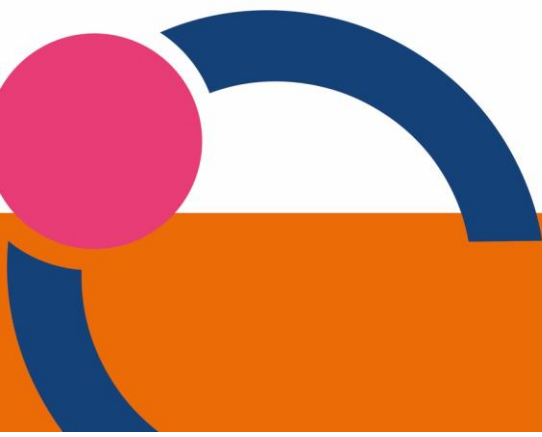




**Are you brave  
enough to take on our...**

# **Charity Shop Challenge?**



# Could your business pit their teamwork, sales and marketing skills against all others and be victorious as Crossroads 2020 Charity Shop Challenge Champions?

## How does it work?

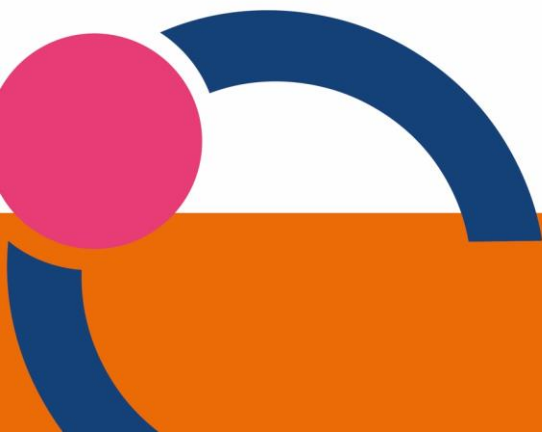
The concept is simple; for one day only, teams from local businesses will 'take over' Crossroads' flagship Strand Street store, vying to get their name on top of the leader board. The team who raises the most money, wins!

## What's in it for you?

- **Teambuilding** - work as a team using the best of everyone's skills in a very different environment!
- **Advertising** - your company will feature on our Facebook, Twitter and Instagram pages as well as in our shop window.
- **Social responsibility** - volunteer your time to help the community, knowing that every penny you raise will support carers and those with care needs living in the Isle of Man.

## What's in it for us?

- We get a whole bunch of smiley new people into our shops - potential customers, volunteers and donators!
- We get to spread the word about Crossroads - more people can learn about the work we do as a charity and the services we provide.
- With your help, we get to raise more money to help more people!



## Who are Crossroads anyway?

Crossroads is a Manx charity that provides support to carers and individuals with care needs, no matter their disability, illness or age. Our services are about improving the lives of carers by giving them time to be themselves and have a break from their caring responsibilities.

It is estimated that there are over 10,000 carers living in the Isle of Man, and 3 in 5 people will become a carer at some point in their life, possibly more than once.

We have been providing care for over 30 years and in that time, we have continually grown our services to meet the wants and needs of local carers. We are proud to be the leading provider of practical and emotional support for carers in the Isle of Man.

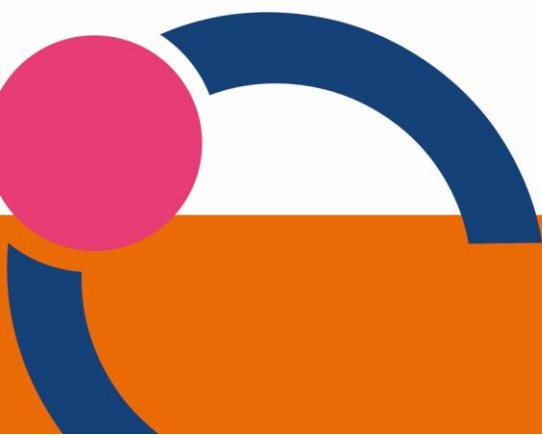
The money we raise in our shops helps to run our services, which include:

**Young Carers** - Crossroads' Young Carers project runs fortnightly sessions for young carers aged between 5 and 18. We run activity trips on and off island to provide our young carers with regular breaks away from their caring responsibilities and give them the chance to make the most of their childhood.

**Premium Project** - a high quality day service for older people and adults with disabilities. Premium Projects gives carers respite throughout the day safe in the knowledge the person they care for is happy and safe.

**CCV** - CCV is a scheme for adults with learning disabilities which provides employment training and supported placements, also volunteer positions in our shops.

