

CharityStories: Headway

National charity Headway works to improve life after brain injury and provides support, services and information to brain injury survivors, their families and carers. Dependant on 100% stock donations from members of the public, Headway retail shops sell a mixture of clothes, bric-a-brac, toys, books and in larger stores - furniture.

Forging better links between stores was vital for the Headway office team, along with needing a more efficient way to analyse goods and gather more accurate information "we needed one view of how all the stores are performing - what is coming in and going out".

Cybertill's CharityStore platform was implemented to achieve goals set out by Headway central office and the system proved to be an instant success, as Carol Tennet, Head of Retail

at Headway, explains; "from the beginning we saw immediate advances to the business and because of the support system Cybertill provides we had assistance every step of the way".

"Increasing knowledge and building core data to work from is by far the biggest impact we've seen in a positive way since migrating to CharityStore"

Carol Tennet, Head of Retail at Headway

As well as switching to barcoded ticket printing and making use of operator clock-ins, whilst gathering daily reports, the central office team also saw instant benefits from the Gift Aid reclaim function of CharityStore; "the investment in the system was paid back in year one with the return from the Gift Aid claim. Any charity knows that its an instant 25% bonus on everything you sell that has been Gift Aided, so not making best use of the system didn't make any sense".



1,100
Volunteers approx.

Trading raises funds by over

£2m per year



Website



Gift Cards



Online & Amazon



"Not only has our Gift Aid card helped us to reclaim tax it has also encouraged people to donate more goods and build customer loyalty"