



MORE THAN A LONDON MARATHON 2012

Your chance to run a world famous marathon supporting Variety, the children's charity

Call 1300 905 188



- ▶ Be guaranteed 1 of only 10 Variety spots in the Virgin London Marathon 2012!
- ▶ Explore the world-famous sights, sounds, and tastes of energetic, magnetic London
- ▶ Help fund lifesaving medical equipment that will virtually put a specialist doctor in rural and remote hospitals in Australia

Fast Facts:

Dates: 18-25 April 2012

Marathon date: 22 April 2012

Trip duration: 6 days

Physical activity: Marathon

Accommodation: Twin share
(Centrally located city hotel)

Fundraising target: \$13,307
(\$10,000 donated to Variety and \$3,307 for travel costs and travel insurance, not including airport taxes at approx \$278)

Registration fee: \$700
Please note the registration fee is in addition to the fundraising target and is non-refundable.

"I get goosebumps every time I think that there will be 2 million people who line the course and cheer us on. Running and raising money for charity – it's so much a part of who I am now."

– Richard Keetley, running the New York Marathon for charity

What will my impact be?

Rural and remote hospitals often turn to city-based specialist doctors to diagnose and assess children who suffer accidents, disease or birth problems. Mostly, this is done by phone, leaving margin for error.

A child in a north coast hospital was described as "blue," which led to a respiratory problem diagnosis by a specialist who couldn't see the child. Unfortunately, the blue colour was meningococcal virus rash and the child passed away.

Variety Vision for Life would have played a crucial role in saving the child by providing high definition vision between the regional hospital and city based specialist.

Join us today.

What is this adventure?

Imagine your heart thumping as the start gun fires and you take off along the River Thames, catching glimpses of Shakespeare's Globe theatre before reaching the halfway mark at the commanding Tower Bridge.

Now you're moving east towards Canary Wharf, past St. Paul's Cathedral, and into the final leg of the race. As the London Eye comes into view, you see the sights of Big Ben and Westminster in the distance.

Minutes later you pass the finish line in front of Buckingham Palace with an enormous, proud smile.



Call Nadia Killeen on 1300 905 188 to register now



About Inspired Adventures

“Inspired Adventures is a fundraising agency with a difference – one that seeks to change lives through our adventures and marathon programs. We believe that we are all capable of far more than we imagine; and Inspired Adventures specialises in guiding and motivating participants to push their limits and raise money for a wonderful cause. Partnering with Variety is a very exciting opportunity for us to work with you and help this incredible organisation achieve its vision.”

– Justine Curtis, Director, Inspired Adventures

We'll help you reach your goal

As soon as you register, your Account Manager Nadia Killeen will work with you one-on-one to create a comprehensive fundraising plan. She will contact you regularly with ideas, advice, encouragement – and plenty of inspiration.

“I am here to guide and support you all the way to reach your fundraising goal. Together we can turn your energy, commitment and dedication into fundraising success for Variety. The key is to plan, prepare and be positive. I'm here to help!”

– Nadia Killeen, Account Manager, Inspired Adventures

Fundraising Tool Kit

In addition to this personalised support, you will receive a Fundraising Tool Kit. We have supported more than 1,500 people in reaching their fundraising goals in the past, and the Fundraising Tool Kit is a compilation of the most successful ideas, case studies, advice, and practical suggestions.

The Fundraising Tool Kit will show you how to:

- ▶ Plan an event
- ▶ Write a press release
- ▶ Set up an online fundraising page
- ▶ Approach corporates for support
- ▶ Launch your fundraising plan

Fitness training

We will send you a book with advice on training for a marathon. While your fitness training and health is your responsibility, we are here to guide you all the way to the finish line. We advise all participants to discuss their training plans with their GP before embarking on a fitness regime.

About Variety

One night in 1928, a group of theatre owners playing cards heard whimpering from an empty theatre. When they investigated the source of the noise, they discovered an abandoned baby with a note pinned to her clothing that read:

“Please take care of my baby. Her name is Catherine. I can no longer take care of her. I have eight others. My husband is out of work. I have always heard of the goodness of show business people and pray to God that you will look after her. Signed, a heartbroken mother.”

