Hope Spring Thanks Supporters Following Successful Christmas Fundraiser

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Hereford-based water poverty alleviation charity Hope Spring has confirmed the success of its Christmas 2025 fundraising campaign, acknowledging the combined efforts of volunteers, long-standing supporters and first-time donors who contributed throughout the festive period. The organisation said the campaign brought the charity very close to its seasonal fundraising target, providing valuable momentum for its clean water projects planned for the year ahead.

In a statement published on the charity's website, Hope Spring noted a steady increase in engagement during the campaign, with hundreds of individuals choosing to support the organisation either donating directly to the charity or by using the Hope Spring eCards platform to send digital Christmas greetings to friends, colleagues and family members while supporting the charity's work in the process. The charity described the platform as an increasingly important part of its community fundraising efforts, allowing supporters to combine everyday personal celebrations with meaningful social impact.

Trustee of Hope Spring and founder of the eCard platform, Temi Odurinde, said the outcome reflected both the loyalty of existing supporters and the growing awareness of the charity's mission among new audiences.

"We are genuinely grateful for every contribution received during the Christmas campaign, whether large or small. Many people chose to send their festive greetings through our eCard platform and support our cause at the same time, which shows a real sense of shared purpose within our community. The combined impact of these donations has been a tremendous help and brought us very close to our fundraising goal," he said.

Mr Odurinde added that the success of the campaign was also driven by the behind-the-scenes commitment of volunteers who dedicate time to developing, maintaining and improving the digital card platform throughout the year.

"Without the dedication of our volunteers, there simply wouldn't be eCards available to send. They contribute creativity, technical skills and countless hours of work to ensure the platform remains reliable, engaging and meaningful for our supporters. Their contribution often happens quietly, but it is absolutely central to what we do, and we are deeply thankful for their commitment."

He went on to recognise the contribution of a long-standing volunteer, Seun Olonde, who supported the eCard platform for more than four years, with the 2025 Christmas campaign marking her final fundraising season with Hope Spring eCards.

"Seun has been an important part of the journey of the eCard platform. Over the years, she has consistently given her time, insight and energy to help the platform grow and evolve. Her involvement has had a lasting impact on the quality and reliability of what we offer to supporters, and we sincerely appreciate everything she has contributed during her time with us," Mr Odurinde said.

While reflecting on the achievements of the Christmas appeal, Hope Spring confirmed that planning is already underway for a series of fundraising campaigns throughout 2026. These include seasonal and cultural occasions such as Valentine's Day, Chinese New Year and a dedicated collection of February birthday eCards , the charity said these initiatives will continue to provide accessible ways for supporters to engage with its work while maintaining a focus on responsible fundraising and community participation.

Looking ahead, Hope Spring reiterated its commitment to expanding access to clean and safe water in underserved communities. The charity aims to complete six or more new borehole projects in 2026, with construction already underway at four sites. These projects form part of a longer-term strategy to address water poverty by improving local access to reliable water sources, supporting health outcomes, education attendance and economic stability in affected communities.

The organisation noted that the impact of each completed project extends beyond immediate access to water, helping to reduce the time spent collecting water, improving sanitation conditions and strengthening community resilience. Hope Spring continues to monitor and evaluate its projects to ensure long-term sustainability and measurable outcomes for the communities it serves.

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Supporters and members of the public can find further information about Hope Spring’s current and completed projects on the project page in the charity’s website, alongside updates shared through its official social media channels.

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