

Barriers to Why Families DO NOT Apply to Variety’s Programs:

- **Families do not know** – we know that we are not reaching every child, and a big reason is that many families do not even know that Variety and our free equipment programs exist. This is especially true with our small team being based out of Pittsburgh and serving eligible kids in 59 Pennsylvania counties, and an additional 12 counties in northern West Virginia.
- **Our programs are “too good to be true”** – the equipment we provide is expensive, so many parents immediately think that our programs are “too good to be true” or “what’s the catch” because nothing is given for free as many immediately think. There is no catch.
- **Families think they make “too” much money to qualify** – but our income guidelines are at 500% of the federal poverty level, so a family of 4 can make up to \$132,500 and still qualify for our programs. Unfortunately, many families with a moderate income immediately think they will not qualify for Variety because both parents are working.
- **Similar program applications are long** – we have heard from many families that their experience with similar social service programs involved a great deal of paperwork and time, so then they do not want to bother with our program. Once families apply, they indicate Variety’s process is very easy!
- **Families only apply for one program** – many of the kids that receive a piece of equipment from Variety could benefit from a 2nd or 3rd piece, but families assume that can only choose one. However, Variety wants eligible families to apply for one, two, or all three pieces of equipment at a time if their child can benefit without feeling they are “taking too much” as some have stated.

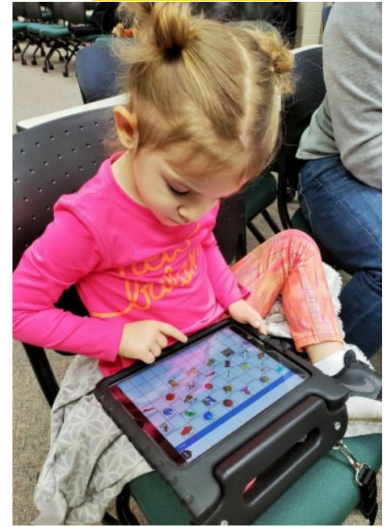
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My Stroller®



My Voice®



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