This group set about raising money to buy items needed for her care and were so successful that they decided to widen their view to offer assistance to local orphanages. Catherine's story became an inspiration to help children everywhere and since those early beginnings, Variety has become an international organisation raising over \$2 billion to help children in need throughout the world.

You can be part of a team of incredible individuals fundraising together to raise tens of thousands of dollars for Variety and help save children's lives through Variety's Vision for Life program.

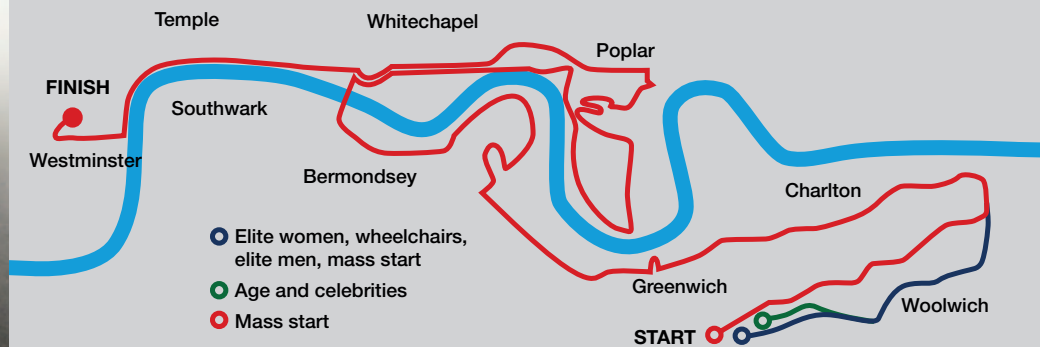
Variety's goal is to equip 254 regional and city hospitals with Vision for Life technology by the end of 2012. Each hospital system costs \$25,000 and by participating in this incredible marathon, you will be fundraising to help save the lives of seriously ill Australian children. As Variety Australia purchases and grants the equipment or services directly - you can be sure every dollar gets through to where it is needed most.

Join us now for the opportunity of a lifetime.

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Virgin London Marathon Route Map



FAQs

Can I really do this?

YES, you can! Fundraising and fitness training sound intimidating, but we're here to help you the whole way through. We'll call you regularly with advice, ideas, and encouragement along the way. You're not in this alone – you'll be joined by other people all raising money for this wonderful cause and training for an epic adventure that you'll remember forever.

How do I fundraise?

Past participants have successfully fundraised in many creative and fun ways. We will send you a comprehensive Fundraising Tool Kit upon registration to help you reach your target. You will also have regular support from our Inspired Team, who will help you develop and manage your fundraising plan, as well as support from the charity for which you are fundraising.

What does it cost?

Upon registration, you will pay a registration fee of \$700. The travel cost and donation to Variety can be fundraised with the support of Inspired Adventures.

Is my donation tax deductible?

The funds raised for the charity are tax deductible. Funds raised to cover travel costs are not tax deductible.

What's included?

Return international airfare departing Sydney, Brisbane, Melbourne or Perth, arrival transfer, 4 nights accommodation in a city hotel, marathon entry, transfer to start line, entry to race expo, and travel insurance.

What's not included?

Personal costs, additional travel, meals, laundry, tips and gratuities.

Can I extend my stay?

Of course, many of our participants decide to extend their stay to get the most from their overseas adventure! (Additional travel arrangements are at your own cost).

Will I get a chance to meet other people before we go?

Yes, we will organise a get-together evening for everyone (geography permitting). There will be regular email, phone communications, and a Facebook online community leading up to the trip.

Trip Notes

Because this is a marathon-based trip and people have different routines, requirements, and needs before a race, there will not be an itemised, hourly, day-to-day itinerary. Inspired Adventures will work with the participants, our travel associate, and the charity to arrange at least one team dinner in the city as well as optional sightseeing opportunities. Expect more details closer to the departure date.

