

Guidance for Selling Donated Items

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There are many ways to sell donated items to raise money for Guide Dogs. From hosting a pop-up shop, a sale or even selling online on your Guide Dogs Facebook Group, Facebook Marketplace or Gumtree. Please speak to your Community Fundraising Relationship Manager before selling any donated items.

Please note this guide is for the sale of donated goods, in support of Guide Dogs, as part of a fundraising group, and not as a third party supporter. If a third party supporter would like to sell donated items in aid of Guide Dogs, please refer to your Community Fundraising Relationship Manager for advice.

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Types of sales:

A '*pop up shop*' is defined as: Guide Dogs taking temporary responsibility for retail premises, or a defined area of retail premises, where a licence to occupy or lease is required from the venue. The space, such as a vacant shop unit, is for Guide Dogs' sole use and we have responsibility for locking up at night. It is used for the sale of primarily donated items, only 25% of the total stock should be Guide Dogs Merchandise.

Pop up shops require input from Guide Dogs' Property Services and Legal team due to the complexities relating to legal documentation, business rates, utilities, Health and Safety and the responsibility that Guide Dogs is taking on for the shop space.

Please note, written agreements or letters must not be signed without authorisation from Guide Dogs. For 'pop up shops', the Head of Property Services is the authorised signatory.

For more on 'pop up shops', please see ['Pop Up Shop' Considerations.](#)

A '*pop up sale*' is defined as: The sale of merchandise and donated items at a venue that does not require a licence to occupy or lease, such as a church hall or community centre, or a tabletop sale in a shopping centre. Guide Dogs is not taking responsibility for the premises, utilities or business rates.

If you are asked to sign an agreement document, such as a licence to occupy or lease, which means we take sole responsibility on behalf of Guide Dogs or take on costs such as business rates or utilities, this is more likely to be a 'pop up shop'. In which case, please see 'pop up shop' above and refer to your Community Fundraising Relationship Manager.





Yard or Garden Sale: The sale of Guide Dogs merchandise or donated items in a personal garden or driveway. Only informal permission is needed from the owner of the property.

Online sales: The sale of donated items on online selling sites such as Facebook marketplace, eBay or Gumtree.

Resource items to sell

- Ask friends, family and colleagues to donate unwanted items
- You may want to limit the type of items you sell for example have a book sale, plant sale or toy sale.
- Empty wardrobes, garages and attics of items you no longer love.
- Appeal on local radio or newspapers for donated items.
- Appeal through local neighbourhood Facebook page for donated items.
- Attend a car boot sale with a few items to sell in aid of Guide Dogs. One of our local groups found that at the end of the day people came up to them with items they hadn't sold and they left with more than they came with - but ensure that the quality of stock is maintained.
- Your local University Waste Management Team dispose of furniture left by students in halls, contact them to ask what they might have.

Other useful items to resource

- Contactless device.
- You will need lots of carrier bags - encourage friends and family to donate their used bags or speak to your local supermarkets as they may donate a box of bags.



- Save newspapers to wrap glassware, you may be able to get papers from your local newsagents when they throw out old newspapers.
- A separate table for checking out, wrapping goods
- A till, you may be able to pick one up at an auction. If using a till, you must ensure any monies from sales are put into the till immediately
- Clothes rails and hangers, sometimes shops will donate fittings that are excess to requirements after a refit.
- Trestle tables
- Cardboard boxes to store, display and sell paperbacks from.
- Guide Dogs tablecloths, banners, buckets, collection boxes.
- Guide Dogs leaflets to hand out to people who may have an interest in our services, fundraising or volunteering.
- Use Guide Dog tags, Posters and Banners.
- Sales book for logging purchases and receipt book for anyone who would like one
- Pens
- Printed rota for pop up shops or large sales.
- Refreshments - coffee, tea, biscuits a kettle and water for volunteers.

