



**2022**

**ANNUAL REPORT**

VARIETY THE CHILDREN'S CHARITY OF ST. LOUIS





Dear Friends,

The past year has been a remarkable journey for Variety as an organization. Thanks to the unwavering support of our donors, volunteers, and dedicated staff, we have achieved record levels of impact across the St. Louis region, touching the lives of over 1,300 children with special needs and their families.

The word is out. Families and children are flocking to Variety, looking to us to provide life-changing tools required to navigate the world each and every day: a standing wheelchair for a child to rise up to be eye-level with friends, hearing aids to enjoy laughter, and consistent access to therapy sessions that lead to greater independence.

To meet this growing demand, Variety is determined to expand our efforts and reach even more children. We have exciting plans to develop new initiatives that will not only address essential needs but also provide enriching experiences. We firmly believe that every child, regardless of their abilities, should have the opportunity to explore their talents, pursue their passions, and build a bright future.

We rely on the generosity of individuals and organizations to continue making a profound impact for these extraordinary children. Our community's continued support will allow us to expand our reach, improve our programs, and create lasting change for those who are too often left behind.

Thank you for your interest in helping us create a world where children's abilities are redefined and their possibilities reimaged.

Respectfully,

**Brian Roy**  
Executive Director

**Lawrence K. Otto**  
Board Chair

## Mission Statement

Variety empowers children with special needs by providing access to equipment, therapy, and innovative programs.

Cover: Variety Kid Colton enjoying the park with his family

Fiscal Year 2022

# RECORD IMPACT

## MEDICAL EQUIPMENT

**15%**  
increase  
in kids

A record **526** physician-prescribed items distributed to **375** children for more than **2.1 million** hours of usage

## RECREATION

**43%**  
increase  
in kids

Variety hosted **213** kids and teens at Adventure Camp, providing **11,070** hours of fun, supportive recreational programming

## THERHAPPY KIDS

**29%**  
increase  
in kids

A record **202** Variety Kids received **3,617** hours of physical, occupational, and speech therapy services

## PERFORMING ARTS

**32%**  
increase  
in kids

Variety expanded theatre programming to a record **33** participants, and along with Chorus and Dance, provided **3,101** hours of free professional mentorship



Variety Kid Peyton



94%  
GAINED  
SKILLS



Variety Kid Mila and family at occupational therapy

## EMPOWERING MILA



Their daughter was regressing rapidly. After nine months of new baby Mila hitting all her developmental milestones, Brett and Sheila noticed a change in their daughter. Suddenly, Mila lost her ability to scoot across the living room floor, eat foods she had been, and even make sounds to communicate.

After more than a year of doctor's visits and unanswered questions, Mila was finally diagnosed with Aicardi-Goutières Syndrome, a rare genetic disorder which occurs in about 1 out of 100,000 babies.

With Mila's motor skills regressing rapidly, she had a dire need for medical equipment and therapy to keep her from spiraling further. That's when the family connected with Variety.

**"We didn't know how we would afford the extra therapies and equipment. Variety stepped up and helped with all of that."**

Variety's TherHappy Kids program gave Mila immediate access to occupational therapy to develop her motor functions and feeding habits. Mila's physical challenges also meant she would need medical equipment to safely participate in day-to-day life.

Variety has provided a wheelchair, a gait trainer, and a stroller, empowering Mila to better navigate her surroundings, rebuild her skills, and interact with her peers.

With a safety bed, Mila can now sleep safely and comfortably by herself, putting her parents at ease.

By providing consistent access to essential tools, Variety has profoundly impacted Mila who is now working her way back to eating solids foods and crawling again.

**"With these services, she's regained some of her skills," Sheila explains. "Without Variety, she would not be in this spot."**

Through equipment and therapy, Variety helps Mila rediscover abilities, creating immeasurable relief and joy for her family. Thank you to those who help Variety empower thousands of local children like Mila with life-changing programs. ♥





# JOHN HARRIS SOCIETY

John Harris founded Variety with a group of theatre owners in 1928. The John Harris Society includes individuals and foundations committed to Variety's mission with annual support of more than \$1,000 between October 1, 2021 and September 30, 2022.

Thank you!

