



Make the **right one.**

Charity Christmas cards

Not all charity-branded Christmas cards are equal. We highlight some of the more generous givers.

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01. Cards on the table

CHOICE looked into Christmas cards that give a portion of the sales to charity, and found even savvy consumers can misunderstand how much of their dollar goes to charity. Almost half the respondents in our online charity Christmas card survey expected that between 20-50% of the cost of a card would be donated to charity, and almost a third put that figure at 51-70%. With those figures in mind, it may surprise you to learn the actual percentage donated by many card providers.



However, probably the easiest way to ensure the highest amount of your money goes to the cause is to buy direct from the charity. Most now have websites where you can order online. One great example we found was the [Cards4Kids](#) program, which is run purely to assist [Barnardos](#), a charity dedicated to helping children facing abuse or neglect. You can buy Christmas cards and other festive items online at [Oxfam](#) and [Unicef](#). In these cases, all profits are delivered to the charity organisations. At Oxfam's website you can actually [custom design](#) your own printable cards or e-card, a personalised touch which is also a bonus for the environment.

While not strictly a charity, [Mouth and Foot Painting Artists](#) has been operating since 1956, allowing its members to completely support themselves through sales of their paintings, reproduced as cards and other items. Through illness, accident or birth defect, members have been deprived of the use of their hands, but taught themselves to paint with their feet or mouth. As the group is at pains to emphasise in its literature, "AMFPA is run by mouth and foot painting artists who want - not pity - but a chance to earn a living".

Other reasons to buy charity cards

Of course, buying a charity Christmas card provides more than just the sum of your donation. While the fundraising is an important element to charity Christmas cards, many organisations also see it as a way to raise awareness of a cause and a charity's brand.

"Offering cards is just one way to engage people in our work at Christmas and spread brand awareness and goodwill," says Barnardos Marketing Director, Jill Atherton. "The most effective way to help the children we care for is still to give a direct donation. That said, Cards4Kids, the social enterprise that produces and sells our cards, provides a valuable income stream and we are very glad to provide our supporters with the opportunity to involve us in their Christmas celebrations."

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