

K3 Retail helping Hand initiative BHF, Crisis, Oxfam, Sue Ryder

Retail charity collective call on retailers to have a post-Christmas clear-out

Charity shops are a uniquely British phenomenon, representing a flourishing part of the retail landscape. In an initiative from K3 Retail to help the causes of their four charity retailers they are calling on the retail sector to have a clear-out after Christmas that will raise money and provide many benefits for the retailers.

The idea came from K3 Retail to leverage the relationships they have with their retail customers to benefit their charity retailers. British Heart Foundation, Crisis, Oxfam, and Sue Ryder have joined forces as part of the Helping Hand initiative to offer retailers a home for any unwanted stock, store fittings, and any other assets they no longer require.

Spokesman for the collective is Mike Taylor, retail director at British Heart Foundation, who helped launch the initiative at the recent K3 Retail 'Make Happy' conference in London: "We are asking retailers to have a post-Christmas clear-out. These could be customer returns, cancelled orders, or quality control returned goods as well as other usable assets such as shop-fittings, office furniture etc."

He is challenging all retailers - and well as every other organisation - to seek out "stuff" that is not being used and is maybe causing them a problem. "We'd like to be the solution and will try to deal with everything. Retailers should think about those products that have no residual value," says Taylor.

Donating such items to either of the four charities will not affect the existing charitable relationships many retailers have in place, he says, adding that it will instead be complementary to existing charity relationships: "A lot of the charities that are supported by retailers will not have any retail outlets. Our ask will not impinge on those arrangements."

Between the four charities Taylor says pretty much all products and items should be able to generate funds for the causes. "We can handle all elements. Be it through the retail shops, eBay, or online stores. BHF sell a lot of electrical goods, PCs, and laptops as we can cleanse IT products," he adds.

As well as such donations helping to raise money for the charitable causes, Taylor says it could also free up space in-store, reduce storage costs, and potentially reduce landfill for the donor companies.

In addition, he suggests that such actions will reflect well on these organisations. "It gives a connection to well respected charities. Young people now look for companies that care about things," he says.



**To find out more, or get involved please
get in touch at helpinghand@k3retail.com**