

What is Cards for Good Causes?

Cards for Good Causes sells charity Christmas cards on behalf of more than 300 national and local UK charities.

In the past five years, charities have received more than £20 million; representing at least 75p in every pound, out of which the charities had to pay for the production and distribution of their cards and any VAT.





What is Cards for Good Causes? (CFGC)

How Cards for Good Causes began

The inspiration for Cards for Good Causes (CFGC) came in 1959 when James 'Jim' Jackson, Secretary of the British Diabetic Association, gathered a group of medical charities together to discuss the coordination of publicity for selling charity cards at Christmas. They formed the charity 'The 1959 Group of Charities' and in 1964, began selling cards from empty shops in town centres. The name "Cards for Good Causes" was first mooted in 1971, but it was not until 1988 that it was formally established as the trading arm of The 1959 Group of Charities.

Today, we are the UK's largest multi-charity Christmas card organization. Our aims are simple - offer the widest choice of charity cards and keep raising as much money as possible each year for our charities.

How do charity Christmas cards raise money?

The charities organise for cards to be printed and designed. Once they are ready, the charities send them to CFGC to sell for them in its national network of temporary Christmas shops.

It would not be possible for every penny you pay for a card to go to straight to the work of a charity. That is because charities have costs, including the printing and distribution of the cards and any VAT. In turn, Cards for Good Causes strives to keep operating costs as low as possible by keeping its infrastructure simple, and by encouraging local charity groups to volunteer to staff its shops.

Cards for Good Causes is dedicated to supporting charities by running an efficient operation where every penny spent is meticulously accounted for. It gives back at least 75p in the £1 to charities.

What are the cards like?

The cards sold in Cards for Good Causes shops are designed mainly by professional artists and include works from great painters of the past. All are carefully chosen and printed on quality card. You can see the designs for yourself in the shops and some are also displayed on the website at www.cardsforcharity.co.uk

Cards for Good Causes – your questions answered

- *Cards for Good Causes sells cards on behalf of more than 300 national and local charities.*

- *Cards for Good Causes manages a national network of around 350 charity Christmas card shops, throughout the country, from Truro to Pitlochry.*

- *Cards for Good Causes sells charity Christmas cards from temporary shops set up in sites such as churches, libraries, community centres, tourist information centres and museums.*

- *Most Cards for Good Causes shops are staffed by volunteers, with most managers receiving modest remuneration.*

- *It is not just Christmas cards! In most shops Cards for Good Causes also sells a range of Christmas goods, including advent calendars, Christmas wrapping paper, napkins and gift tags to help meet operating costs.*

Cards for Good Causes is always happy to offer a comment or a spokesperson for interview. In the first case, contact Mark McArthur-Christie at Freeman Christie on 07775 856154, +44 (0) 1865 52 2703 or mark@freemanchristie.com

For details of individual shops and to find out more about Cards for Good Causes, please visit www.cardsforcharity.co.uk