Kent and Medway Mental Health Charity Festive Greeting Card Competition 2026 – Design brief

Get creative, spread kindness, and share a little hope!

Have you got a colourful imagination, a love of drawing or a creative idea that could brighten someone's day? We want you to share it this festive season.

The Kent and Medway Mental Health Charity is inviting people of all ages across Kent and Medway to help us create a wonderful collection of festive greeting cards. We're looking for original, uplifting and imaginative artwork that celebrates the magic of the season, the beauty of winter and the things that bring us together.

Think twinkling lights, sparkling snowflakes, cheerful characters, colourful patterns, winter wildlife, festive decorations, cultural traditions or something completely unexpected!

Your design could be inspired by kindness, friendship, family, community, hope or simply the little things that make this time of year special.

5 winning designs will feature in our official Festive Greeting Card Collection 2026. The cards will be sold to patients and colleagues during the winter season, with all proceeds supporting projects that improve mental health and wellbeing across Kent and Medway.

Your artwork could help spread happiness and make a real difference to someone else!

Key dates

Entries open: Friday 16 October 2026
Closing date: Friday 6 November 2026
Winners announced: Friday 13 November 2026

Greeting cards available to purchase: From Friday 27 November 2026

A little about our charity

The Kent and Medway Mental Health Charity works alongside Kent and Medway Mental Health NHS Trust to fund projects that go beyond core NHS funding. From improving care environments to supporting wellbeing activities and bringing innovative ideas to life, we help create positive experiences for patients, families, carers and staff.

Our mission is to bring hope, improve wellbeing and make a meaningful difference to people using mental health services across Kent and Medway.

We believe that small acts of kindness can make a big difference, and creativity is a wonderful way to share positivity, bring people together and remind others that they are not alone.

Your artwork could be more than a greeting card. It could be a little message of hope.

Everyone is welcome to enter

Whether you're picking up a pencil for fun or have been creating art for years, we'd love you to join in.

We welcome entries from:

- Children and young people
- Adults
- Schools and colleges
- Community groups
- Patients, carers and families
- Amateur and professional artists

You don't need to be a professional artist. All you need is an idea, a little imagination and a desire to spread some festive cheer.

What could your design look like?

This is your chance to let your creativity shine. We'd love to see artwork inspired by:

- **Winter wonderlands** – snowflakes, frosty trees, cosy scenes and beautiful winter landscapes.
- **Festive celebrations** – decorations, lights, seasonal colours and the joy of coming together.
- **Cultures and traditions** – colourful patterns, artistic styles and festive traditions from different communities.
- **Kindness and connection** – friendship, caring for others, togetherness and acts of kindness.
- **Hope and happiness** – rainbows, stars, sunshine, uplifting messages and symbols of new beginnings.
- **Nature and wildlife** – birds, woodland animals, winter flowers and the beauty of the natural world.
- **Something completely original** – a playful pattern, an imaginative character or an idea that nobody else has come up with.

We welcome a variety of artistic styles and creative interpretations. Your design doesn't have to look traditional or follow a particular theme.

The most important thing is that your artwork is original, positive and reflects the spirit of the festive season.

Artwork requirements

To help us turn the winning designs into greeting cards, please follow these guidelines.

- **Size:** A6 – 105 mm wide × 148 mm high.
- **Orientation:** Portrait.
- **Artwork style:** Flat, two-dimensional (2D) hand-drawn artwork, or digital artwork accepted.
- **Materials:** Pencils, coloured pencils, pens, crayons, paints or other traditional drawing and painting materials.
- **Submission format:** Accepted formats: JPG, PNG, PDF or high-quality scanned artwork
- **Originality:** Your design must be your own original creation.

A few important rules

- AI-generated artwork will not be accepted.
- Designs must not include copyrighted images, logos or trademarks.
- Artwork should be positive, inclusive and suitable for a charity greeting card, reflecting kindness, hope, community and connection.
- If submitting by email, please ensure your image is clear, well-lit and shows the whole drawing.
- Please read the full terms and conditions before entering.

How will the winners be chosen?

Our judging panel will be looking for designs that stand out for all the right reasons. Your artwork will be judged on:

- **Creativity and originality** – Does your design show imagination and a fresh idea?
- **Visual impact** – Does it catch the eye and make someone smile?
- **Connection to the theme** – Does it celebrate the season and reflect the values of kindness, hope, community or wellbeing?
- **Greeting card appeal** – Would it make a lovely card to send to someone special?
- **Positive representation** – Does it celebrate the season in an uplifting and inclusive way?

You don’t have to tick every box with one big idea. Sometimes the simplest designs carry the most meaningful messages.

What could you win?

5 winning designs will be selected. Each winning artist will:

- Have their artwork featured in the official Kent and Medway Mental Health Charity Festive Greeting Card Collection 2026.
- Receive appropriate artist credit where possible.
- Receive a pack of the charity’s festive greeting cards for free.

Your design will also help raise funds for projects that support mental health and wellbeing across Kent and Medway.

Just imagine seeing your artwork printed on a real greeting card and knowing it could bring a smile to someone's face!

How to enter

Option 1: Email your entry
Send your entry to: **kmmh.charity@nhs.net**

Please include:

1. **Your artwork** – a clear, high-quality scan or photograph of your original drawing, or digital file in JPG, PNG or PDF format.
2. **Your name**
3. **Your age** – if you are under 18.
4. **Contact details** – your own details if you are 18 or over, or your parent or guardian's details if you are under 18.
5. **A little story about your design** – tell us what inspired you and what your artwork means to you. Keep your description to a maximum of 200 words.

Option 2: Send your entry by post

Post your artwork to: **Kent and Medway Mental Health Charity, Priority House, Hermitage Lane, Maidstone, Kent, ME16 9PH**

Please include your name, age if you are under 18, contact details and a short description of your design and its inspiration (maximum 200 words).

Important: All postal entries must be received by Friday 6 November 2026. Any entries received after this date will not be included in the judging.

Please allow enough time for your entry to arrive before the closing date.

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Art has a wonderful way of bringing people together. A cheerful picture can brighten someone's day. A colourful design can spark a happy memory. A simple message can remind someone that they matter and that they are not alone.

Through this competition, we're celebrating creativity, community and the little things that make life brighter.

Whether your artwork is bold and colourful, peaceful and thoughtful, playful and imaginative or inspired by traditions close to your heart, we'd love to see it.