



## Volunteer Crafting Group Hits One Million Mark for Homemade Cards for U.S. Military

PRESS RELEASE

FOR IMMEDIATE RELEASE

5/13/2011

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FEDERAL WAY, WA – One million cards, handmade for U.S. service personnel to write home on, is not something Operation Write Home’s organizers ever dreamed would occur this soon when the organization formed in 2007.

But on **May 13th, 2011**, that happened. Seongsook Duncan of Sacramento, CA, one of the 6,000 crafters in the United States-wide volunteer network, made the last delicate snip, colored in an image, and tied a tiny knot with ribbon on the millionth homemade card.

Operation Write Home is a grassroots non-profit organization that connects patriotic papercrafters with deployed heroes who like to write home to their loved ones. “Our mission is to make sure deployed American service members have a steady supply of blank handmade greeting cards to help them keep in touch with home,” said Sandy Allnock, an avid craft hobbyist who began the organization when a small group of crafters met deployed service personnel on a message board and discussed sharing their creations. Allnock began coordinating shipments of cards out of her living room.

The organization has grown since then, supplying 486,000 cards in 2010, and has a total in-kind budget of \$1 million of donated cards, postage funds, and other in-kind contributions. Popularity among the deployed has grown, as well; says one Soldier serving in Iraq, “The amount of joy that the Soldier has in picking the card and writing the letter is matched or exceeded by the lucky recipient of that card.”

The group won a \$25,000 grant from Jo-Ann Craft Stores, has been “challenge-matched” with cookies sent along with cards by the Archway Cookies Company, and manages a Facebook site with thousands of fans who exchange cardmaking ideas, hear feedback from recipients of cards, and share patriotic inspiration to motivate the group. “Not only do we know we’re providing a necessary service,” said Allnock, “but we are all like a big family. We’re doing something good - and having fun at it too.”

There’s been some small fanfare for the millionth card. But the organization prides itself on keeping to its mission rather than seeking fame and fortune. But would Allnock mind a bit of notoriety for the 1 millionth card? “Sure,” she said. “It will help us find more crafters, so next year we can send even more cards!

*Operation Write Home is a not-for-profit, volunteer organization whose mission is to supply deployed American service members with blank handmade greeting cards to help them keep in touch with home.*

*Volunteer crafters of all ages from all over the United States make the cards, sending them to the organization to ship overseas to hundreds of contacts. In 2010 alone, nearly half a million cards were supplied free of charge to deployed U.S. military personnel.*

For more information, contact Sandy Allnock at 253-218-5715, or [sandy@operationwritehome.org](mailto:sandy@operationwritehome.org).



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## FACT SHEET

Website: <http://operationwritehome.org>  
Facebook: <http://facebook.com/opwritehome>  
Twitter: <http://twitter.com/opwritehome>  
Annual review: <http://operationwritehome.org/ar>

- Operation Write Home began in 2007 when crafting hobbyists met U.S. service members in an online message board.
- The organization is completely supported by private donations that, in 2010 alone, totaled over \$60,000 (including prize winnings of \$25,000 from Jo-Ann Craft Stores) and more than 500,000 donated cards worth over a million dollars.
- Approximate:
  - Mothers Day Cards, 2011: 45,000
  - Valentines 2011: 40,000
  - Christmas Cards, 2010: 150,000

Since 2007:

- Number of cardmakers: approx. 8,000
- Number of boxes shipped: approx. 3,000
- Number of deployed contacts supported: 1,250
- Number of cards sent: 1 million

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