



**WE
NEED
YOU!**

Caring at Christmas

BRINGING CHRISTMAS CARDS TO CARE HOMES

Get involved with the GCA's Christmas in care homes campaign & spread some Christmas spirit!

What is the Caring at Christmas Campaign all about?

In 2022 Matt Genower, of Five Dollar Shake, had the wonderful idea of bringing Christmas cards into their local care homes, helping the residents write cards to their loved ones and get the Christmas spirit underway! It was so well received that we thought it would be a great initiative to roll out across the country in 2023 with GCA members all getting involved... And this year we'd love to see the tradition upheld and help start a wave of card sending!

We need you...

We'd love to see everyone get involved and hope to generate some much needed media interest and buzz around the campaign. It's not too late to get involved - there are carehomes all around the country who would love to take part.

HOW TO GET INVOLVED

We've put together a handy guide to help you join the cause - visit the GCA website to find out how to get involved, download resources and read about last year's case studies.



SCAN HERE