## HUMANITARIAN

Steward Family Foundation  
David and Thelma Steward  
David Steward II  
Kimberly Steward

## CHAMPION

John C. and Mary Kaye Fort, Fort Family Foundation  
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Kathleen and Dale Rosenbloom

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## I CAN

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Benjamin F. Edwards IV  
Merle Fox  
Nance Frost  
Kuhn Foundation  
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The Pershing Charitable Trust  
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The Siteman Family Charitable Fund  
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## I DREAM

American Legion Post 1255  
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Mary Ann Van Lokeren  
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## I HOPE

Cynthia and David Asinger  
Julie and Jason Battaglia  
Barbara and Doron Berger  
Bob and Kim Brown  
Dr. John L. Hoffman and  
Kimberly Browning-Hoffman

Ian and Stephanie Broz  
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Marsha and Bill Rusnack  
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The Sidener Foundation  
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St. Louis University High  
James and Julie Stackhouse  
Patrick and Aja Stokes  
Joseph Wibbenmeyer



Variety Kid Evie



# FRIENDS OF VARIETY

Friends of Variety includes individuals, foundations, and organizations committed to Variety's mission with annual contributions of \$100 - \$999 between October 1, 2021 and September 30, 2022.

thank you!

Joy and Frank Albano  
Jan Amsinger  
Ansel Elyse Foundation  
Katherine Anttila  
Angela and John E. Arcipowski  
Lu Arnold  
Justin Baker  
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Lawrence Bull  
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Roy and Alice Proctor  
Mr. Mark Prouhet

Barbara and Thomas Purdy  
Adam Pursifull  
Tracy Pursifull  
Renee Morff Rainey



\*Deceased

Variety Teen Maddie



82%  
IMPROVED  
INDEPENDENCE



Variety Kid Walter working with his speech therapist

## FRIENDS OF VARIETY CONTINUED

Thank you!

Walter Rajewski  
Steve and Tammy Rasche  
Linda and Lee Rascovar  
Whit and Millie Reichert  
Christene and Tom Reinbold  
Doris and Ronald H. Ridgway  
Sean and Molly Roarty  
Rachel M. Roberts  
Roman Catholic Foundation of  
Eastern Missouri  
Chris and Lori Roseman  
Carolyn and Kevin Roy  
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Ste. Genevieve Du Bois Catholic Church  
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Carolyn and Greg Schaller  
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Kathleen Schweich  
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Tom Wombacher  
Timothy and Leslie Worcester  
Stacy and Lee Zobrist  
Deborah A. Zuzga  
Bernard and Kathleen Zyk



Variety Kid Amere



# CORPORATE PARTNERS

Corporate Partners create life-changing opportunities for Variety Kids with gifts and grants made between October 1, 2021 and September 30, 2022.

thank you!

## VARIETY CHAMPION

Ameren  
World Wide Technology Foundation

## MAJOR PARTNER

Edward Jones  
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National Endowment for the Arts  
Productive Living Board of St. Louis County  
St. Charles Developmental Disability  
Resource Board  
St. Louis Office for Developmental  
Disability Resources

# Partnership that Empowers

Imo's Pizza is committed to making a difference in our community, one square at a time.



In 1964, Ed and Margie Imo, a young couple trying to build a life together as a family, opened a pizza parlor in The Hill neighborhood. It wasn't too long before their name and square-cut pies would become synonymous with St. Louis.

Today, with 99 franchise locations throughout the region, Imo's Pizza continues to deliver on its promise to welcome and feed every customer while giving back to the community. Variety and Imo's Pizza's ongoing partnership spans the past two decades and over \$2 million of support.

"Variety Families count on Imo's and the community so that their children with special needs can have continued access to Variety's medical equipment, therapy, recreation, and performing arts programs," Brian Roy, Variety Executive Director, shares.

Imo's Pizza has promoted Variety's mission to its customers, hosted special fundraising events, challenged franchisees to sponsor kids who want to attend summer camp, and fed Variety Kids, families, and supporters at countless events.

