

# look good ... feel better

E-Newsletter

January 2010

## A New Year message from Chairman Susan Taylor and Executive Director Sarahjane Robertson

We wish all our friends, supporters and teams across the country a year that's full of happiness, peace, good health and new, exciting challenges. Also, to our beneficiaries - women who are living with cancer - we hope that the year will bring new hope, improved health and successful treatment, as well as the opportunity to take advantage of the unique service LGFB offers. This year will see the opening of four more locations, including Bath, Coventry and York, bringing our total to 60.

2009 was a significant year with the 15th Anniversary celebrations, the launch of the Confidence Kit, new advertising campaign and redesigned website. This year there will be a major drive to attract new members and brands as well as new 'Friends of LGFB' and to increase fundraising support - although times are tough and budgets are tight, sadly there are no fewer patients needing our help.

Please consider how you or your company could help us in 2010 (See our fundraising ideas below.) In addition, thanks to support from COPRA, we will be redesigning our training materials and producing a training DVD to enable us to ensure that the provision of our Programme is as good as it can possibly be.

We will also be working on enhancing our communications to members and consultants and continuing our awareness campaign for the new Confidence Kit. More news about these initiatives will be highlighted in future e-newsletters and the LGFB magazine.

With our thanks as always to everyone who makes the LGFB Programme possible.



**Susan M. Taylor**  
Chairman

**Sarahjane Robertson**  
Executive Director

## The Spirit of Christmas - alive and well at the LGFB Carol Concert

The Christmas Spirit was certainly evident on the night of Monday 14th December when our incredibly popular Carol Concert took place in St George's Church, Hanover Square, London. Over 550 members, friends and supporters enjoyed a feast of musical entertainment and some rousing carol singing.

Irrepressible conductor Ivor Setterfield (of Goldie Maestro TV fame) was joined by Barts Choir who sang several wonderful Anthems and Carols. Robert Anthony Gardiner, a Tenor from the Royal Opera House, was joined by soprano Angela Henkel for a duet and performed Aria from 'Messiah' to an enthralled audience. Guests were then brought to their feet to applaud pianist Annie Yim and a memorable rendition of 'Flight of the Bumblebee' from violinist Satoko Fukuda.

Amusing and evocative readings were given by Marigay McKee (Director of Fashion & Beauty, Harrods), Zoe Williams (LGFB beneficiary) and Richard Bradley (musical impresario of the concert and LGFB Honorary Life President). Chairman Susan Taylor gave an address during which she highlighted the success of LGFB's 15th Anniversary year and thanked all those who made the Programme possible and allowed us to reach more women than ever through our workshops and new Confidence Kit.

Susan ended by quoting the words of Sarah Brown, who recently recorded a message of endorsement for LGFB: "I know that none of this is possible without the tremendous and generous support of the beauty industry. What you provide makes such an amazing difference to the lives of so many women. I'd like to congratulate the charity on its 15th anniversary this year and, in advance, herald next year's achievements." That indeed sums up the spirit of LGFB!



The evening ended with guests enjoying wine and mince pies and mingling with old friends and colleagues. As this event has become our 'official' start to Christmas - please make a diary note now for this year's LGFB Carol Concert -

**Monday 13th December 2010.**

## POSITIVE PR

With so many exciting PR projects and fundraising events in the pipeline, LGFB kick starts 2010 with some excellent exposure. Here's a quick snapshot of LGFB in print ....



**News of the World "Fabulous"**- 10 Jan: This glossy supplement was so impressed by LGFB's Programme that they revisited a LGFB beneficiary and ran a follow-up 'Transformation' feature in their 100th issue.

**Real People:** Four willing LGFB beneficiaries enjoyed a day of pampering in London and appeared in a four page Christmas/New Year make-over feature with great coverage for our self-help tool the "LGFB Confidence Kit".

**Breast Cancer Care 'Vita' magazine:** A key element of LGFB's offering is that we don't conflict with any other charity so we were delighted to have strong presence in this double page spread make-up feature with visuals borrowed from our Confidence Kit. **Top Sante:** In the Feb issue, see the full page "My Life Now" interview with Executive Director, Sarahjane Robertson on her work at LGFB and her thoughts on looking good and feeling great.

**Reveal:** 30th January: More support from new members NatMags in the form of a 3 page article shot at the House of Worthington featuring Charles and make-up artist Tricia Woolston transforming two wonderful LGFB beneficiaries.

**Esprit:** Check out the action-packed January issue – a full page feature on our very successful 11th annual Carol Concert. Thanks to the Esprit team we are working with them on some exclusive luxury handbag offers. Make sure you read their March edition for the chance to win a stunning Marc Jacobs bag and fragrances.

## Intern Role

LGFB is offering the opportunity for a young person to join the team in Epsom for six to 12 months in an intern role. Travel and daily expenses will be covered and a full job description can be requested through [linsey@lgfb.co.uk](mailto:linsey@lgfb.co.uk). Do get in touch if you know someone who may be interested in gaining very positive work experience.

## Fundraising fun!

Get thinking, get fundraising - even the smallest amounts all add up and we're always amazed at the creativity of some of our individual fundraisers.



- Involve LGFB in your CRM/CSR activities
- Companies can stage a product sale on discontinued lines, old packaging, left-over GWPs, etc.
- Fundraising raffles at sales conferences, auctions at dinners, makeovers in Head Office
- In-store : consider offering mini-makeovers for a donation to LGFB. Get all your colleagues involved and make it store-wide - great for promoting new season colours
- Nominate your Agency or key supplier to become a Member of LGFB – a guaranteed way to keep them involved
- Encourage your friends and colleagues to become Friends of LGFB. Visit our website : [www.lgfb.co.uk](http://www.lgfb.co.uk)
- New Year Declutter party - clothes/jewellery sale - charge for 'entry' and refreshments too
- Book Barter - same idea for books, DVDs, CDs
- Have a fund-raising Ball, Garden Party, Pamper Party, BBQ or softball tournament
- Create a sponsored cycle, walk, run/jog... or even a sponsored silence
- Cake Bake – get baking and sell or auction your efforts to colleagues and friends

## 2010 KEY EVENTS

**LOOK Magazine Fashion Spectacular** : 20th February

**FIFI Awards, Royal Opera House:** 12th April

(We are delighted that LGFB will be the charity to benefit from this long-established fragrance awards event)

**Harrods Red Lipstick Day** : 27th May

**Industry Golf Day** : 7th July

**Bentalls Fundraising Week** : tbc

**LGFB Beauty Editors' Day** : September

**Carol Concert** : 13th December

West Hill House 32 West Hill Epsom Surrey KT19 8JD

Telephone: 01372 747500

Fax: 01372 747502

[www.lgfb.co.uk](http://www.lgfb.co.uk) e-mail: [info@lgfb.co.uk](mailto:info@lgfb.co.uk)

Charity No.1031728



Look Good...Feel Better®

The Beauty Industry supporting women with cancer