

Talking Shop

September 2010



Volunteer Days in October

2nd - Chester 5th - Sidmouth
6th - Harrogate and Antrim (NI)
7th - Truro 9th - Kinoulton
19th - Glasgow and Penrith
20th - Preston 23rd - Newcastle
29th - Farringdon Office

CALL YOUR
RETAIL
REGIONAL
MANAGER FOR
MORE INFO OR
TO BOOK
YOUR PLACE.

Don't forget to RSVP for the **Service of Thanksgiving** at St Pauls Cathedral on 27th October., by 17th September!

Promotions

13th-19th September - Remember a Charity Week

Retail Update from Chris Coe, Director of Retail

The changes that you have read about in **Nigel Briggs** letters on the Volunteer Vision will be finalised on the **9th September**. We are aiming to reduce costs by **£1 million per year**. Cost savings alone will not however be sufficient, we also need to achieve shop income that is **five times our rental** to become truly sustainable. I am sure you will be as **inspired as I am** to read below that our most profitable shop (Preston) is 23% up on last year! May I wish you **continued success** in all that you do to increase your shop's income.

Enclosed with this Talking Shop:

Volunteer Newsletter Children Now

Arriving shortly...

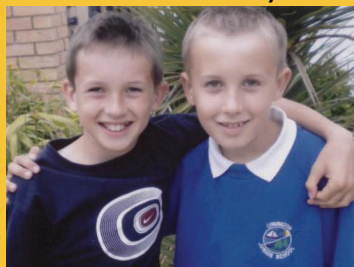
For Remember a Charity Week (13th-19th September) we're asking all shops to give **FREE** teabags with each purchase during the week and maybe drink it yourself too! The teabags will be with you shortly with further information.

Shop News

Lymington inspiration

Two Lymington boys melted the hearts of the shop volunteers when they delivered a donation of **£65.00** to the shop.

Rian, 11, and little brother Daniel, 9, had visited the shop to donate **old toys**, so the volunteers gave them a thank you card with **cost examples** of what we could buy with the money raised.



Rian and Daniel were so **inspired** by how little some items cost to help children like them, that they did a sponsored **four mile run!** They brought

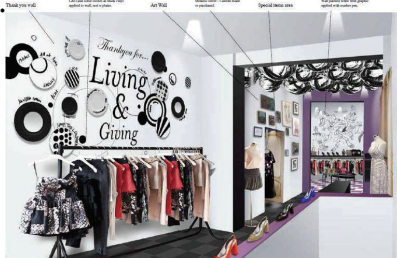
the money straight into the shop because they **couldn't wait** to put it to good use!

Shop manager Carol Thorpe-Tracey said she was **overwhelmed** by the **initiative** shown by these two boys. The boys received a **certificate of thanks** from Save the Children, in recognition of their success.

And the winner is...

Hopefully us! Mary's Living & Giving Shop in **Westbourne Grove** is proud to be a finalist in the Specialist Store Design of the Year Retail Interior **Awards 2010**. Competition's tough, our name sits alongside the British Museum, Scribbler in Glasgow and Topshop in Oxford Circus! The winner will be announced at the on 28 September.

We wish Neil Watson, the talented designer behind the design, the best of luck!



If you'd like your story in Talking Shop or to give feedback, contact Ariella Jackman on 020 7012 6509 or email a.jackman@savethechildren.org.uk

UK Programme moving FAST

In the last month, Save the Children started a partnership with **Families and Schools Together (FAST)**, a parental engagement, community strengthening programme, endorsed by the **United Nations**.

What is FAST? It's a coaching programme that helps families to meet other local parents, to cook and eat a **family meal** together, to help parents **communicate** better and to read and play with their children. It also helps parents to **build links** with their child's school.



FAST is voluntary and has been proven to give children a **fairer chance to succeed** at school, to live in stronger families and in stronger communities.

We believe that by backing FAST we can work with **deprived communities** to give more children a fair chance to succeed at school by raising their **attainment levels** and thus a greater opportunity to gain good qualifications in the **future**.

Save the Children aims to set up more than **400 FAST** schemes around the UK by 2014.

We want to persuade **governments** to endorse FAST and improve access to the programme so that **education really can guarantee a route out of poverty for millions more children**.

Myrtle Lloyd (1943 - 2010)

Inverness Shop Leader

Myrtle started in the shop as a volunteer in 2004 for a short time before returning to work. When she retired in 2006, she came once again to volunteer and was appointed as Shop Leader in March 2008. She had great passion for Save the Children and was caring and concerned for all those she knew. She will be sorely missed.

Working with Scouting Association

We have a unique opportunity to develop a fundraising partnership with the Scouting Association - and **we'd love to hear your thoughts!**

- How important is it that we engage with youth organisations?
- What do you think makes a good local partnership?
- What fundraising events work well with Scouts/children aged 10-14?

Please **get in touch** with Helen to help shape this exciting opportunity.
020 7012 6943
h.johnson@savethechildren.org.uk



Preston's winning formula

This year, Preston shop has once again surpassed their targets and achieved a **23% increase** on last year's income. Here's what **Frances Seth**, Shop Leader, has to say about what works in Preston.

- **Quick stock turnover.** We move stock on every two weeks, it's like Harrods on the first day of sales! It means that people buy things quickly and come in more often to see new stock.
- **Competitively priced.** With so many cheap retailers around, we keep an eye on their prices so we can price things competitively.
- **Golden volunteer.** One volunteer checks the jewellery to find gold to sell and regularly brings back cheques. She does this as her own project, whilst also cleaning and mending the jewellery.
- **Get to know customers.** We try to know our customers so well that we're able to think about items they might like from the backroom.

Obviously the key driver at Preston is a determination to always make more money!

Jingle bells...

Branch Volunteers have been busy ordering their Christmas cards for the past month and the overwhelming feedback is that, not only are the card designs right on the money, but so are the prices!

They've also got to grips with the new way of ordering. Ratio pack Christmas cards not only save the charity money but they're enticing dormant branches to start trading again, by ordering Starter Packs. We're sure shops will embrace the new way of ordering too.

Please see the September New Goods sent to you last week.



Save the Children