

**Newsletter
January 2012**

Where we are

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Donations

There was an 18% rise from 2010 to 2011 in the number of donations from the general public which is excellent news considering the current economic climate. We hope that the number of donations will continue to rise this year.

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Happy New Year!

Welcome to our first general newsletter designed to keep our supporters in touch with what is happening at The Paddocks. It is our intention to publish a newsletter every six months.

2011 was a year of major change for us, with the launch of Cambridge Re-Use, a charitable company limited by guarantee, formed to take over the activities of Cambridge SOFA. The formalities of this took place in April, when we were delighted to

welcome the Mayor of Cambridge Cllr Sheila Stuart, and the Cambridge City MP, Dr. Julian Huppert to do the honours. After that we all had to get used to answering the phone with the new name - not easy after twenty plus years!



At the same time, with the help of grants and donations, we purchased a new delivery van and were pleased to have it on show at the launch ceremony. Our old van, known to some as "the yellow peril" or Betsy, had been a faithful servant for twelve years, but was showing lots of signs of old age and becoming a maintenance cost burden especially around MoT time. Fortunately we were able to sell the old van, to a man prepared to drive over from Oxford for it, so it was not destined for the scrap heap. It is going to be used to help with another charity venture which is pleasing.



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Opportunities

Current volunteer opportunities include:

Marketing

Reception

Van Crew

Leaflet Distribution

Anyone interested in volunteering please contact Cara on 01223 576535

Customers

In 2011 we had the most customer registrations we have ever had in the history of the charity. This reflects both the current economic climate as more people find themselves on low income, and the marketing activity to increase customers

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Happy New Year!

Our volunteer numbers have increased by 50% since the end of 2010; this has enabled us to create new volunteer roles and opportunities alongside our existing warehouse and van crew. Some of these opportunities include photography, publicity, database and spreadsheet development, web design, sales analysis and carpentry.

We also said farewell to several valuable volunteers, in particular Alan Jones who dedicated many productive years with his advice

and expertise. He will be missed and we thank him for all his hard work and wish him well in his retirement. Other volunteers leaving included Terry (now working for a hospice nearer his home), Darren (now working in the food industry), and Larissa (leaving to start a family).



A marketing action plan was created by Cara and Paul, designed to increase the number of donors and customers in line with our business plan. We have taken part in various marketing activities in 2011 including door-to-door leafleting, poster distribution, getting in touch with former donors, radio interviews, newspaper articles and contacting businesses for prospective donors. We did a number of stalls in 2011 these included the Grafton Centre, John Lewis, Big Weekend, Sustainable City and Poundland.



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Events

Up & Coming Events:

Poundland stall

February

Volunteers Easter Buffet

5th April

Painting Weekend

5th May

Grafton Centre stall

25th May

Big Weekend stall

July

Thank You

We thank you for your support in the past and look forward to continuing the relationship in 2012 and beyond

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Happy New Year!

In November, in co-operation with CCORRN (The Cambridgeshire Community Reuse and Recycling Network), we started offering paint to our customers. There is a selection of emulsion paints in white and various pastel colours, all priced at only £1.00 per litre.



The shop floor was redesigned in 2011 to accommodate lots of lovely displays of the furniture with very positive feedback from the customers. Graham's carpentry area saw a major tidy up this year; we didn't even realize we had that amount of space!



And now a few administrative details - sorry! The final accounts for Cambridge SOFA are nearing completion and we will shortly be holding a special general meeting to approve these accounts and the winding-up of the old charity. The financial year-end of Cambridge Re-Use has been set at the end of March, to fit in with the financial years of local councils and many grant-giving bodies, and an AGM will be held during the summer.

