Donations from Mother’s Day eCards to Relieve Water Poverty for Mothers

Tuesday 14 March, 2023

Herefordshire based water poverty alleviation charity, Hope Spring will use the proceeds from mother’s day eCards sent on its charity eCard platform this weekend to build a borehole in a water poor community in Africa. Sunday the 19th of March 2023 is mother’s day in the UK. The charity expects more eCards to be sent on its platform this weekend, most of the eCard and donation being from people sending mother’s day ecards.

The village likely to benefit from the generosity of Hope Spring eCards supporters and customers, is a village in Nigeria called Unawe Alewa Apo, near the capital of Nigeria, Abuja. Hope Spring volunteer Bolu Olorunfunmi visited the village late last year, where she observed first hand the long distances, mostly mothers, sometimes with a baby strapped to their back, had to walk to collect water.

Hope Spring charity eCards platform manager, Seun Olonade, said of the mother’s day ecards and the potential beneficiary community “the team and I are very happy that this year's mother’s day ecard fundraiser will benefit mothers thousands of miles from our base in Hereford. It could well transform their lives significantly for the better”. Ms Olonade added that “the beneficiaries are not the exciting thing in this year’s mother’s day fundraiser. We have recently added dozens of new exciting ecards and a whole new range called black ecards, which are ecards designs inspired by African culture”.

Donations from mother’s day eCards sales this weekend, are not expected to be enough to fund the borehole project at Unawe Alewa Apo. The charity has launched a crowdfunding campaign in Nigeria. The campaign is expected to raise half of the funds needed to build the borehole. You can support Hope Spring in their water poverty alleviation efforts by sending one of their mother’s day eCard this coming mother's day or make a donation to their crowdfunding campaign.

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