**"Variety St. Louis holds a special place in our hearts, and we are honored to support their mission of providing children with the tools they need to overcome challenges and embrace their full potential."**

**- Margie Imo**

As a Lifetime Variety Board Member, Margie's leadership and commitment to the mission has made a profound and lasting impact on the lives of so many local children and their families. Thanks to Imo's Pizza, its franchisees, and multiple generations of the Imo Family, kids with special needs can redefine their abilities and reimagine their possibilities. ♥



Variety Kids performing at Curtain Call



90%  
INCREASED  
SELF-ESTEEM



Variety Kid Abby rehearsing at Curtain Call

## ENCORE SOCIETY

The Encore Society includes individuals who have designated Variety St. Louis as a beneficiary of their legacy of giving or estate plan.

Merri and Mark Abels  
Albert Becker  
Estate of Peter Bouckaert  
Estate of Margaret Doyle  
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  
Steven Leach

Elaine and Kenneth Litwack  
Joan and Michael Malloy  
Estate of Helen M. McNamee  
Lyn and Michael Niemann  
Estate of Karen Oliver  
David Pasternak Trust  
Walter Rajewski  
Katie and Steve Schankman  
Estate of Russell Schrempp  
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  
Chris Stone

## NAMED ENDOWMENTS

Those who have established Named Endowments have invested in the future of Variety St. Louis by providing permanent ongoing support for programs and operations.

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

## GIFTS IN KIND

Thank you to those who made contributions this fiscal year of products and services that support Variety's work.

Distribution Management  
H2O Friends • St. Louis Aquarium Foundation  
Hogan Transports, Inc.  
Janice Kemper  
LHMC  
Network Specialists  
Nike Air Manufacturing Innovation  
Angela Rhyne  
TSG Properties  
Webster University  
Whitfield School



Variety Kid Christian



BOARD OF DIRECTORS

<b>Chair</b> Lawrence K. Otto*	Warner Baxter* Amy Best* Ian Caso Joe Castellano* Laura Ellenhorn Donald L. Ferguson Sean Fleming* Mary Kaye Fort Cheri Fromm Ray Gruender David Hogan Linda Hunter J. Christopher Kerckhoff, Jr.* Lee Kling	Mike Lefton Davida Lichtenstein Kerri Morgan Brandon Moritz Robert O'Loughlin Terri Owen Lucia Rosenbloom Bevis Schock Paul Shaughnessy Zac Smith Kimberly Springer* Michael Staenberg Caitlin Stayduhar	<b>Honorary Life Members</b> Kimmy Brauer James T. Byrnes Nancy Diemer Cliff Eason Marilyn Fox Margaret Imo Mark Koritz Nancy Kranzberg Chip Rosenbloom Ozzie Smith
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<b>Secretary</b> Steve Gross*			
<b>Treasurer</b> Leslie Wilson*			
<b>Chairman Emeritus</b> David Steward*			

\* Executive Committee Members

FAMILY COUNCIL

Variety's Family Council provides guidance on current and future programming, collaborating with staff to address the needs of Variety Kids and Teens.

<b>Members</b> Tamico Jones Chris Kreutz Cassy Lichtenberg Penny Long	Vici Manning Katie Miller Katie Pfeil Mary Ellen Ritchey Ashley Schafluetzel	Cathy Schultz Tina Sullenger Deonna Suttles Tony Thompkins Megan Vitale	<b>Alumni Representative</b> Kim Gibson
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YOUNG VARIETY

Young Variety is a group of young professionals advocating for Variety Kids by promoting the organization's mission in the community, helping raise funds, and volunteering their time and talents.

<b>Leadership</b> Caitlin Stayduhar Lucy Dames Cory Hillmann Nathan Litz	<b>Members</b> Diana Charboneau Justin Charboneau Reagan Deschaine Danielle Finley Erica Hallsten	Cassidy Hunt Naomi Ishihara Kevin Ives Rashad May Emily Pawelski Erin Warner Prange	John Rhodes Nadya Rubia Kaitlin Schwent Chris Stone
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VARIETY STAFF

Dana Alberto Christina Altholz Tim Bommarito Robin Diehl Ashlyn Ege	Shannon Ford Patty Haeffner Karen Haglin Mary Murawski Renee Owens	Kathy Payne Brian Roy Julie Thompkins Anna Wilde Tom Wombacher
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Variety Kid Henry



Variety Kid Olive cooling off her Adventure Camp Counselor.

