



THINKING
OF YOU WEEK

GCA Schools Project

Thinking of You Week
19th – 25th September 2022



Who are the GCA?

- The Greeting Card Association is a not-for-profit trade body for the greeting card industry.
- The GCA is the voice of the British card industry, our mission is to represent, protect and promote our wonderfully innovative sector.
- The GCA has been working for the greeting card industry since 1919.
- Thinking of You Week was first launched in the UK in 2014 by the GCA and has grown into a popular annual and international event, now celebrated in United Kingdom, Australia, New Zealand and United States of America.

What is Thinking of You Week?

- Thinking of You Week is an event which promotes actively thinking of others, expressing our caring natures and spreading positivity. The aim of the week is to create a wave of love, caring and happiness by making or choosing cards and writing positive messages to different people.
- A handwritten card has been shown to have a far greater emotional impact than any form of e-communication. As cards are displayed in the home, they also provide a lasting reminder of the sender and of the positive message written inside, reinforcing a state of well-being.
- Writing a card actively promotes empathy, helps with emotional communication and conveys the value of doing something special for others, as well as being a fun way to practice handwriting!

Project Outlined

- In recognition of the Queen's Platinum Jubilee year, we would like to connect, through greeting cards, 70 UK groups of children with 70 groups of children from another Commonwealth country.
- We would like to involve up to 70 primary schools in the UK, a mix of state, Independent and faith school.
- We are partnering with the commonwealth country of Ghana in West Africa, where we are working with educational leaders who are selecting 70 primary schools in Ghana.
- Consultation with teachers has identified children in Year 3 and 4 as those who would benefit most from this initiative, as this is a milestone year in a child's development and sense of identity. When children become more conscious of a much bigger world beyond their immediate family. However, this is at the discretion of the participating schools.
- The children in the UK and Ghana will write and post their cards during thinking of you week which is 19th – 25th September 2022.
- All schools in Ghana and the UK will be provided with greeting cards for the children to write their messages. Award-winning greeting card designers Lottie Simpson will be designing the cards for the UK schools and Afrotouch for the Ghana schools.



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Lottie Simpson
UK Greeting Card

Lottie Simpson

Founded by Father Daughter team Chris and Lottie, 'Lottie Simpson' is built on a love of paper, painting, publishing and of course family.

Lottie has a long and established career in design, with qualifications in Art & Design and a BA(hons) degree in Interior Design she began her creative journey. It wasn't long until Lottie discovered her love of paper products and started making stationery for friends and family. Lottie became obsessed with wedding stationery and launched Orange Blossom Design in 2012. With worldwide recognition and a stack of awards under her belt, including 'Best Wedding Stationery' in the British Wedding Awards she decided to expand her skills.





Afrotouch Design

Ghana Greeting Card



Afrotouch Design

Georgina is the creative behind the award winning African Inspired stationery, greeting cards and gift brand, Afrotouch Design. She is the mother of 3 wonderful children. Mainly out of frustration around the lack of representation in the greeting cards industry she created her business. She wanted to find a greeting card for a friend who had just had a baby and couldn't find one with a black baby or one that reflected her and her family and this beautiful occasion. She is a Pharmacist by profession and self-taught herself how to make and design cards via Google University.

She wants to share a touch of West Africa through her stationery, greeting cards and gift items.

"I love all things paper and when you couple that with the vibrancy of African wax print fabric you get a unique *Afrotouch Design*."



Supporting the Children

- Children should receive support and guidance from their respective schools when writing their content.
- Children should be encouraged to write something positive about themselves as well as a positive message to the child who will receive the card.
- Discuss with the children who they are writing the card for; this is a great time to use descriptive language.
- Central receipt of the cards in schools; offering opportunities to support children when cards are opened.
- Envelopes will not be sealed so that the schools review the content before passing on to their students.



Data Protection

- The Data Protection Act (DPA) was designed to protect the privacy of individuals. When the DPA was updated to the GDPR in May 2018, the regulations around data protection changed throughout Europe.
- Schools handle what the GDPR classifies as 'special category data,' detailing pupil information such as ethnicity, race, biometric data, and trade-union membership in some instances. We would never ask you to share any detailed information on the students participating in this project.
- We will adhere to GDPR guidelines to protect information efficiently.



Call to Action



- To register your class/school please email Adriana Lovesy the GCA Project Coordinator at adriana@gca.cards .
- Please include the full name and address of the school.
- Please also indicate the number of children you think will participate. This will help us to match you to an appropriate school.
- Once registered you will receive an email detailing timeline and providing more information about the project.
- We only have 70 UK places available, so please register by **1st September 2022** . Applications will still be considered after that date if places remain.



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Thank you!

