

Charity saw significant increase in eCard platform use on Mother's Day

Tuesday 24 March, 2020

A small poverty alleviation charity, Hope Spring Water experienced more than four fold increase in it's [Mother's Day ecard](#) sales, on mothering Sunday, 22nd March 2020. The organisation developed an in-house eCard platform three years ago. Supporters and visitors to the ecard site can send a Mother's Day ecard to their loved one, and make a donation to the charity.

It was the first time the charity saw sales in the Mother's Day ecard category, selling more than any other category on it's platform, since it was launched three years ago. According to a trust off the charity [Temi Odurinde](#) "the most likely reason for the popularity of the Mother's Day ecard, is the advice by the government for people aged seventy and over to self isolate during the coronavirus outbreak". A call by the prime minister Boris Johnson a day before Mother's Day advising people not to visit their mother to reduce the risk of Covid-19 transmission may have also contributed.

The bulk of Hope Spring water projects, is digging wells and constructing boreholes for communities in dire need in West Africa. The charity also works in sanitation and hygiene. It said the donations it received from it's ecard platform on Mother's Day 2020, will be ring fenced for hygiene projects, handwashing in particular. Because the most effective way to prevent the spread of Covid-19 and other diseases causing germs and bacteria is proper hand hygiene.

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