

Barriers Stopping Families from Applying to Variety’s Programs:

- **Families do not know** – there are many kids and families missing out on our free programs simply because they don’t know that Variety exists. This is especially true with our small team being based out of Pittsburgh, but we’re striving to serve eligible kids in 59 Pennsylvania counties and 12 counties in northern West Virginia.
- **Our programs are “too good to be true”** – the equipment we provide is very expensive, so many parents immediately think that our programs are, “too good to be true.” While others ask, “what’s the catch” because it is rare that nothing is given for free. There is no catch.
- **Families think they make “too” much money to qualify** – however, our income guidelines are at 500% of the federal poverty level, so a family of 4 can make up to \$138,750 and still qualify. 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 families that their experience with similar social service programs involved a lot of paperwork and time, but we are here to help make the process easy for families. Once families apply, they indicate Variety’s process is very easy!
- **Families only apply to one program** – many of the kids that receive a piece of equipment from Variety would also benefit from a 2nd or 3rd piece, but many families assume that can only choose one. However, Variety wants eligible families to apply for one, two, or all three pieces of equipment if their child can benefit without feeling they are “taking too much” as some have stated.

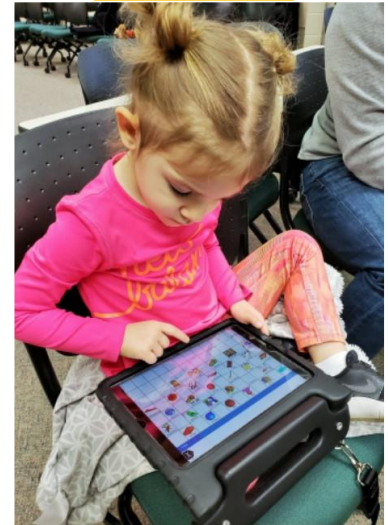
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