Guide Dogs trading items

- Guide Dogs merchandise should not be sold online
- Only 25% of the total stock in a 'pop up shop' should be Guide Dogs merchandise

Prohibited items

When selling on behalf of Guide Dogs, you must not sell:

- Items that are broken, incomplete, dirty or tatty
- Baby/child car seats
- Repainted cots
- Child Safety gates
- Cot/crib/Moses basket mattresses
- New and second-hand toys without a CE mark

- Cycle/skateboard helmets
- Firearms and ammunitions, including starter pistols
- Imitation and toy weapons
- Pointed objects that can be used as weapons, including butcher knives, sports knives, axes etc
- Underwear, pyjamas, socks etc unless in new packaging
- Animal products from endangered species such as ivory/pelts
- Pharmaceutical items such as medicine, prescription glasses, dentures
- Opened cosmetics and perfumes
- Gas appliances
- Microwaves
- Electric Fires
- Oil Heaters
- Computer hard drives
- Mobility scooters
- Pornographic publications, products and services
- Counterfeit goods
- Solvents
- Flammable items such as firelighters
- Fireworks, sparklers and party poppers
- Tobacco
- Alcohol - although liqueur chocolates can be sold
- Illegal substances
- Event Tickets
- Electrical items without a PAT test, unless clearly new and in original packaging

Items that were unsuitable for selling or that have not sold at the end of your event, such as clothes, bric-a-brac, shoes and handbags could be taken to cash for clothing outlets who buy the items by the kilo which could increase your total income. Music Magpie or Ziffit could be used to sell excess books, CD's and DVD's. You could use other outlets to sell the items such as online selling sites. Anything donated to Guide



Dogs should only be passed to other charities if you have made it clear to donors, when asking for donations, that any unsold stock may be passed to another charity.

Age restricted items

Some items are restricted by age, please ensure that they are only sold to customers are the appropriate age by checking for photo ID such as driver's licence, passport etc for anyone that looks under 21.

18 & over -DVDs/videos/computer games classification over 18

16 & over - Liqueur chocolates

15 & over - DVDs/videos/computer games classification over 15

12 & over - Christmas crackers, DVDs/videos/computer games classification over 12

Online sales requirements

- Goods must be of satisfactory quality based on what a reasonable person would consider satisfactory for that second hand good.
- Goods must be as described/shown in the photo.
- Faults, defects, and any lack of functionality must be brought to the buyer's attention before they buy the goods.
- Goods must be safe for use.
- Arrange a safe collection point for the buyer to collect the items and never publicly post timings or locations on selling site.
- Avoid collections from your home address, it is safer to arrange handover in a public location.
- There's no right to return certain goods - such as unwrapped DVDs or items that were sealed for hygiene purposes and the seal is broken should any issue arise where someone wishes to return goods, please contact your Community Fundraising Relationship Manager.



Pricing stock

Pricing of items can be difficult, but you do want to price to sell the items you have in stock;

- Check for makers marks and google items for sale elsewhere to give you an idea of value.
- Check out competitors will give you a good idea of where to benchmark. You may want to price yourself in the middle and see how this works for you.
- Speak to your local trading standards officer, they may be able to offer support.
- Speak to your local Community Fundraising Relationship Manager.
- People are always looking for a bargain! Stick to the chosen price for at least the first week or two. If the item is not moving, then consider reducing the item.
- Costume jewellery, watches and certain items of bric-a-brac may be more valuable so a local dealer may be willing to give advice on pricing or help uncover any hidden gems. Other shop owners in the area may also help with guidance on prices and could offer advice on merchandising.
- If something isn't selling then placing it in the window or a more prominent position will often produce instant results.

Banking

Funds raised from the sale of non-Guide Dogs merchandise, should be banked using the code 'Social Events' when paying in income. For Guide Dogs merchandise and tombola, please continue to use your Trading paying in books. Please follow our usual banking procedures.

Volunteers

When operating a shop or sale over a number of days or weeks, it is crucial to get as many helpers as possible to spread the workload. Depending on your opening hours you will need to assess what level of



staffing is needed. For example if you were to open 10am - 4pm you may want to operate a two-shift system per day, from 10am to 1pm and again from 1pm to 4pm, with at least two volunteers at any time. Try to ensure you have a backup list of people you can call on if there are any changes due to illness etc.

We recommend you start with shorter hours and then see how busy you are and then extend the opening hours if needed. A good starting point would be 10am to 4pm.

You should find out the availability of all volunteers and produce a rota, which should be communicated to the volunteers via email, text or phone call depending on how each volunteer prefers to receive the information.

Training volunteers

When new volunteers start the activity the coordinator should run through all Health & Safety guidance. If you need support with this speak to your Community Fundraising Relationship Manager.

Promoting your pop up shop or pop up sale

- Use posters and leaflets in your local community.
- Use your Guide Dogs Facebook Group/Page and include photos to give customers an idea of what is for sale.
- Create an event on your Facebook Group and invite all members.
- Share on local community Facebook Groups.
- Have an opening ceremony, remember to take photos and use your Guide Dogs Facebook Group to promote. You may wish to invite your local newspaper and mayor to attend too.
- Please send photographs along with a quote to your Community Fundraising Relationship Manager who can liaise with our Marketing and Communications team for further circulation.



