



VARIETY
Catherine
AWARDS

Celebrating Inspirational
Women in Business

 **variety** the children's charity
improving young lives every day

Tuesday 29th November 2016 | The Grosvenor House, London

Chief Barker's Message



I am delighted to introduce you to a very exciting new initiative from Variety, the Children's Charity.

The inaugural Variety Catherine Awards which will be hosted by June Sarpong, will set a new standard for recognising the contributions from women in business. This will be a fabulous gala evening culminating in a celebration of nine inspirational women and their professional achievements and social contributions.

I have been involved with Variety since 1975, long before this event was conceived, but with the same goals and focus of today.

We have formed a committee of dedicated volunteers from several business sectors to create this new annual event as we continue to raise awareness and funds for sick, disabled and disadvantaged children throughout the UK who so desperately need our help.

Since its inception in the UK in 1949, Variety has a long history of creating successful high-profile events including the ShowBiz Awards honouring a host of international artists and actors; and gala evenings like the Gastronomic Dinner entertaining over 400 professional services executives with the best in UK comedy entertainment. The charity is particularly proud to have established the most significant property event of the year, "thePROPS" which combines celebrating property's most successful achievers with raising vital funds for powered wheelchairs for disabled children, and since 1992 has raised over £9 million.

I encourage you to join me and the Committee to nominate inspirational women who you admire and who are role models for us all.

I hope you will consider participating in this event, which we are really excited about. Your support will make it possible for us to help so many more children, young people and their families.

Pamela

Pamela Sinclair

Chief Baker, 2016, Variety, the Children's Charity
Co-Chair, Variety Catherine Awards



Why Catherine?

On Christmas Eve 1928, as the Sheridan Square Movie Theatre was about to close, a month-old baby was found abandoned. A note pinned to the baby girl's dress read:

"Please take care of my baby. Her name is Catherine. I can no longer take care of her. I have eight others. I have always heard of the generosity of people in showbusiness and I pray to God that you will look after her." It was signed 'A heartbroken mother.'

All efforts by the police failed to find the mother, despite publicity from the local media...

From one child to an international charity

The Variety Club (today Variety, the Children's Charity) members took the decision to oversee the baby's upbringing and education. Mirroring that and where she was found, they named her Catherine Variety Sheridan.

The story of baby Catherine was picked up by newspapers all across America. Others in showbusiness volunteered their help. They too wanted to join a 'Club' that had done such a wonderful thing as adopting an abandoned baby.

Clothes and toys flooded in for baby Catherine; far too many for one small child. So Variety Club found needy children they could give them to.

From that unexpected beginning has grown one of the greatest children's charities, helping sick, disabled and disadvantaged children in many countries around the world.

Showbiz traditions run deep in Variety. Because the first Annual Dinner and Ball in Pittsburgh in 1928 was staged in a Big Top, the branches have always been referred to as 'Tents' and the members are called 'Barkers.'

The membership has raised more than **£211 million** in the UK and **\$500 million** worldwide since it started.

Variety Helping Children

Variety, the Children's Charity, has simply one aim: to improve the lives of children and young people throughout the UK who are sick, disabled or disadvantaged. In the more than sixty five years of our existence, we have raised over £211 million to support countless thousands of youngsters.

Variety Wheelchairs

With the first wheelchair being given in 1989, Variety's Wheelchair Programme has made a huge difference to thousands of young lives. With the enthusiastic support of many donors and sponsors, and especially Variety's "the PROPS" event, Variety funds manual, powered and sports wheelchairs and other specialist mobility equipment. Since the programme's inception, more than £9 million has been raised and used to improve the lives of more than 4,159 youngsters through the freedom, dignity and independence that increased mobility brings.



Sunshine Coaches

The Sunshine Coach Programme was created by Variety, the Children's Charity, in 1962 to provide accessible transport for young people who are sick, disabled or disadvantaged. Over the course of more than 60 years, we have donated more than 5,400 Sunshine Coaches to special schools and other organisations across the UK. The benefits of a Sunshine Coach to the children are wide-ranging, with increased access and mobility not just improving their health, well-being, life experience and knowledge, but also the opportunity to be fully active members of their communities.



Supporting Youth Clubs

Variety believes that a key way of helping disadvantaged young people is through supporting youth clubs, mostly by providing equipment. This helps the clubs to attract more members to a safe place where they can develop social skills, team spirit and self esteem. At any one time, we support about 300,000 young people in this way - in many instances, keeping them off the streets and out of trouble.

