

£250,000 for Christian Charities



Some charities are seeing their gift support fall because of the current economic recession. It is therefore good to be able to report that the recent annual gifts made to 38 Christian charities by *Gospel Cards, etc.*, on behalf of their customers, took the total given to date to over £250,000.

Each year Christian charities registered in the UK are invited to enter into partnership with *Gospel Cards, etc.* In return for drawing the attention of their supporters to the Christmas cards, calendars and diaries that *Gospel Cards, etc.* produce, each charity receives a share of a royalty on the sale of those items.

20% of the proceeds from the sale of Christmas cards, and 5% of the proceeds from the sale of the calendars and diaries goes into a pool, which is then shared between the participating societies.

Michael Hart, General Manager of *Gospel Cards, etc.* says, "We are grateful to everyone who has bought our publications over the

years, and thereby contributed to this amazing sum. The reality is that each customer has made a gift through their purchase, and we simply collate those gifts and pass them on to the charities."

Teen Challenge is one of the Christian organisations that benefits through this arrangement. John Macey, Executive Director of *Teen Challenge* - pictured above receiving this year's cheque from Michael Hart, outside one of their centres - says, "We have been linked to *Gospel Cards* in this way for about 10 years. During that time we have received thousands of pounds, which has assisted us in the work we do amongst people with life-controlling problems. Also, having our contact details on their website and in their catalogue has meant that our work has been introduced to new supporters."

Michael added, "Our prayer is that the gifts generated will be a very real help for the charities, and that our publications will be spiritually uplifting for all who receive them."

Details of the Christian charities that will benefit from this year's sales, together with details of the calendars, diaries and cards, can be found on the website www.GospelCardsEtc.com, or in the catalogue available from *Gospel Cards etc.*, PO Box 56, Bridgend, CF31 1WG (tel. 01656 647551).