‘Pop up shop’ considerations

When considering holding a ‘pop up shop’, please notify your Community Fundraising Relationship Manager as soon as possible, who must inform their line manager, at the earliest opportunity. We advise that a minimum of 8 weeks notice is required. The following should be considered and discussed with the venue where appropriate. Your Community Fundraising Relationship Manager will be able to advise and support:

- a. Will Guide Dogs be taking sole responsibility for a space such as a vacant shop unit? Are we responsible for locking up at night?
- b. Will Guide Dogs be required to complete a ‘licence to occupy’ or ‘lease’?
- c. Will there be any costs associated with this activity? Consider rental cost for the space, utilities and business rates. Also, any signage and publicity. Many of our ‘pop up shops’ have used pull up banners, but some venues have insisted on professionally produced and installed signage. Consider what budget is required to set up and run the activity. Budget will need to be authorised by your Community Fundraising Relationship Manager, or line manager.
 - Please note that the landlord may save costs on business rates by allocating the vacant shop unit, so do aim to negotiate for free of charge. We have had some where all costs have been met by the landlord.
- d. How many days or weeks will the shop be open for? What are the trading hours? Do you have sufficient volunteer support to man the full opening hours of the shop or a plan on how to secure that support? Please note you will require at least two people to be in the shop at any one time.
- e. What will you sell and what other activity will you be doing? (Please see list of approved sale items above.) Is this in line with the venue expectations? Please consider storage of items before and after the shop opening and how you will manage the sale of any left-over stock (see above).

- f. What is the footfall likely to be? What do you hope to raise and does this meet our 3:1 return on investment required from our fundraising activities? What are the other outcomes you would like to achieve and how will you measure this?
- g. Who will take the lead role in the daily running of the shop? What training and support may they need?
- h. What resources and equipment might you need? See above.

Please talk through the above points with your Community Fundraising Relationship Manager, who should then discuss with their line manager and agree next steps.

Please note that the local Community Fundraising Relationship Manager will need to oversee and monitor the pop up shop, although this may not be physically attending, their capacity is required to support the internal processes required to reach a signed agreement with the venue.

Internal process for ‘pop up’ shops

The internal process for pop up shops, involves various stages of sign off and input. Please follow the below, but please note that notifications to the listed parties below should be done at the earliest opportunity to allow for workload planning.

1. CFRM notifies Estates and Workplace Improvement Manager, at the earliest opportunity of a potential ‘pop up shop’. They will guide the process and follow it through to sign off. Key aspects they will advise and guide on include:
 - a. Business rates
 - b. Utilities
 - c. Contractual aspects such as relating to the condition of the space and the facilities included within.
2. CFRM notifies insurance and ensure insurance cover is in place. Insurance will need to know the level of stock / contents cover required and the security arrangements in place at the pop up shop.

3. CFRM notifies Health and Safety of the shop to discuss any measures over and above the guidance that may be needed. This should also include relevant Covid-19 protocols.
4. CFRM notifies legal. They will be required to review the contract, alongside Property Services to ensure Guide Dogs are comfortable with all clauses prior to sign off.
5. CFRM to notify Procurement Business Partner should there be any payment terms contained within the contract. If a new supplier needs to be set up on Web3 for invoices to be processed, contact web3.procurement@guidedogs.org.uk.
6. CFRM reviews the 'Pop up Shop' Health and Safety documentation on the knowledge hub and follow the process and guidance. This involves:
 - a. Landlords H&S self-certificate checklist
 - b. A Guide Dogs H&S checklist
 - c. Reviewing risk assessment and liaising with Health and Safety on any adjustments required
7. Facilities should undertake a site visit to verify the landlords completed H&S checklist and assess the potential provision of equipment, such as fire extinguishers.
8. Head of Property Services is the authorised signatory for 'pop up shop' legal documentation. This will be arranged by the Estates and Workplace Improvement Manager, who will also share a copy of the signed contract with the Procurement Business Partner where supplier set up is required.
9. Upon occupation, the CFRM should complete the Pop up Charity Shop Health and Safety Checklist. This can be done from photos or videos, in person is not essential. The CFRM should also obtain condition photos of the venue and meter readings (electricity / gas) upon commencement and closure of the pop up shop in order to avoid disputes with the venue. All pop up shops should be left in a clean and tidy condition and free from contents / stock at the end of the tenancy.

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