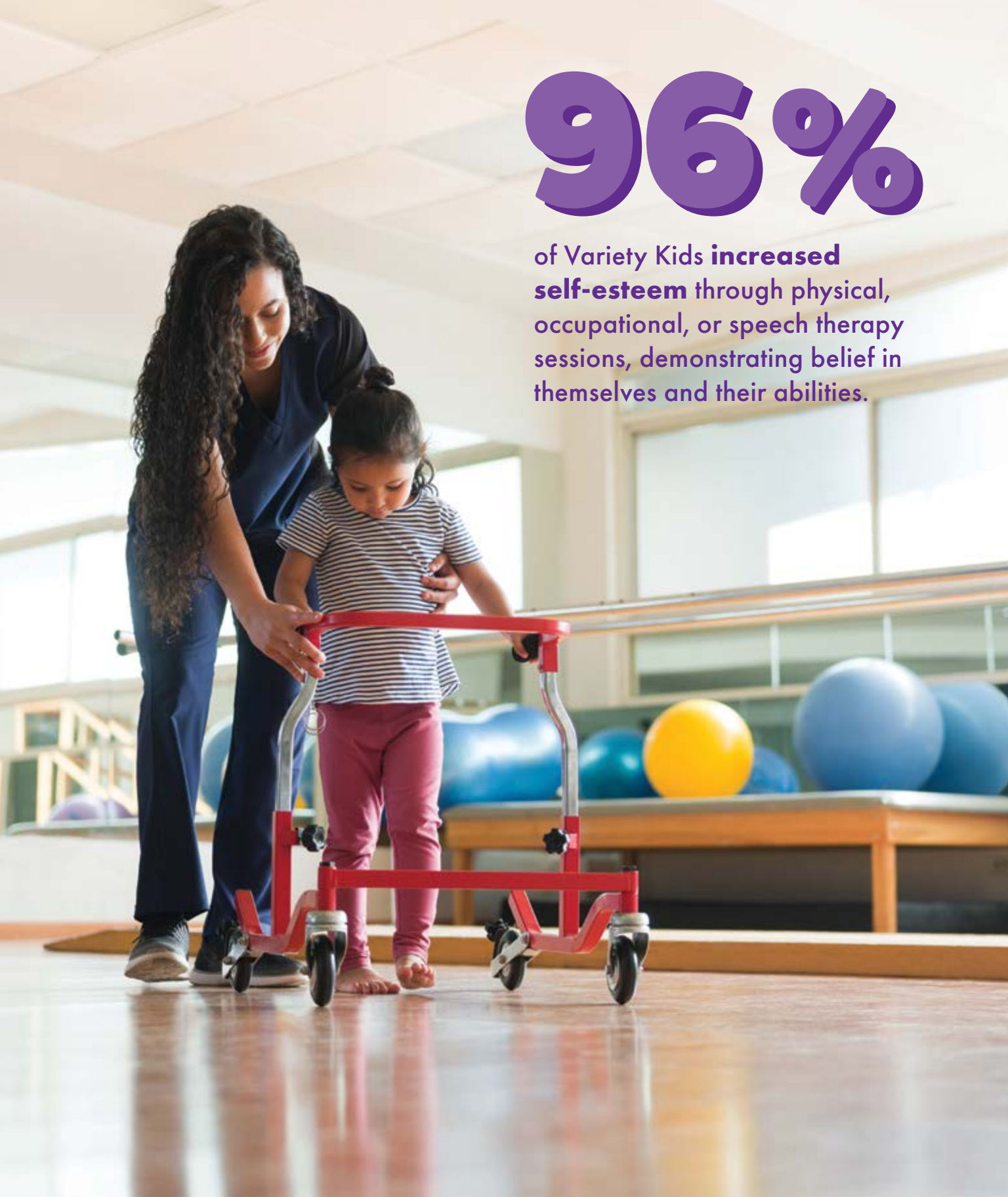
91%

of Variety Families reported that **their children demonstrated belief in themselves, their abilities, and their possibilities** after participating in a Variety program.



Variety Kids star on stage during the Performing Arts programs.





96%

of Variety Kids **increased self-esteem** through physical, occupational, or speech therapy sessions, demonstrating belief in themselves and their abilities.

## VARIETY WOMEN

Variety Women is a powerful, passionate network of women who, through investment of their time, talent and resources, support children in our community living with physical or developmental disabilities. For information, please contact Mary Murawski at 314-720-7712 or [Mary@VarietySTL.org](mailto:Mary@VarietySTL.org).

