

## Our Retail Vision

We aspire to be the most successful and loved charity shop in our community.

## Our Retail Mission

To grow our financial contribution to the charity so we can deliver even more care and support to more families, by:

- Delighting customers through product choice, price and an exceptional shopping experience
- improving our business efficiency.

## Our Retail Values

As a retail volunteer you can help deliver our retail vision and mission, and there is an expectation you will embrace our values:

### Empathy, understanding and inclusion

- We are warm, welcoming, approachable and friendly.
- We make every customer and every donor feel valued, no matter how little or how much they spend or donate, be they the first or last of the day.
- We are curious; we get to know each person as an individual, and encourage them to share their background, perspective and experience.
- We look to get the best from our team of staff and volunteers, appreciating their uniqueness, and finding tasks they can excel in.
- We value those who work hard behind the scenes to support our shops.
- We celebrate and share success, and we support those in need of our help. support those in need of our help.

### Commitment to quality

- We are relentless in our pursuit for quality, selling the best product available to us and presenting it beautifully (we are fussy!)
- We set our prices based on our individual marketplace, believing it is our duty to get the most for our donations out of respect to our donors and to support the aims of our charity.
- We work tirelessly in our shops and behind the scenes to achieve our mission.
- We ensure our locations are always safe places to shop and work.
- We ensure our backroom operation is organised and presents an appealing place to work for our staff and volunteers
- We look for ways to reduce waste, energy usage and cost wherever possible.
- What we can't sell we recycle and what we can't recycle we dispose of carefully.

### Open and respectful

- We communicate our goals (explain the 'why') and we welcome constructive feedback.
- We look to make positive change and embrace new ideas.
- We appreciate the value of every individual's background & perspective, and create a safe environment for their contribution and input.
- We work together, sharing our learning & knowledge.
- We are mindful of our role as ambassadors for EACH.
- We are mindful of our biases, and welcome the support of others to broaden our perspectives.
- We challenge behaviour unbecoming of our values (and we don't expect others to do it on our behalf).
- We are prepared to have difficult conversations.

### Make it happen

- We take responsibility for delivering the retail budget to make the most contribution we can to the charity, understanding that we all have a part to play.
- We use all available tools to improve trading performance.
- We don't walk by when a job needs doing.
- We do what we promise to do.
- We lead by example, but we work as a team.
- We support other shops or colleagues when help is needed.
- We adapt to change and overcome adversity.