To find out more about the services we provide, please visit our website [www.crossroadsiom.org](http://www.crossroadsiom.org).



## Our shops

Crossroads has three charity shops:

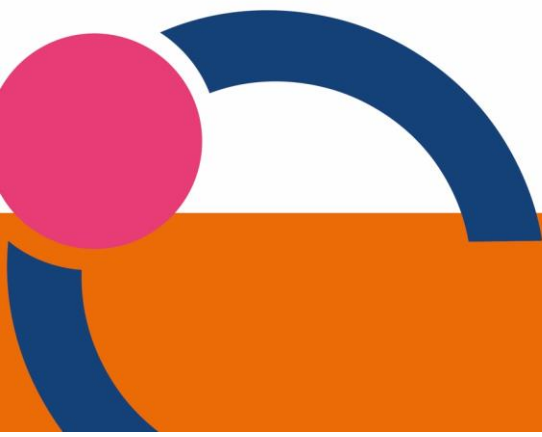
- **Crossroads Home Interiors**, selling furniture, homeware and craft materials.
- **Crossroads Charity Shop**, selling, well, pretty much everything!
- **Crossroads Boutique**, selling high end and designer clothing, antiques, and anything a bit cool or retro!

## Want to win?

Previous winners have had one thing in common – they had a plan and they made sure it happened! The more organised you are the better, both before the challenge and on the day itself.

Here are some tips and tricks to help you win:

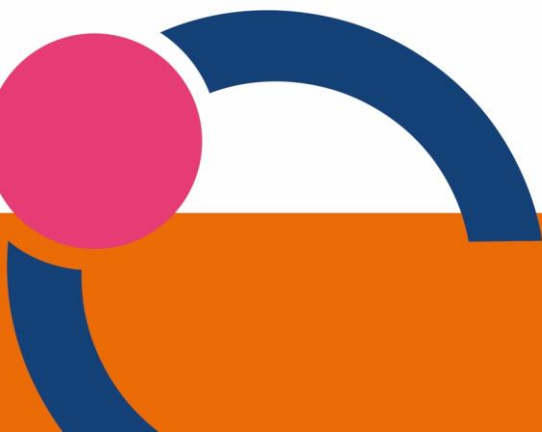
- **Every penny counts!** - the money you raise on the day can include donations from fundraising events held before the day itself, so why not hold your own bake sale, dress down day, sponsored walk or disco, whatever you like to start the pennies coming in!
- **Raid your wardrobes** - we all do it, buy something that sits in the back of our wardrobes or for a fancy occasion that is worn once. Make room in your wardrobes and raise money for the till by donating. Why not ask your friends and family to do the same?
- **Get it out there** - advertise your event online, throughout your business, in windows and on noticeboards - wherever you can think of to advertise your event and get people in to the store. The more people you can get through the doors, the more potential sales you can make!
- **Give your team an identity and make it fun** - why not pick a theme for the day and wear matching t shirts or fancy dress? Give out balloons, sell cakes or hold a raffle. It's your day so make it count!



- **Get the best out of your team!** - we will need team members tagging goods, hanging donations, replenishing stock, and most importantly, talking to customers, helping them to feel at ease, and making sales! Draw up a rota, get happy and chatty, be sure to plan for breaks and always be prepared for the unexpected!

### **The nitty gritty**

- The Challenge will take place in Crossroads Strand Street Store.
- Dates are available between February and May 2020.
- Saturdays are by far the best days for the challenge, but other days can be arranged if needed.
- Your team should consist of a team leader plus a small core team, with other team members taking shifts throughout the day.
- Your team will be required to meet in store with our Charity Shops Coordinator at least one week prior to your challenge date, to run through health and safety, how the shop works, view the layout and answer any questions.
- There will be at least one member of Crossroads staff on hand throughout the challenge.
- For our insurance, each team member must complete a volunteer form, and volunteers must be aged 14+.
- Store opening times are 10am to 5pm, Monday to Saturday, though access will be available from 9am on Challenge days.
- There is no parking available, however donations can be dropped off to the back door.
- Donated items must comply with Crossroads policies for resale. Our Shops Coordinator will be able to give you more details.



**So, that's it! The Crossroads Charity Shop Challenge 2020  
gauntlet has been thrown!**

**Are you brave enough to take it on?**

**To book your challenge day or find out more, please get in touch with:**

**Emily Kaneen**  
**Charity Shops Coordinator**

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**T:** (07624) 313841

**Isle of Man Registered Charity Number 383**

