

Most Innovative Director of the Year

Raquel Müller (Making a Difference Cards)

United Kingdom



Championing choice for the consumer, prioritising transparency and striving to make a real difference in the charity card sector.



Revolutionising the art of gift-giving, Making a Difference Cards allow customers to send greeting cards and donate to charities at the same time. Founded in 2017, their cards for good causes can be personalised online, and gift-givers can then select the cause that they want to support and how much they'd like to give. Along with traditional printed cards also on offer are innovative take on the concept of a charity ECard, gone is the flat 2D image sent in an email – in its place is a fully personalised and interactive 3D digital card – with the look and feel of a real card. Both types of card offer the options to add video and audio messages and with the transparent pricing system buyers know exactly how much of their payment is going to their chosen initiative. The inside of the card will show the recipient charity – or charities – and an optional note about how much has been given.

The business works with a growing range of charities, who can register with them free of charge. From animal rescues to children's trusts, medical and research charities, overseas aid support and social welfare initiatives, customers are sure to find a cause that is close to their loved one's heart. There are over 900 card designs on offer, which are perfect for Christmas, birthdays, Valentine's Day and weddings, and can be conveniently ordered up to a year in advance. Corporate charity cards are also available, and business logos, signature uploads and editable messages are included at no extra cost.

Co-founder and director Raquel Müller developed the initiative, championing choice for the consumer, prioritising transparency and striving to make a real difference in the charity card sector, she ensures that charities have access to donation metrics and can see their donation being instantly added to their account.

The judges were impressed with the far-reaching impact of Raquel's efforts, which is evident in her focus on increasing the amount of charities and designs to choose from. They also identified her emphasis on creating gift-giving options that battled modern issues. Judge Andrew Walsh said: "Raquel's company not only helps charities but shows initiative in the face of climate change. With no risk of unwanted gifts and options for ECards to reduce printing and postage emissions, Making a Difference Cards is a natural choice for the environmentally conscious."



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