Laura B. Ellenhorn, Chair	Terry Coleman	Stacey Kamps	Karen Shaughnessy
Jan Albus	Mary Ann Daust-Buehler	Connie Lohr	Jennifer L. Wardlaw
Kimberly Browning-Hoffman	Tracey Gans	Kay Love	Leslie D. Wilson
Wendy Brumitt	Dawn Gilbertson	Christa McGraw	Fran Zamler
Sara Bucy	Kelly Gross	Stephanie Meadows	
Laura Beggs Butsch	Valerie D. Hoffmann	Nina Needleman	
Julie C. Catron	Linda Hunter	Erica Randall	

## YOUNG VARIETY

Young Variety is a group of young professionals, between the ages of 21 and 40, advocating for the work of Variety St. Louis. They promote the mission of Variety in the community, helping to raise funds and volunteering their time and talents. Interested in becoming a member of Young Variety? Please contact Brett Schott at 314-720-7707 or [Brett@VarietySTL.org](mailto:Brett@VarietySTL.org).

### Leadership

Caitlin Stayduhar,  
Administration  
Lucy Dames, Events  
Cory Hillmann, Social  
Nathan Litz, Membership

### Members

Diana Charboneau  
Justin Charboneau  
Reagan Deschaine

Danielle Finley  
Erica Hallsten  
Naomi Ishihara  
Kevin Ives

Rashad May  
Erin Warner Prange  
Chris Stone

## FAMILY COUNCIL

Variety Family Council provides guidance on current and future Variety programming, including virtual programs. For more information, contact [FamilyCouncil@VarietySTL.org](mailto:FamilyCouncil@VarietySTL.org).

Mary Ellen Ritchy, Parent Lead	Tamico Jones	Katie Pfeil	Tony Thompkins
Kim Gibson, Alumni Representative	Chris Kreutz	Ashley Schafluetzel	Ann Tollefson
Jerry Moranville, Alumni Representative	Penny Long	Cathy Schultz	Megan Vitale
Jennifer Ibarra	Vici Manning	Tina Sullenger	
Rebecca Johnson	Katie Miller	Deonna Suttles	



## BOARD OF DIRECTORS

### Chairman

Lawrence K. Otto ♥

### Vice Chairs

Steve Crimmins ♥

Marilyn Fox ♥

Thelma Steward ♥

### Secretary

Steve Gross ♥

### Treasurer

Leslie Wilson ♥

### Chairman Emeritus

David Steward ♥

### Directors

Warner Baxter ♥

Amy Best ♥

Ian Caso

Joe Castellano ♥

Laura Ellenhorn

Donald L. Ferguson

Sean Fleming

Mary Kaye Fort

Cheri Fromm

Davida Lichtenstein

Ray Gruender

David Hogan

J. Christopher  
Kerckhoff, Jr. ♥

Lee Kling ♥

Nancy Kranzberg

Mike Lefton

Danny Ludeman

Robert O'Loughlin

Terri Owen

Erin Warner Prange

Lucia Rosenbloom

Bevis Schock

Paul Shaughnessy

Kimberly Springer ♥

Michael Staenberg

♥ Executive Committee Members

### Honorary Life Members

Kimmy Brauer

James T. Byrnes

Nancy Diemer

Cliff Eason

Margaret Imo

Mark Koritz

Chip Rosenbloom

Ozzie Smith

## STANDING COMMITTEES

### Finance

Leslie Wilson

Greg Schaller

Zac Smith

### Marketing & Communications

Joe Castellano

Tom Eling

Terri Owen

Tim Rodgers

### Development

Sean Fleming

Lee Kling

Linda Hunter

Kimberly Springer

### Programs

Amy Best

Ray Gruender

Lucia Rosenbloom

### Nominating

Warner Baxter

Mike Lefton

### Investment

J. Christopher

Kerckhoff, Jr.

Donald Ferguson

Wes Gregory

Brandon Moritz

Bob Wacker

### Strategic Planning

Steve Crimmins

Amy Best

Joe Castellano

David Hogan

Michael Staenberg

## VARIETY STAFF

Brian Roy

Executive Director

Christina Altholz

Chief Financial &  
Administrative Officer

Brett Schott

Chief Development Officer

Tim Bommarito

Manager of Annual &  
Foundation Giving

Robin Diehl

Senior Program Manager

Patty Haeffner

Executive Assistant

Karen Haglin

Accounting Manager

Madison Martinez

Creative Lead

Mary Murawski

Senior Manager of  
Philanthropy

Kathy Payne

Controller

Julie Thompkins

Health Services Manager

Mary Serafino

Communications Manager

Britt Velasquez

Program Team Specialist

Tom Wombacher

Data Systems Manager



# 94%

of Variety Kids used  
medical equipment to  
gain skills they need to  
experience their world  
as fully as possible.



