

You are going to read a magazine article about charity shops. Choose from the list (A-I) the most suitable heading for each part (1-7) of the article. There is one extra heading which you do not need to use. There is an example at the beginning (0).

- A Recession showed the need for change.
- B A mistaken decision.
- C Low prices or more money for charity?
- D Bringing charity to the public.
- E All shops have new goods now.
- F Deciding to change.
- G Second-hand still makes bigger profits.
- H A new way of raising money.
- I Customers wanted - no matter why they come.

Shopping to Help Others

Stores change direction to raise much-needed cash.

0 Charity shops were first set up as a new way of raising money for the big charities in England.

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1 These shops were seen as the ideal solution for big organisations trying to raise money from the general public. The shops gave them direct access to the high streets of the country. People out doing their shopping could stop off at a charity shop to make a donation or buy some second-hand bargains while helping a good cause. Also, it made people feel better.

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2 The Imperial Cancer Research Shop in Westgate Street is one of the shops trying to do something different. Nowadays, there is often a large selection of new goods displayed in the front windows. This new direction is a deliberate policy decision made by the charity to try to increase profits.

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3 A person speaking for the charity said that they had found it harder to make money during the recession. They believe that by selling new goods instead of second-hand ones, they will begin to appeal to a new type of customer. By displaying new goods in front windows, people will see them, come in and buy them or something else. Some people even go into these shops and offer to do volunteer work there.

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4 She said that during the recession, the charity did not receive as many donations. People were wearing their clothes for longer, and when clothes did come

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into the shop, they were often in very bad condition. She also said that they wanted people to come into the shop for whatever reason, whether to buy new goods or old. New goods are seen as an ideal way of getting people into the shop, and this would thereby raise more money for the charity.

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6 One charity shop where you won't find new goods is the PDSSA. That charity introduced new items into its shops two years ago. The staff discovered though, that people didn't want to buy new goods. They preferred to buy items that had been donated. The experiment lasted only one year. After that they removed most of the new items from the shops and had only second hand ones for sale. The only new things they sell now are mugs, diaries and postcards.

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7 At the Barnardos shop in Shaftesbury Road, the staff are busy getting prepared for their latest promotion: this will be a grand sale of second-hand jeans. The sale starts on Saturday. Last year, this particular shop made £26,000, but only £2,500 of that figure came from the sale of new goods. This may be proof that the public really prefer buying second hand goods.

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The manager of the shop said that of all the charity shops it stocks the lowest percentage of new items. He added that the staff were very proud of the prices the shop could offer. Prices ranged from 5p to £30. But the manager said that when it came to prices the shops faced a dilemma. They would like to help the poor by keeping prices very low, but were also faced with the problem of trying to raise much-needed money for charity.