

## Customer Questionnaire

Sue Ryder Care would like to thank you for completing the CareCard Registration Form and welcomes you as a CareCard member.

To enable us to learn about our supporters' shopping habits, it would be appreciated if you could assist us by answering the following questions by circling the most appropriate response/s or adding your comments as "other".

1. **How did you hear about CareCard?**
  - a. Poster
  - b. The media
  - c. Word of mouth
  - d. Member of shop staff
  - e. Other \_\_\_\_\_
2. **How often do you shop in Charity shops?**
  - a. Once a month
  - b. Once a fortnight
  - c. Once a week
  - d. Daily
  - e. Other \_\_\_\_\_
3. **How often do you shop in Sue Ryder Care shops?**
  - a. Once a month
  - b. Once a fortnight
  - c. Once a week
  - d. Daily
  - e. Other \_\_\_\_\_
4. **How much do you spend on donated goods per charity shop visit?**
  - a. More than £20
  - b. More than £15
  - c. More than £10
  - d. More than £5
  - e. Other \_\_\_\_\_
5. **What type/s of donated goods do you purchase?**
  - a. Ladieswear
  - b. Menswear
  - c. Childrenswear
  - d. Household
  - e. Bric a Brac
  - f. Books
  - g. Music/Videos, etc.
  - h. Other \_\_\_\_\_
6. **Why do you shop at Sue Ryder Care?**
  - a. Clean and uncluttered store
  - b. Quality of customer service
  - c. Wide aisles and open space
  - d. It is a worthwhile cause
  - e. Convenient location
  - f. Value for money
  - g. Quality of merchandise
  - h. Other \_\_\_\_\_

## Terms and Conditions

- Employees and volunteers of Sue Ryder Care are not eligible to participate in this scheme.
- CareCard applicants must be 16 years or over.
- Applicants must complete all relevant sections of the Registration Form before a CareCard can be issued and validated.
- All personal details/information are protected under the terms of the Privacy and Data Protection Act.
- Surrendered CareCards become the property of Sue Ryder Care.
- Lost CareCards can be replaced but CareCard stamps are not transferable.
- CareCard stamps can only be issued upon the purchase of donated goods at Sue Ryder Care shops.
- One CareCard stamp will be issued for every full £5 spent or multiples thereof (excluding New Goods).
- A full CareCard with 10 complete stamps can be redeemed for a £5 discount on the next purchase of donated goods valued at £5 or more. A CareCard cannot be redeemed for cash.
- Additional CareCard stamps can be awarded during special promotion periods at participating shops only and may be store specific.
- In the event that a purchase is made without a CareCard, the purchase receipt will be stamped and transferred to the CareCard at a later date.

Sue Ryder Care reserves the right to amend these Terms and Conditions but will endeavour to inform customers providing as much advanced notice as is practical.

If you would like further details about  
Sue Ryder Care, call us on 020 7400 0444  
or visit our website:  
[www.suerydercare.org](http://www.suerydercare.org)

Registered Charity Number: 1052076

Sue Ryder Care 

# CareCard Your Loyalty Rewarded



Whether you are bringing or buying... you are giving



## What is CareCard?

At Sue Ryder Care we have introduced a loyalty card to thank and reward the loyalty of our customers and supporters.

The CareCard holder collects stamps on each shop visit, simply for purchasing donated goods (Terms and Conditions apply).

Register now for CareCard and start collecting stamps during visits to our 400 shops across the UK.

- A reward stamp is earned on donated purchase/s of £5 or multiples thereof.
- Ten stamps on a CareCard will give you a £5 discount on your next purchase of £5 or more (This offer excludes New Goods).

## How do I get my CareCard?

Complete the attached Registration Form and either hand it to a member of staff to obtain your CareCard straight away, or post it with a stamped addressed envelope to: CareCard, Sue Ryder Care, 6 Brook House, Larkfield, Kent ME20 6GN. Alternatively, you can apply on line by visiting our website on [www.suerydercare.org](http://www.suerydercare.org)

## What we do

Sue Ryder Care is a leading provider of palliative, neurological care and homecare, dedicated to helping people get the best from life.

We provide expert care where people need it, supporting their choices and independence, whether that be in our specialist care centres, the community or their own homes.

We care for people with complex illnesses and conditions including Cancer, Multiple Sclerosis, Stroke, Parkinson's Disease, Motor Neurone Disease, Huntington's Disease, Brain Injury and Dementia.

Our vision – 'Care that liberates lives' – means we care for the whole of an individual's needs be they social, psychological, physical or spiritual. We also offer support to their families.

### *During 2005 Sue Ryder Care provided:*

- Over 2,400 in-patient stays in our hospices.
- Over 7,500 hospice day care visits.
- Long term neurological care for over 400 people in our Care Centres.
- Cared for over 120 people through our neurological day services.
- An average of 9,600 hours of homecare each week, equating to over 1,000,000 homecare visits during 2005.

### *We focus on:*

- People's "wellness" rather than illness
- People's abilities rather than their disabilities
- Supporting the family, carers and friends of our patients

## With your help we can continue to provide Care That Liberates Lives

*Sue Ryder Care would like to thank you for your continued support and making us:*

- First choice for shopping
- First choice for donating
- First choice for care

## Registration Form

Title \_\_\_\_\_

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Contact Telephone No \_\_\_\_\_

E-mail Address \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Please tick to confirm that you are 16 years of age or over at date of registration.

Data protection. In the future we may exchange your information with like-minded charities. If you would rather not hear from them please tick here.

Your support is crucial to our work but if you would rather not be contacted by us in the future then please tick here.

Hand to a member of shop staff or post with a stamped addressed envelope to: CareCard, Sue Ryder Care, 6 Brook House, Larkfield, Kent, ME20 6GN.

For Shop or Office use only

**CareCard No.**     -

(prefix with the 4 digit shop code)

Registered Charity Number – 1052076