



**Charlotte's BAG**  
Battle Against Glioblastoma  
UK Registered Charity: 1169419

## ABOUT CHARLOTTE

Charlotte, a teenager passionate about fashion and music, was diagnosed with a rare cancer in 2013 and later glioblastoma multiforme. Through her YouTube vlogs, she shared her journey, reaching millions and earning accolades from Cancer Research UK and Clic-Sargent. Charlotte passed away in February 2016, just after her 19th birthday, having significantly impacted many young cancer patients.

## ABOUT CHARLOTTE'S BAG

Charlotte's BAG is a unique UK charity dedicated to funding research and raising awareness of glioblastoma multiforme, a rare and typically terminal brain cancer affecting all ages. The disease's complexity increases during adolescence due to significant brain changes, complicating treatment efforts.

Our charity is self-funded, meaning 100% of your donation directly supports research at King's College Hospital, London. We operate without salaries, overheads, or advertising, focusing solely on the story of a brave young woman and her fight to make a difference.

## HOW YOU CAN HELP

- ✓ Donate to help fund research
- ✓ Host a fundraising event
- ✓ Corporate partnership
- ✓ Personal challenges
- ✓ Fundraise in memory

## MAKE A DONATION



[www.charlottesbag.com](http://www.charlottesbag.com) | UK Charity: 1169419