



## THANK YOU

Thank you for supporting StreetSmart! The charity would be nothing without the goodwill and commitment of the community of restaurants, pubs and hotels running the campaign.

StreetSmart's success relies on its simplicity: just add a voluntary £1 per-table onto diners' bills and send us the total raised at the end of the year. Every penny of every pound raised in your restaurant will be distributed by StreetSmart to local charities that work with homeless and vulnerable people. So if customers spend local, the money stays local, and the support does, too. And because our operational costs are covered by our partner, Land Aid, 100% of the funds raised will go to help those in need.

## HOW IT WORKS

The campaign runs from Wednesday 1<sup>st</sup> November through until Sunday 31<sup>st</sup> December 2023.

The £1 per table charge should be added to the end of the bill as a separate category, so that till readings at the end of the day will show a clear and separate charge for the StreetSmart running total. This way, there should be no effect on VAT returns.

This is a voluntary levy and customers may decline any contribution. We have worded the table-card to make this clear to your customers. We will provide enough of these to hopefully see you through but let us know if you run out and we can easily top you up.

The table cards supplied can either be displayed or presented with the bill. In addition, you may like to add a line to your menu explaining that your restaurant is running StreetSmart and a voluntary £1 per table will be added to the table bill to support local charities for homeless people.

Get your staff involved and mention your participation in the campaign to customers. Our helpful website at [streetsmart.org.uk](http://streetsmart.org.uk) details which restaurants are taking part and which projects for homeless people were funded last year. Also follow us on social @StreetSmartUK

Payment of donations should be made by the end of February 2024 to the StreetSmart account at: Barclays Bank, Sort Code 20-36-88, Account Number 70190888.

To request more cards or if you have any queries about implementing the campaign please contact: Jennie on 07920 063365, [jennie.blouet@streetsmart.org.uk](mailto:jennie.blouet@streetsmart.org.uk)

For PR and Social Media queries contact Kimberley on 07704 935005, [kimberley.coke@streetsmart.org.uk](mailto:kimberley.coke@streetsmart.org.uk)

## **FAQ's**

### **What is StreetSmart?**

StreetSmart raises funds to help the homeless by adding a voluntary £1 donation to diner's bills during November and December.

### **Who takes part?**

Now in its twenty second year, over 400 restaurants have signed up. This includes Selfridges, Harvey Nichols, The River Café, St John, Gymkhana and Ottolenghi.

### **Sounds simple, does it cost the restaurant anything?**

No, except the precious commodity of time in setting up the till and training staff.

### **How do we set up the till system?**

You'll need to assign a button to their till/epos system that adds on the £1 exempt of VAT and after a service charge then crucially brief the staff to remember to do so each time.

### **Are there any stumbling blocks?**

You might need technical guidance to add a separate item AND staff forgetting to add the £1 to the bills during the campaign.

### **Can we avoid going through the till and collect cash donations?**

No, it's messy, no audit trail and less effective.

### **Why can't we add the £1 if someone asks to donate rather than adding it first?**

StreetSmart is an opt-out scheme so it must go on first and 99% of diners are happy to give. If StreetSmart did it the other way it would be only 5% of diners who donated. If the customer doesn't want to give, then that's fine and we rely on servers to remove fuss-free.

### **How will the diner know the £1 is added for charity?**

StreetSmart are sending each restaurant packs of specially designed cards which can be displayed on the tables or tucked into bill folders. Staff often inform the diner when presenting the bill but we know in a busy setting this isn't always possible hence the importance of the cards.

### **IS it OK for someone not to pay?**

Of course, the cards make this clear and the server should remove with no fuss. That said, research shows less than 1% decline to pay.

### **Can someone give more?**

Yes, the server sometimes takes a separate payment or just adds the £1 on ten times, say if a group wanted to give £10. Research shows 3% ask to give more.

**Are the cards Covid Safe?**

Yes they are - printed on an antimicrobial coating that manufacturer has tested with 99.99% success rate. Marks and Spencer and Selfridges are currently using this material for in-store collateral.

**Does it effect tips?**

No. Research showed tips went up during the period. Perhaps customers felt even more positive towards the staff as they were taking part in a worthwhile cause AND it is Christmas after all.

**How does the restaurant pay StreetSmart?**

They'll have a running total on their epos system and they just send us the total by the end of January.

**Do they get any publicity from taking part?**

Yes, as well as the warm glow of doing good, we will promote through our media partners including Michelin and The Evening Standard in London. We will also list participating restaurants on our website and actively promote through our social channels.

**POSSIBLE QUERIES FROM RESTAURANT GUESTS**

Restaurants report no more than a handful of queries during the course of two months and those tend to be questions of trust.

**Is the restaurant taking this money for themselves?**

No, StreetSmart is a registered charity that's run for 25 years. It is audited every year – Fortnum and Mason and Selfridges take part, the funds go through the till and Streetsmart makes sure every £1 donated is collected and distributed.

**Does Streetsmart take a cut for administration etc..?**

No, our partners LandAid cover all the campaign costs so 100% of the donations goes towards helping homeless people.

**Where does the money go?**

Streetsmart supports charities local to where the funds are raised so for example all the funds raised in Manchester will support projects in Manchester.