



*When Texan Amy Weaver set out to start her own stationery company, her business plan was both surprisingly simple and delightfully noble—she wanted to make a difference in the world.*

BY LAUREN RIPPEY

## CARDS THAT *Count*

Few things compare to the pleasure one feels upon opening a mailbox and spotting a carefully penned letter addressed with your name. “Nothing brightens a day more than receiving a card from someone who just wanted to say they were thinking about you,” says Amy Weaver, founder of the Dallas-based stationery business Whoopzie Daizie Cardz. “I feel blessed that I can help others feel that joy.”

Helping others has been Amy’s main mission since she got her start in 2005. The inspired daughter of entrepreneur parents, Amy says she’s known for years that she wanted to one day own her own company. “From the very beginning, I knew I would create a business that could give back to charitable causes,” says Amy, whose life has been greatly touched by loved ones’ battles with cancer. “God wasn’t going to let me leave this purpose alone.”

With her priorities in order and a donation plan in place, Amy’s next step was to decide on a product. “I used to log many miles traveling the country, and I was always on the look-out for cards that would give me plenty of room to write to friends and family,” recalls Amy, a former airline

liaison. “It dawned on me that when you see a need, you should fill it.”

Together with Art Director Clay Davis, Amy’s Whoopzie Daizie line combines whimsy and simplicity. Cards with ribbon-like stripes and precious polka dot patterns are blank canvases for sincere messages, while quick quotes of “miss you,” “thank you,” and “cherish” jumpstart sweet salutations. And, most importantly to Amy, 20 percent of the company’s net income goes to cancer-related organizations of her customers’ choice through the Making Cardz Count program.

“It’s about making time and taking time for what’s important in life,” says Amy, who first found her way to Texas to attend college and now treasures the area for the way her fellow Southerners value personal relationships. “In today’s age of e-mail and cell phones, it’s nice to remind folks of the cherished days of letter writing. There’s no greater gift than the expression of feelings through words.”

For information, visit [www.whoopziedaiziecardz.com](http://www.whoopziedaiziecardz.com) or call 214-734-8033.

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