Charity Launches Inclusive Birthday eCards to Bring More Representation to Digital Greetings

Friday 11 September, 2026

Hereford, UK – September 2026 – UK charity platform Hope Spring eCards has introduced a collection of Black Birthday eCards featuring designs that reflect Black people, families, culture and communities.

The collection was developed in response to the limited representation often found in traditional and digital greeting cards. Although the range of cards available online has expanded, some people still find it difficult to locate birthday greetings featuring characters, families and cultural details that feel familiar or relevant to them.

The collection offers additional options for people marking the birthdays of Black friends, relatives, colleagues and loved ones.

Its introduction coincides with **Black History Month**, when organisations and communities across the United Kingdom recognise Black history, creativity, identity and achievement. Hope Spring says the collection forms part of a broader consideration of representation in everyday products and digital spaces.

Mary Adeotan, Manager at Hope Spring eCards said:

“Everyone deserves to see themselves and the people they love represented in the cards they send and receive. A birthday card may appear to be a small gesture, but being recognised and reflected in that gesture can make it much more meaningful.”

The designs include a range of birthday scenes, characters and artistic styles, with celebrations involving individuals, friends and families. They are intended to reflect different forms of joy and everyday life.

Users can select a design, add their own birthday message and send the eCard digitally. Cards can be shared by email or WhatsApp with recipients in the UK and overseas.

Mary added:

“We wanted to create birthday eCards that feel warm, joyful and authentic. Representation should not be limited to a particular month or treated as a seasonal theme. It should be part of the choices available to people throughout the year.”

Hope Spring eCards enables people to send digital greetings without purchasing a physical card. Users may also make an optional donation to support Hope Spring Water’s work to improve access to safe water in communities experiencing water poverty.

Joshua Ojo, Manager at Hope Spring Water said:

“The collection connects an everyday form of communication with the charity’s wider work. Anyone who chooses to make a donation can support clean-water projects while sending a birthday message.”

Digital greeting cards can be used by people who are separated by distance. They do not require printing or postage and can be personalised before being sent directly to the recipient.

Although the collection is being highlighted during Black History Month, Hope Spring says the eCards will remain available throughout the year. The charity considers representation relevant to everyday occasions, including birthdays, anniversaries, family celebrations and seasonal events.

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Scan Me:

Company Contact:

Hope Spring Water

T. 01981541339
E. hello@hopespring.org.uk
W. https://www.hopespring.org.uk

Additional Contact(s):
Our press contact detail: Temi Odurinde, Tel: 07939 276451 . Email: temi@haabaamail.com

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