

Afternoon all,

Week 3 was another non-comp week due to Easter phasing and our numbers are a little up and down as a result. We oddly didn't step up in sales from the previous week so with total income of **£153,037**, we were down **-5.3%** on budget but **+2%** like-for-like growth (last year was 1st week of Easter with Good Friday and Easter Sunday). We are still just ahead of budget year to date but we have some big budget weeks of £160k+ to come... gulp!

Our celebration of 2025/26 continues this week with our Sales Supervisor & Deputy Manager meetings. It seems that toilet roll dresses and spaghetti and marshmallow towers are the highlight of the day again, and Del Winkleman made further onscreen appearances! The message of our celebration has been simple: **thank you for the amazing team effort to raise over £10 million sales and nearly £3 million contribution to the charity.**

If you haven't seen our highlights video, I would urge you to watch it as a testament to our amazing team effort, just click here:

[Not Me, Not You, But Us](#)

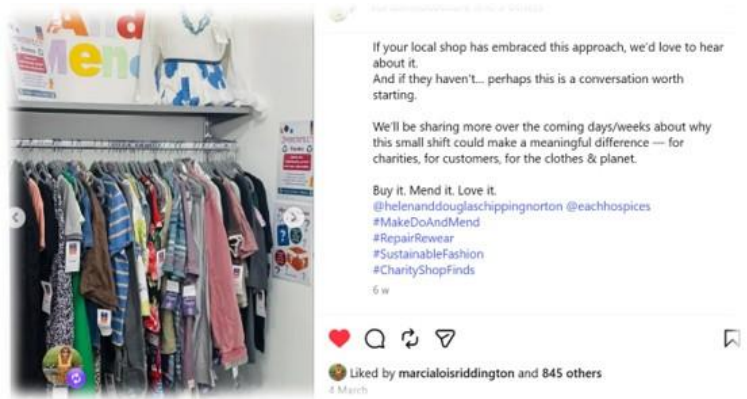
Speaking of recognition, I am loving this [Room to Reward](#) opportunity to recognise our volunteers, with nine free hotel breaks available for our team!

You have until 17th May to make a nomination and it only takes a few minutes, just click here: [Room to Reward EACH Volunteer Nomination Form](#)

I can't believe there are any shops who don't have at least two or three AMAZING volunteers to nominate!

Lastly, you may have seen this post from our social media team, who are getting some great traction on our Selling Imperfect campaign.

They are looking for a photo of your selling imperfect display



and a short quote on how it's going in your shop. Email either to alice.leonard@each.org.uk or abigail.greenwood@each.org.uk, and your shop could be featured on our social channels!

Thank you all and until next week.

Kind regards,
Ian Nicolson
Director of Retail