



CASE STUDY

Martin House Children's Hospice: Overcoming the unknown to generate impressive Gift Aid returns

Martin House Children's Hospice is a charity based in Boston Spa, Wetherby, caring for children and young people with progressive, life-limiting illnesses and providing support for their families. The Hospice opened in 1987 as the second children's hospice in the UK, and since then has played a crucial role in the development and delivery of children's hospice care across not only the UK, but the world.

The charity is based in their purpose-built hospice where they care for children and young people from throughout the Yorkshire region. In 2012 they celebrated their 25th anniversary and the 10th anniversary of the opening of Wetherby Lodge, the UK's first unit for teenagers and young people. Martin House do not charge families who use the facility and take referrals from the Yorkshire region.

THE PROBLEM

The Hospice currently operates 8 retail shops and whilst they were familiar with Gift Aid, had no previous experience with such a system. While considering investing in a Gift Aid system, the charity came across a number of solutions which ranged in price and functionality. However, they were still unsure whether Gift Aid would be worth implementing in their shops. What they really needed was a charity-friendly vendor who was sensitive to their concerns and would work with them to evaluate the risk-rewards of implementing a system rather than focusing on the hard sell. That's when they came across BMC Azurri who had strong references, showcasing great support to other similar charities.

THE BMC AZURRI SOLUTION

BMc Azurri specialise in providing Gift Aid solutions across the charity sector. Their flexible solutions can be tailored to fit individual requirements and are totally scalable. This means they can provide entirely bespoke or managed solutions for charities like Martin House, who have a handful of stores. Following discussions with Martin House, BMC Azurri offered to install a unit in one of the charity's shops, on a short term basis in order for them to evaluate the potential that Gift Aid held for them. This proved to be a great success and Martin House subsequently implemented the BMC Azurri system fully across their estate.

Alison Wort, Head of Fund Raising, Martin House Children's Hospice commented,

"BMc Azurri took the time to really understand what our concerns were and found a solution that enabled us to implement the Gift Aid system in one store for a trial period. This was paramount in helping us to overcome our worries about whether we were making the right decision. As a small charity, every investment must be justified and evaluated and this enabled us to see just what a difference the BMC Azurri Gift Aid system could make to our revenue, making the decision to roll out the solution across all of our stores a much clearer, strategic investment."



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TAKING THE SERVICE ABOVE AND BEYOND

After changing the charity's broadband provider, Martin House ran into problems in one of their shops. Before Martin House became aware, BMC Azurri picked up on the problem and pro-actively contacted them to investigate. On learning of the issue, they volunteered to help the company by liaising with the Broadband provider and patiently ensuring that all of the settings at the charity's Boston Spa shop were correct. This was not a duty expected of them, but they took ownership of the situation and they were happy to volunteer their time in order to resolve the problem.

Alison Wort, Head of Fund Raising says that this level of service comes as standard when working with the BMC Azurri team. She commented:

"Support was of paramount importance to us and we have been delighted that our selection of BMCazurri has proved to be successful as they have met and indeed exceeded our expectations as a supplier"

She continued,

"Whilst we have had very few problems with the system, we have found the support desk extremely helpful, and always patient and friendly with the volunteer staff. BMC Azurri have endeavoured to provide flexible support for us and resolve any issues that have arisen, even when not directly related to BMC Azurri."

RETURN ON INVESTMENT

Martin House looked at several systems before choosing the solution offered by BMC Azurri that has allowed them to generate significant Gift Aid revenue and expand their estate to 8 shops, as well as claiming 3 times their original outlay to date through a quick and exceptional return on investment.

"Martin House have truly embraced the Gift Aid Project and have proved that our business model really does work for the charity sector in that it enables charities to gain quick returns for a fixed monthly fee and causes no disruption to the existing business."

Alastair Petrie, General Manager, BMCazurri.



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