

Newsletter July 2012

Where we are

Unit H,
The Paddocks,
347 Cherry Hinton Road,
Cambridge,
CB1 8DH

Contact us:
01223 576535

Website:
www.cambridgereuse.org.uk

E-mail:
donate@cambridgereuse.org.uk

Volunteers

We have been lucky enough to sustain our 50% rise in volunteer numbers from 2010, with 35-40 people giving their time each week.

A big thank you to our dedicated team for all their hard work.

cambridge
re-use
community re-use for social need



Spreading the word

For the first time, we had a stall in the Arbury Carnival this year. Despite the wind blowing strongly during the set-up, it was very successful for us - a great event, well organized, and with a lot of people turning up. Thanks to Cara, Paul, and Malcombe for manning the stall.

Unfortunately, the weather wasn't so kind to us for our stall at the Big Weekend on Parkers Piece in July. However, despite heavy showers, there were sunshine spots and we were able to leaflet a lot of people at the event. Thanks to Paul, Malcombe, Cara, Alan and Judy for helping.



Welcome back!

Over the last six months, we have had the pleasure of welcoming back some ex-volunteers who have returned home!

- Alan, our electrician,
- Shaun on the van,
- Cyril on the van and in the store,
- Malcombe who is helping with marketing,
- Darren on the van,
- Charles and Rosie.

Our congratulations go to

- ex-volunteer Larissa, who gave birth to a baby girl.
- Paul, one of our van drivers, who turned 50 this year.
- Jean, one of our receptionists, who is now a grandma.





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Opportunities

Current volunteer opportunities include:

Marketing and publicity

Reception

Van Crew

Photography

We are also looking for people with good IT skills

Anyone interested in volunteering please contact Cara on 01223 576535

Find us

Call us on 01223 576535

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www.cambridgereuse.org.uk



Cambridge Re-Use in the local press

In April, our donations from the general public hit an all-time low; this was a very worrying time for all of us. Thanks to the team pulling together, it was a short-lived crisis. We dedicated time to do loads of marketing which produced results quickly; the number of donations rose, with the warehouse full again, and this has been sustained.

Our special thanks:

To Samm, Paul and James who agreed to tell their stories of how the charity helped them, for an

article in the Cambridge News, which was published in May.

To Jane, who agreed to tell her story to FLACK magazine which was published in July.

To Jean, who did two radio interviews about the charity with Cara.

Thanks also to Chris Eliot and Alice Ryan, of the Cambridge News, who published the articles for us, and to FLACK for publishing Jane's story.

Finding more customers

Now that donations are back on track, the focus in marketing is to increase our customer base. In the current economic climate, people have less money, so we need to expand our customer base so that we can maintain the trading level we have had in the past. Reaching prospective customers is not easy! Although we are doing door-to-door leafleting, stalls, newspaper articles and radio broadcasts, we are still only reaching a quarter of low income households in Cambridge and the surrounding area.

Currently, we are concentrating on getting in touch with agencies and charities that help people on low income, so they can spread the word. We are more than happy to show around any social workers, support workers or any other agencies and chat about what we do. If you think this might be of interest to your colleagues, feel free to give us a ring on our main phone (01223 576535) and ask for Cara.





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Events

Up & Coming Events:

Poundland stall, July

Volunteers Summer BBQ
August 19th

Grafton Centre Eco event
September 28th

Volunteers Christmas meal
December

Thank You!

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



We became a target for thieves!

We have had problems with where to park our van over the last six months. People have been targeting The Paddocks industrial estate, and stealing catalytic converters from vans parked on the site. Unfortunately, our van was targeted twice; some small damage, but the catalytic converter wasn't stolen. We then tried parking it on the main road just outside The Paddocks, but another van was targeted there too! Finally, thanks to James, one of our trustees, we found a safe, enclosed place, albeit temporary, at Ridgeons. We are extremely grateful to Ridgeons; it means a lot to us to know that at night and at the weekend, our van is safe and secure.



Other news

Our volunteers enjoyed an Easter buffet at the warehouse in April with a chocolate Easter egg hunt that was enjoyed by everyone. Who said you are too old for an Easter egg hunt? We are all kids at heart!

Some of our volunteers completed a first aid course in April including Lisa, Charles, James and Emily.

Rupert and Mark will be completing their PAT testing course in August.

Thanks to Mark our van supervisor, our warehouse walls and floor have been repainted - not an easy job, but the result looks great!

