Wording to Diocesan Reps re ABM Christmas Card Future

Dear Diocesan Reps

For the past few years, income from Christmas Cards has basically matched the cost of producing the Christmas cards (within 5% either way).  The latest figures from last year (2014) show that for the first year ever, we managed to achieve double the income compared to the cost of producing the Christmas Cards.

However, last year was also the first year that we factored in staff time into the expenditure.  This unfortunately meant that we made a loss of $3,548.  If staffing costs had also been factored into previous years, then the loss that we have been carrying for previous years would have been about double that figure.  This is money that we could have sent overseas to our Partners.

Appreciating that this decision may not be well received, we propose to not produce hard-copy Christmas cards this year.  Instead we plan to provide a free online Christmas card that people are able to send via e-mail to loved ones.

There are many Anglican organisations (Anglicare, parish churches, for example) that are able to make a profit on Christmas cards and ABM encourages you and our supporters to purchase your hard copy Christmas Cards from one of those organisations or churches.

I ask for your feedback on this proposal (please be gentle!) before the 8th May and then we will make a final decision about the future of ABM Christmas Cards.

With regards
Chris

**Christopher Brooks**

**Communications and Fundraising Manager**

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