# FISCAL YEAR 2021

(Oct 1, 2020 - Sept 30, 2021)

## Statement of Financial Position

### Assets

Cash	\$ 2,370,348
Promises to Give	\$ 820,139
Accounts Receivable - <i>Employee Retention Tax Credits</i>	\$ 247,500
Investments	\$ 5,097,013
Prepaid Expenses	\$ 145,344
Property & Equipment	\$ 113,696
Assets restricted for permanent endowment	\$ 1,402,928
<b>TOTAL ASSETS</b>	<b>\$10,196,968</b>

### Liabilities

Accounts payable and accrued expenses	\$ 715,268
Paycheck Protection Program (PPP) Loan	\$ 332,500
<b>TOTAL LIABILITIES</b>	<b>\$1,047,768</b>

### Net Assets

Without donor restrictions	\$ 5,856,069
With donor restrictions	\$ 3,293,131
<b>TOTAL NET ASSETS</b>	<b>\$ 9,149,200</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$10,196,968</b>

## Statement of Activities

### Revenue

Contributory Revenue:	\$3,813,288
Corporate	\$1,211,950
Individual	\$2,359,250
Grants	\$ 242,088
Special Events	\$ 7,062
In-Kind Revenue	\$ 28,496
Endowment distribution for operations	\$ 106,935
<b>TOTAL REVENUE</b>	<b>\$3,955,781</b>

