CASE STUDY

BIRMINGHAM ST MARY'S HOSPICE

An easy way to collect additional revenue

When it comes to generating revenue, nothing beats an extra 25% from the Government on top of each and every charitable donation from a tax payer.

But while the system is simple, implementing it successfully can be tricky, particularly when it sometimes relies on volunteers needing to learn and implement new skills.

Simplicity is the key for volunteers and staff

For Jonathan Varley, head of trading for Birmingham St Mary's Hospice, capturing that extra revenue meant finding a quick and easy way for the retail team of staff and volunteers to be able to label donated items with the required Gift Aid information while sorting them.

Using 4Court Solutions' innovative 970 PrintPads attached to standalone label printers proved to be the answer, allowing the team to print as many Gift Aid labels as they need, quickly and easily, in the store room of the shop.

Gift Aid – the old way

"In the past the volunteer or staff member would have to stop sorting donations, go into the office, fire up the computer, load up the programme, connect to the printer, type in the details and then print the labels they needed," explained Jonathan.

- and the new

"Now they simply input the donor's Gift Aid number into the 970 PrintPad or, simpler still, scan a barcode, decide how many labels they want and push 'print'. It's incredibly simple and they can do it there and then. The system automatically adds a £ sign ready for the price to be inserted."

Not only has the system made life easier for volunteers, it has made a huge difference to the charity's income. With 17 shops in and around Birmingham all now collecting the Gift Aid from many more items, Jonathan estimates the charity will be more than £30,000 a year better off.

That sum reflects a 50 per cent increase in the amount of stock now put on the shelves with the Gift Aid information attached, something that directly reflects the sheer "usability" of the 4Court Solutions.

"It's made a huge difference to our income and we are now looking at ways of capturing more Gift Aid data from donors so that we can make even more use of the benefits provided by the 970 PrintPads," said Jonathan.

Linking the technology with Point-Of-Sale

The labels include the donor's Gift Aid number as a barcode that is then scanned at the point-of-sale (EPOS) terminal, providing a foolproof record of the price, the Gift Aid due from HMRC and the donor, who can then be told how much his or her item raised.

Improving charity revenue nationwide?

The system is so impressive that 4Court Solutions will be offering the system to its partners who will be looking to offer it to other charity shops across the country, a move that could make a huge difference to charitable income nationwide.

And while it's certainly impressive, it's also remarkably simple. "It doesn't have pages of instructions to follow," Jonathan explained. "It just asks for three simple pieces of information before printing your labels. Nothing could be easier."

The Gift (Aid) that keeps on giving

Team members, meanwhile, love the new system and are pleased that they are contributing to a much-improved revenue stream for the charity they support.

"We have a 75 year-old volunteer who hated being asked to go to the office and print Gift Aid information," said Jonathan. "Now she absolutely loves it. It's quick, it's simple and it makes a real difference to the great work that the hospice does."

OVERVIEW

Goals
Raise more income.
Find an easy way for charity shop volunteers and staff to add barcoded Gift Aid labels to donated stock.

Solution
Provide volunteers who are sorting donated items with a 970 PrintPad and standalone printer so that they can quickly and easily label goods while sorting them, avoiding duplication of effort and multiple handling of donated stock.

Results
Happy volunteers, a smoother sorting operation and an extra £30,000 a year in income for the charity.

Cost effective?
"Absolutely. The system looks set to deliver tens of thousands of pounds of extra income a year from the tax man, far more than it cost." Jonathan Varley, head of trading for Birmingham St Mary's Hospice.

Product Solution
4Court Solutions' innovative 970 PrintPad linked to robust, standalone printers and integrated with EPOS terminals from providers such as eProductive Ltd.

About Birmingham St Mary's Hospice
Birmingham St Mary's Hospice provides vital care and support to people who are living with life-limiting illness. Its expert team offers personalised support in people's homes, in the local community and at the hospice itself. It aims to help people to live well with their illness, right up to the end of life, and to be there for families, carers and loved ones too.

About 4Court Solutions
Established in 2006, 4Court Solutions specialises in supplying high-quality hardware and innovative software solutions for a wide range of labelling, receipt and ticketing needs across industry sectors ranging from retail and hospitality to banking and charities.

What the customer says – about 4Court Solutions:
"Michael really knows his system and used his expertise to create a bespoke version of the product that suited our needs perfectly. He took time to understand our business and came up with a flawless solution." Jonathan Varley

- about the product:
"I can't stress enough how simple to use the 970 PrintPads are. The pads

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themselves are industry standard and look like they will last forever and using them is simplicity itself." Jonathan Varley

970 PrintPad profile
Purpose built for business desktop label, ticket or receipt printing and can be used with virtually any standalone printer and integrated with EPOS terminals; simple to use and completely interoperable. Desktop and mobile solutions are available.

Future proof
The 970 PrintPad can be a standalone, networked or cloud enabled solution and can also be updated online or via a USB memory stick. It is rugged, versatile and built to last a lifetime in the busiest of business environments; it has 10 standard label designs plus a customisation option.

970 PrintPad tech spec
- Linux-based, SQL-enabled
- 4 USB ports
- PS/2 and USB for barcode reader or other device connection
- RJ11 network port
- Customisation via PRiNTWORX Lite label/ticketing templates