Virgin London Marathon 2012

22 April 2012

Established: 1981

Number of runners: 37,500

Start: Blackheath

End: Buckingham Palace

Average temperature: 10 C

Fun fact: Holds the Guinness World Record for the largest annual fundraising event, raising £76 million for charity this year.



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MORE THAN A LONDON MARATHON 2012

Countdown to the Virgin London Marathon

To do	Date	Activity	Done!
Registration fee	Immediately	Once you have paid your \$700, you are an official 'Inspired Adventurer' and will be heading to London!	<input type="checkbox"/>
Charity spot fee	Upon registration	Pay \$1,500 to lock in your charity marathon running spot.	<input type="checkbox"/>
Connect with your group	After registration	Get to know your fellow adventurers on Facebook.	<input type="checkbox"/>
Travel deposit	6 weeks after registration	Pay \$500 travel deposit to secure your flight. It's actually happening!	<input type="checkbox"/>
Fundraising deposit	October 2011	Doesn't it feel good to raise \$2,000 for Variety?	<input type="checkbox"/>
Conference call	November 2011	Get on the phone with your group and learn more about your exciting adventure.	<input type="checkbox"/>
Travel cost balance	January 2012	Pay \$2,807 travel cost balance. It's starting to sink in now – you are actually going!	<input type="checkbox"/>
Participant dinner	January 2012	Meet your fellow marathon runners in person.	<input type="checkbox"/>
2nd Fundraising Deposit	February 2012	Deposit your second \$2,000 to Variety. They are feeling the love!	<input type="checkbox"/>
Fundraising balance	March 2012	Deposit your last \$4,500 to Variety. You are a superstar!	<input type="checkbox"/>
Go!	22 April 2012	Have the experience of a lifetime running the Virgin London Marathon!	<input type="checkbox"/>



Register now

Call Nadia: 1300 905 188

Email: nadia@inspiredadventures.com.au



www.inspiredadventures.com.au/marathons/variety



EXPRESSION OF INTEREST FORM

MARATHON DETAILS

Marathon City: _____

Charity: _____

Departure Date: / /

PERSONAL DETAILS

Mr Mrs Ms Dr

First Name: _____

Middle Name: _____

Last Name: _____

(Please write name as it appears on your passport)

Street Address: _____

Town/Suburb: _____

State: _____ Postcode: _____

Tel Day: (____) _____

Tel Night: (____) _____

Mobile: _____

Email: _____

Date of Birth: / /

You must be over 18 to participate in the More Than a Marathon (MTAM) program.

HAVE YOU PREVIOUSLY RUN A MARATHON? YES NO

If so, please tell us about it: _____

If not, what has inspired you to: _____

PLEASE DETAIL YOUR RUNNING EXPERIENCE TO DATE:

HOW DID YOU HEAR ABOUT THIS INSPIRED ADVENTURE?

- | | |
|--|--|
| <input type="checkbox"/> MTAM WEBSITE | <input type="checkbox"/> MTAM FLYER |
| <input type="checkbox"/> RUNNER'S WORLD MAGAZINE | <input type="checkbox"/> RUNNING CLUB |
| <input type="checkbox"/> MTAM EMAIL | <input type="checkbox"/> GOOGLE |
| <input type="checkbox"/> FACEBOOK | <input type="checkbox"/> CHARITY EMAIL |
| <input type="checkbox"/> CHARITY SITE | <input type="checkbox"/> WORD OF MOUTH |

HAVE YOU EVER FUNDRAISED? YES NO

If so, please tell us about it: _____

How much did you raise?: _____

HOW WOULD YOU RAISE THE FUNDS FOR THIS EVENT?

Let us know your ideas and what networks you would be able to use to raise funds:

WHAT HAPPENS NEXT

- Complete this form and return it to Inspired Adventures by email or fax
- One of our team members will be in touch to discuss your suitability and fundraising ideas
- If you meet the criteria and are approved by the charity we will notify you
- Complete a registration form and pay the \$700 registration fee
- Get running and fundraising! – You're off to a wonderful city to run a marathon for charity!

