



Strategy 2022 – 2025

Introduction

Charity Retail Ireland (CRI) is the voice of the charity retail sector in Ireland. It is an umbrella representative association of over 40 registered charities who operate nearly 500 charity retail outlets throughout Ireland. CRI (formerly the Irish Charity Shops Association) was established in 2000 and is funded by its members.

Through their charity retail outlets CRI members raise vital funds to support their causes. The charity retail outlets enable individuals and communities to access a full range of clothing, furniture and household items at affordable prices. Charity retail outlets are a significant contribution to the public benefit remit of individual charities. CRI members play a very significant and growing role in supporting the circular economy and environmental sustainability.

All CRI members are registered with the Charities Regulator, the Revenue Commissioners and have signed up to the CRI Code of Charity Retailing. CRI members range from large national and international charities to small, local, community-based charities.

CRI supports members by lobbying and acting as a representative voice for the sector, providing information and tools for best charity retail practice and celebrating the achievements of our members. To do this CRI is committed to continuously improving its own effectiveness and efficiency. In essence, CRI supports members to achieve the triple bottom line of social, economic and environmental benefits.

This strategic plan was drawn up by the CRI Steering Group following a number of discussion meetings, wider consultation and a SWOT analysis which was part of the process.

Over the lifetime of this strategy CRI will act as a leader and become more widely recognised as the voice of the Charity Retail Sector. It will provide a range of best practice tools to support charity retailers. It will grow in its influence on government and the environmental sector and will impact on community environmental behavioural change throughout Ireland. In addition, CRI will be a more transparent and accountable organisation.

Signed Chair *Mark Sweeney* Date 1st January 2022

Signed Secretary *Linda Ward* Date 1st January 2022

Mission Statement



CRI supports the Charity Retail Sector in Ireland to:

- model best charity retail practice
- influence government policy
- promote positive social, economic and environmental change

Vision

Represent charity retail in Ireland by:

- Supporting and demonstrating the financial, social and environmental impact of charities on the wider community
- Showcasing the environmental benefit of reuse
- Demonstrating the contribution of charity retail to the circular economy

Values

- Be honest, open and transparent in all our activities
- Act with integrity
- Be trustworthy
- Be inclusive by promoting diversity and inclusion
- Value our volunteers
- Support our members' community engagement
- Act as an advocate for sustainability through recognition of the climate emergency

Strategic Goals

1. Grow Charity Retail IrelandShops (CRI)
2. Support CRI Members
3. Influence Environmental Behavioural Change
4. Enhance CRI Governance



Strategic Goals

1. Grow Charity Retail Ireland

- 1.1 Publicise the growth, impact and potential of the Charity Retail Sector
- 1.2 Represent our members on local, regional, national and international bodies e.g. CRNI, Retail Excellence, the Alliance for Insurance Reform, the Regional Waste Authorities, the EPA, Government departments, RREUSE and international charity retail organisations
- 1.3 Expand our membership
- 1.4 Expand our Financial Base
- 1.5 Review Human Resources
- 1.6 Lobby Government and act as an advocate for the Charity Retail Sector

2. Support CRI Members

- 2.1 Facilitate networking opportunities, regional seminars and best practice training events
- 2.2 Promote best practice in charity retail
- 2.3 Provide relevant information to members through direct communication, the website and social media platforms
- 2.4 Provide platforms for open communication between members
- 2.5 Maintain our Communications Plan to support our members
- 2.6 Assist our members to promote their work within the community
- 2.7 Develop and grow the CRI Annual Awards

3. Influence Behavioural Change

- 3.1 Grow awareness of CRI's social, economic and environmental mission
- 3.2 Explore key stakeholder relationships with school, community groups and public/private sector bodies
- 3.3 Continue to develop tools to measure social, economic and environmental impact

4. Enhance CRI Governance

- 4.1 Reassess our governance structure and legal status
 - 4.2 Examine the options for a name change
 - 4.3 Review our branding and logo to fit the profile of charity retail now and in the future
- These last two items have been implemented*