89%  
BOOSTED  
SOCIALIZATION



# STATEMENT OF ACTIVITIES

Fiscal Year 2022 (Oct. 1, 2021 – Sept. 30, 2022)

## Revenue

♥ Contributory revenue	\$ 3,289,815
Individual	2,291,052
Corporate	564,400
Grants	434,363
♥ Endowment distribution for operations	191,221
♥ Special events (net)	32,498
♥ Program service revenue	1,180
<b>Total Operating Revenue</b>	<b>\$ 3,514,714</b>

## Expenses

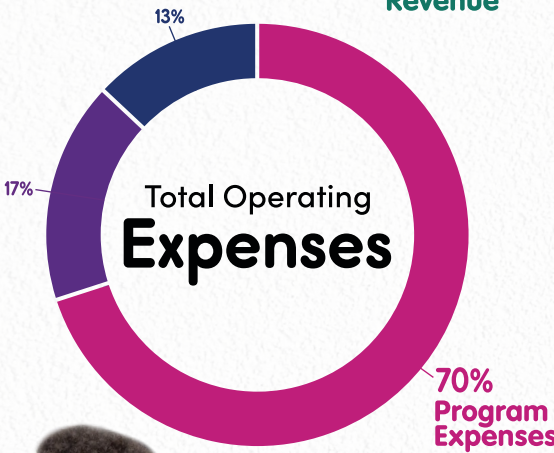
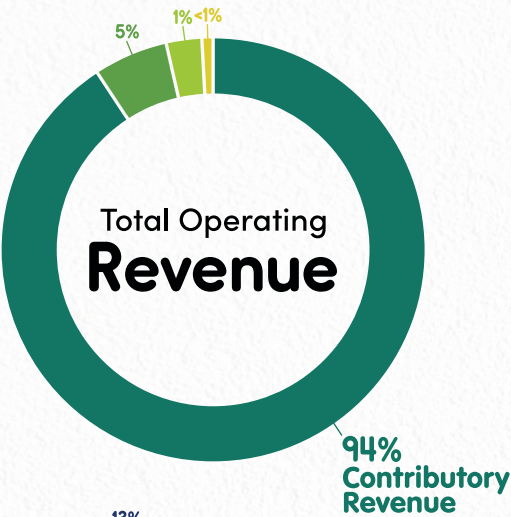
♥ Program expenses	\$ 2,993,090
Medical equipment	1,869,704
Recreation	407,723
Therapy	371,487
Performing arts	192,637
Other programs	151,539
♥ Fundraising	740,261
♥ Management & general	536,774
<b>Total Operating Expenses</b>	<b>\$ 4,270,125</b>

<b>Change in Net Assets - Operations</b>	<b>\$ (755,411)</b>
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## Non-Operating Revenue & Support

Government COVID relief - CARES Act funding	\$ 337,461
Investment income not available for operations	(1,238,971)

<b>Change in Net Assets - Total</b>	<b>\$ (1,656,921)</b>
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# STATEMENT OF FINANCIAL POSITION

Fiscal Year 2022 (Oct. 1, 2021 – Sept. 30, 2022)

## Assets

Cash	\$ 2,346,806
Promises to give	275,046
Grants receivable	156,595
Accounts receivable Employee Retention Tax Credits	43,927
Investments	3,792,295
Prepaid expenses	41,944
Property & equipment	99,076
Assets restricted for permanent endowment	1,402,928
<b>Total Assets</b>	<b>\$ 8,158,617</b>

## Liabilities

Accounts payable and accrued expenses	\$ 666,338
<b>Total Liabilities</b>	<b>\$ 666,338</b>

## Net Assets

Without donor restrictions	\$ 5,188,245
With donor restrictions	2,304,034
<b>Total Net Assets</b>	<b>\$7,492,279</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 8,158,617</b>

As of Sept. 30, 2022, financial statements were audited by Armanino LLP. Further financial information is available on Variety's website at [www.varietySTL.org](http://www.varietySTL.org).

Variety Teen Raphie

Variety Kid Clarice



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

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Reimagined.**



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Variety Kid  
Joseph being  
fitted for his  
new legs