



Case Study

St. James's Place Yorkshire Children of Courage Awards

The first YCCA fund raiser was held at the Crown Hotel, Harrogate in 2011 and the event is now an annual fixture at New Dock Hall, Leeds. At the 2019 Awards Dinner there was much to celebrate:

- **£50,000 raised for the St. James's Place Charitable Foundation**
- **800 diners enjoying a fabulous Indian Banquet from the Award winning Aagrah Restaurants Group**
- **Resident compère Jon Hammond and host Christine Talbot, ITV Calendar**
- **Celebrity support from Hannah Cockroft MBE, Kate Hardcastle MBE, Paul Chuckle Elliott, Jack Carroll, Caroline Hawley, Antony Cotterill, Eorl Crabtree, Ollie Roberts, Jo Jo and Mandy Taylor**
- **10 outstanding children recognised and honoured for their achievements, including a posthumous award celebrating the life of a very brave young lady**
- **Local charity Sunshine & Smiles chosen by the public as our 2019 winner of the Group Award**

Lyndon Associates were appointed by the Leeds Committee of the SJP Foundation to support them for the 2013 awards onwards, providing services to raise awareness throughout the region's business community and acquire sponsors and table sales through a planned marketing and PR campaign.



Find out more about Yorkshire Children of Courage Awards at www.yorkshirechildren.co.uk

