

## Charlotte's BAG: our first newsletter

Hello, and welcome to this, our first newsletter from Charlotte's BAG. Since we launched the charity on October 26 2016 we have had so much interest and support from so many people, as well as requests to be kept up to date, that we thought we'd try out a simple e-newsletter. As you will see, there are no pretty pictures or clever tricks, because they all cost money and we put every single penny raised into Charlotte's BAG.

So, what's been going on over the last three months?

### **OVER £10,000 IN CHARLOTTE'S BAG!**

We are delighted to announce that we have just hit the £10,000 mark, which is thanks to everyone who has given their time, money and support – thank you so much. We've still got a long way to go to reach our target of £60,000 in the first year, but we are aiming to get there and maybe even exceed it. We've been incredibly lucky to get some great media coverage which helps spread the word, and Charlotte's local paper the Brighton Argus is a particularly strong supporter.

### **Our official launch**

The sun shone on us last October, as we held our official launch outside Brighton Pavilion, and passers-by kindly donated £110.00 as we shook tins, did media interviews and took photos. This is also where we met Mark Norman, BBC TV South East health editor – more about him later!

### **Charlotte's Art Auction**

Eight talented artists kindly donated their work, and we raised over £1600 for Charlotte's BAG via bids on our website and Ebay. We have plans for sports and music memorabilia auctions in the future...

### **Schools support**

Cardinal Newman School in Brighton (Charlotte's old school) have raised £542.00 through cake sales and talent shows. Special thanks to the dinner ladies there, who have donated all the loose change they find on the floor after lunch to Charlotte's BAG!

Brockhill Park Performing Arts College in Kent allowed us to speak and shake buckets at one of their drama shows, raising £110 on the night and have invited us back to their summer three night run.

### **Comedy capers**

Liv Evans and Alex Michaels organised a wonderful comedy night at The Joker in Brighton, which raised almost £525 – huge thanks to them.

### **Collection tins**

A number of shops, hairdressers etc in Brighton and around are now displaying Charlotte's BAG collection tins, and these regularly bring in around £30 each – a total of £260 so far.

## **Christmas carols**

The carol concert at The Rising Sun Pub raised £387.00 – a lovely night for a great cause. Many thanks to The Sacred Heart Church, Hove for donating £500.00

## **Hypnotherapy day**

The team at Worth Wellbeing in Kent very kindly donated a share of the proceeds from their “New Year New You” day at Lympne Castle, Kent - £70 in all.

## **BBC TV Inside Out**

The above mentioned Mark Norman produced a beautiful, insightful and very moving 9 minute film about Charlotte’s story which was broadcast on BBC TV South East on Jan 23 2017 and will be repeated on BBC TV South on Feb 13. This had a great impact on donations! You can see the film again on our website.

## **Easyfundraising**

If you shop online you can donate to Charlotte’s BAG for free with over 4,000 retailers – we’ve raised over £160 this way so far. Just go to [www.easyfundraising.org](http://www.easyfundraising.org), download the button, select Charlotte’s BAG as your chosen charity, and it does it all for you, at NO COST TO YOU.

## **Appreciating Charlotte**

This is a new section on our website, which contains tributes to Charlotte from many of the people whose lives she touched. Worth checking out to see what a difference she made to others.

## **Coming up**

There are a number of things in the pipeline: a media event in London on Feb 24; a potential relationship with a major pharmaceutical company; being part of a fundraising trial for a new way of donating easily; a Sussex-based firm doing a staff fundraising day for us; a charity record; and plenty of ideas just waiting to come out of the BAG!

## **Would you like to help?**

If you’d like to organise your own event for Charlotte’s BAG we’d be very grateful. If you let us know what you are doing we can write a press release for you, add your event onto our website and share your story via our social media.

## **Keep updated about Charlotte’s BAG**

We have the Charlotte’s Legacy page on Facebook, @alexeades1 on twitter, [www.charlottesbag.com](http://www.charlottesbag.com) and [www.youtube.com/charlotteeades](http://www.youtube.com/charlotteeades). If you know anyone else who might be interested, please ask them to check us out too – or forward this newsletter.

## **Contact us**

Comments, feedback, ideas – please get in touch via [info@charlottesbag.com](mailto:info@charlottesbag.com) and one of us will get back to you as soon as possible. We’ve already reacted to comments from some donors who are not keen on using paypal, so will be adding a PO Box address for those who would prefer to donate by cheque.

**And finally...**

Why support Charlotte's BAG? Glioblastoma kills. It does not discriminate by age, sex or gender, and its progress is rapid and cruel, stripping the person of their faculties while leaving the conscious mind intact. Only 1 per cent of UK national cancer research funding goes into brain tumours... not surprisingly, there has been minimal progress, and we want to change that.

With very best wishes and all our thanks

Alex, Miles and Cressy  
The Charlotte's BAG team

**PS,** If you would prefer not to receive our newsletter in the future, please just email us at [info@charlottesbag.com](mailto:info@charlottesbag.com) saying 'no newsletter thanks' in the email heading and we'll take you off the list.

