

The Charity Shop Gift Card

A sustainable solution to welfare assistance

What is it?

- Only multi-retailer gift card for use solely in charity shops
- Developed and launched in partnership with The Charity Retail Association
- Can be used to disburse crisis funding to people experiencing financial hardship
- Allows beneficiaries to shop with dignity and choice in their local participating charity shops from the huge range of brands and goods
- Not only helps the recipient as spending funds in charity shops helps them to continue their vital work in our local communities



Social Value



Environment: helps keep clothing and furniture from landfill, reuse reduces carbon emissions and water usage, encourages recycling

Community: supports the vulnerable and strengthens communities in helping each other, shops serve as community hubs and are reflective of local community in goods and pricing, local charity retailers directly support local community

Economy: provides jobs, volunteering opportunities and work skills for local people, charity shops help keep high streets active, generates vital funds for charities, contributes towards reducing landfill tax and cost of bulky waste collections

How does it work?

- Cards can be purchased directly with amounts from £20
- Physical gift card or e-voucher
- Expiry date can be set in line with requirements for emergency funding
- Unspent funds on expiry can be loaded onto further cards
- Community can be encouraged to donate quality used items to participating charity shops to support the campaign and provide more choice for card beneficiaries
- Bespoke fundraising platform available
- Also available through CCS Framework



Charity Retail Association[®]
The voice of charity retail



thecharityshopgiftcard.co.uk



Social Enterprise UK
Certified Member

£20 gift cards were given out at the foodbank. The recipients told us what they bought and the impact it had on them.

Physical health benefits

Warm winter coat for son

'I haven't had the money to buy him a winter coat- he loves it!'
(Mum)

An electric grill

'I'll be able to have something warm to eat'
(Male- setting up new home)

Children's clothing

'My little girl needed new clothes as getting bigger now.'
(Mum)

Blender

'The eldest asks for a milkshake 3-4 times a week, but I can't afford it-they are £5 each. If I have a blender I can make them myself'
(Mum)

Mental health benefits

Stereo radio

'Massive difference, I haven't got a TV- just echoes in my new flat. It gives me something to listen to. I get depression.'
(Male- setting up new home)

Teddy and bracelet for 14 year old daughter

'Makes me feel good, cos I haven't bought her anything for ages. Really appreciate it because she is happy too. She really enjoyed shopping.'
(Mum)

Books

'We are in temporary accommodation and it's stressful and a lot of worries. When I read a book I totally blank out and I'm in my own little world and it takes my depression away.'
(Mum)

Board Games

'Gets us all together... I am thinking about keeping one of board games as a Christmas present, so I have got something there waiting and I'm not struggling'
(Mum)

Most of the beneficiaries surveyed said they would prefer to receive The Charity Shop Gift Card for clothing and home items over a supermarket or high street retailer voucher. They told us of their experiences with the card and their thoughts on the scheme.

Charity shopping experience

'Some people look down at charity shops, but the money goes back to the charity, not going to owner's back pocket'
(Mum)

'The Hospice looked after my nan before she passed away, so it's close to my heart '
(Mum)

'They helped me....looked after my foodbank stuff while I looked around.'
(Mum)

'Oh my god, it was a lot more than I expected. Very friendly, absolutely brilliant.'
(Male)

Feedback on the scheme

'It's a gift card not paper you have to hand over, no one else knows where you got it from, its discreet.'
(Mum)

'Not tempted to spend the money on something else. You know it's just for that purpose.'
(Mum)

'It's a brilliant idea, people can choose what they actually need. Prefer [it] because you can get more for your money, even if it is charity shop and second hand - they don't take things that aren't decent.'
(Mum)

The money goes back into the charity.
(Male)

'Cash goes straight through your fingers'
(Mum)

A lot of people sell vouchers like these for drugs, but people would say I'm not buying that for a charity shop'. (Male)