

Be my valentine?



It is estimated that around 60% of the adult population in the UK will purchase a gift or card this Valentines day with an average spend of around £35 each. One credit card company reports a 36% increase in spending in restaurants over the Valentine's weekend.

Not all of us might send a valentine, but the greeting card industry accounts for a significant amount of our spending. With the average cost of a card at well over £1, add the price of postage, and it wouldn't take long to spend £5 in the average month. The joy and pleasure we bring to a loved one by remembering their special occasion makes it worthwhile. If you were willing to give the same amount to Home Mission every month, you could make a real difference to the work of Baptist churches in the UK - we're not asking you to stop sending the cards, just to give the same priority to Christian Mission.