Variety Helping Children

Grants to Individuals and Organisations, including Children's Hospitals and Hospices

Through our Grants Programme, Variety has already helped more than 1,400 families and organisations the length and breadth of the country. We help by providing specialist equipment – for example hoists, walking aids, car seats, specialist beds, sensory equipment – which not only greatly improve the quality of life of the child/children, but also that of the carer/s. We also support children's hospitals by funding specialist and often life-saving equipment, especially to neo-natal wards and units. Major grants in this field have led to the creation of the now world renowned Variety Children's Hospital at King's College Hospital, London. We also support children's hospices where youngsters and their families are going through the most difficult time imaginable.



Celebrating 50 years of "Variety Great Days Out"

Each year, Variety Great Days Out (formerly "Variety at Work") teams throughout the UK give wonderfully entertaining and/or educational experiences to many thousands of disadvantaged children and young people who, for a range of reasons, simply never enjoy such opportunities. These include trips to the seaside, theme-parks, pantomimes and circuses ... a Queens 90th street party at the Tower of London, a Mad Hatter Tea party at Hampton Court Palace or study visits on an open air coach tour to famous landmarks around London. We know from the feedback we get, not just from the youngsters but from their families, carers and teachers too, that the benefits of the children being made to feel so special are substantial and long lasting.

■ Award Categories

The inaugural Variety Catherine Awards will set a new standard for recognising the contributions from women in business; celebrating their professional achievements and their social contributions.

Nominations will be accepted until 30th September.

Lifetime Achievement Award
Rising Star Award
Entrepreneur Spirit Award
Finance and Banking Award
Entertainment and Art Award
Retail and Fashion Award
Technology and Engineering Award
Professional Services Award
Inspirational Award

■ Award Sponsorship: £6,000 per award

As an Award sponsor of Variety Catherine Awards you will receive the following:

Acknowledgement of your sponsorship in awards marketing material and the awards tickets

Full page advert in the awards brochure

Acknowledgement of your sponsorship from the compere and Co-Chairs during the formal proceedings

Acknowledgement of sponsorship on award trophy for your chosen category

Acknowledgement of sponsorship on the Variety website, event section

A table for ten guests at the 2016 awards dinner in a prominent position

Recognition as an Award Sponsor on the big screens in the Ballroom, your company's name and logo incorporated into the audio visual presentation of the award category.

■ Tables and Tickets

Champagne Reception 6:30pm | Dinner 7:30pm | Carriages 11:30pm

£2,950 Table

Table price includes champagne reception, a table for ten guests, three-course dinner, half bottle of wine per and half bottle of mineral water per guest, and a half page advertisement in the brochure.

£295 Ticket

Ticket includes champagne reception, three-course dinner, half bottle of wine per and half bottle of mineral water per guest.

The Variety Catherine Awards Committee

Chairman

Neil Sinclair, FRCIS, Chief Executive, Palace Capital Plc

Co-Chairs

Pamela Sinclair, Chief Barker 2016, Variety, the Children's Charity

Debbie Godfrey, Media Consultant

Members

Deborah Aplin, former Managing Director, Crest Nicholson Regeneration

Sue Attwood, Director, IHS Markit and Managing Director, ACI-UK

Cheryl Chickowski, Director, Cultivate (UK) Ltd

Joanne Cohen, Business Owner, OVC Media Ltd

Jeff Green, CEO, GPCF Corporate Finance and FX for Charities and IT Company Chairman

Eva Greenspan, Partner, Quastel Midgen LLP

Jane Houghton, Business Owner, Jane Houghton Consulting

Jane Kerner, Business Owner, Jane Lehrer Associates

Dilaram Kitchlew-Williamson, Business Owner, Dillyland Limited (canine services)

Martha Marin, Head of Global Partnerships, New Look Fashion

Tijana Milosevic, Events Manager, Variety, the Children's Charity

Alice Mount, Head of Events, Variety, the Children's Charity

Katrina Perez, Corporate Development, Allenby Capital

Charlotte Picot, Director, Component Events

Sara Price, Founding Partner, Pagefield

Tricia Topping, Founder, Carlisle Consultants and Founder, Luxury Topping

Keith Yonish, Marketing & Commercial Director, Variety, the Children's Charity

Thank you for supporting Variety, the Children's Charity

Raising awareness and funds for sick, disabled and disadvantaged children



Nominations will be accepted until 30th September.

For more information about nominations, award sponsorship, table and ticket enquiries please contact:

Alice Mount, Variety Events

alice.mount@variety.org.uk
020 7428 8102
www.variety.org.uk/catherine

Variety Events Ltd raises money for Variety, the Children's Charity.

**Your booking will not be confirmed until payment is received.
No refunds will be given for cancellations after 14 days prior to the event.**