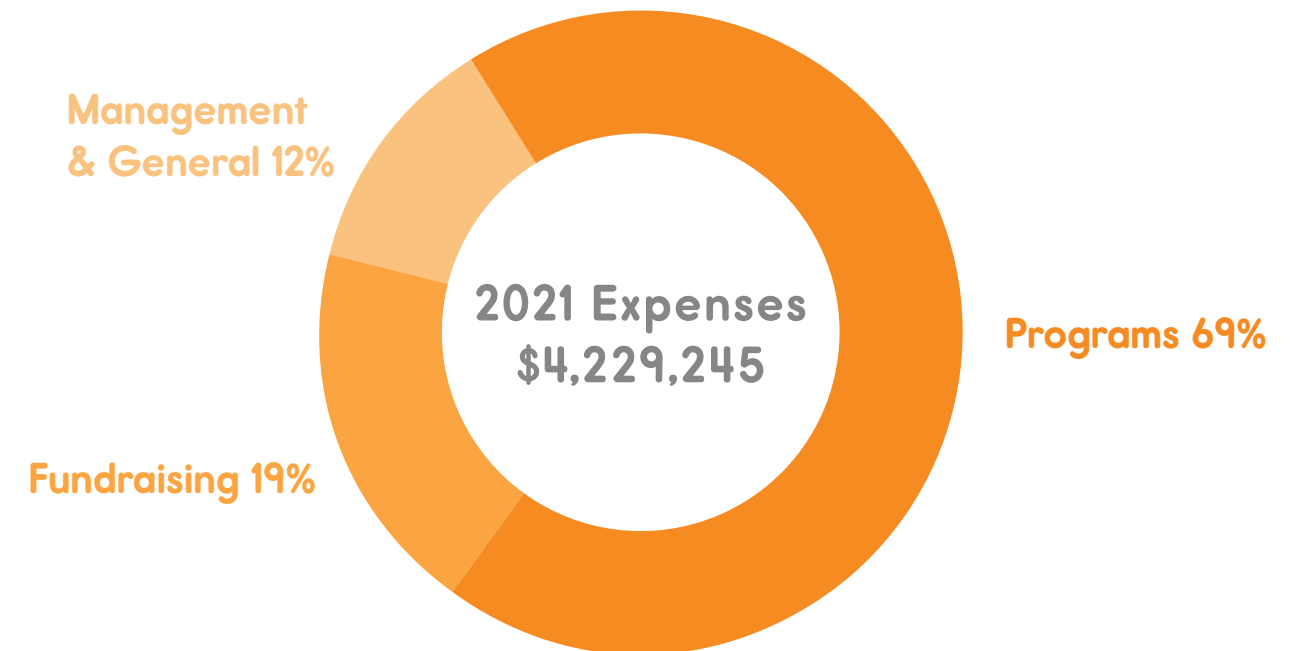
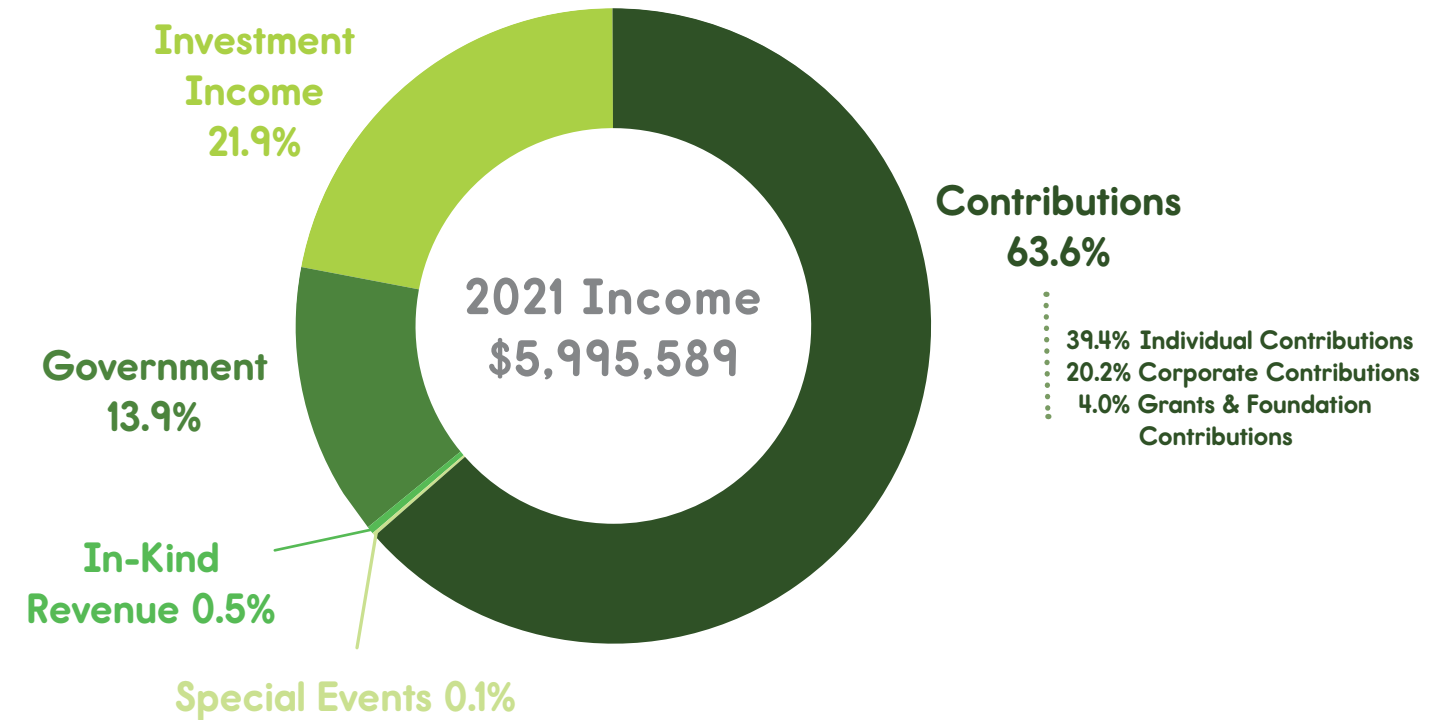
### Expenses

Equipment	\$1,723,735
Therapy	\$ 313,249
Recreation	\$ 369,560
Performing Arts & Education	\$ 511,893
<b>TOTAL PROGRAM EXPENSES</b>	<b>\$2,918,437</b>
Management & General	\$ 494,421
Fundraising	\$ 816,387
<b>TOTAL EXPENSES</b>	<b>\$4,229,245</b>

**CHANGE IN NET ASSETS  
- OPERATING DEFICIT** \$ (273,464)

### Non-Operating Revenue & Support

Government COVID Relief - CARES Act Funding	\$ 832,231
Investment Income - <i>not available for operations</i>	\$1,207,577
<b>CHANGE IN NET ASSETS - TOTAL</b>	<b>\$1,766,344</b>



As of Sept. 30, 2021, financial statements were audited by Armanino LLP. Further financial information is available on Variety's website at [www.varietySTL.org](http://www.varietySTL.org).

All FY2021 ratios were significantly influenced by the pandemic and limitations placed on in-person programming and events.



Variety the Children's Charity of St. Louis  
11840 Westline Industrial Drive  
Suite 220  
St. Louis, MO 63146

*VARIETY'S MISSION*

**VARIETY EMPOWERS  
CHILDREN  
WITH SPECIAL NEEDS  
BY PROVIDING ACCESS TO  
EQUIPMENT  
THERAPY AND  
INNOVATIVE PROGRAMS**

