

# Individuals in Crisis

Sainsbury's  
Business Direct

## **Sainsbury's Business Direct has recently launched an initiative to work with local authorities and housing associations supporting Individuals In Crisis.**

Currently undergoing a trial with Sheffield City Council, our new initiative eliminates many of the headaches of managing crisis funds; making payment secure for the intended recipient, and preventing misuse of payments.

The Sainsbury's Business Direct Individuals In Crisis initiative also makes issuance of funds available in a versatile range of methods:

- Paper Based Food Tokens
- Gift Vouchers
- Pre-loaded Gift Cards
- Flexible Gift Cards

In addition to these options, we're currently developing payment by e-code for even more secure and convenient payment.





## Features:

All tokens, cards and vouchers can be redeemed instore. They cannot be used for the purchase of alcohol, cigarettes, petrol, pharmacy and concessions, including lottery. Here's a brief overview of the benefits for each payment type.

### Food Token Features:

- Available in £1, £5 and £10 denominations
- These vouchers can only be redeemed against food, instore
- Dual signature strip for recipient to sign upon issue and again at point of redemption
- All Sainsbury's stores will accept the Food Tokens
- A 2-year expiry date is applied to all Food Tokens

### Gift Voucher Features:

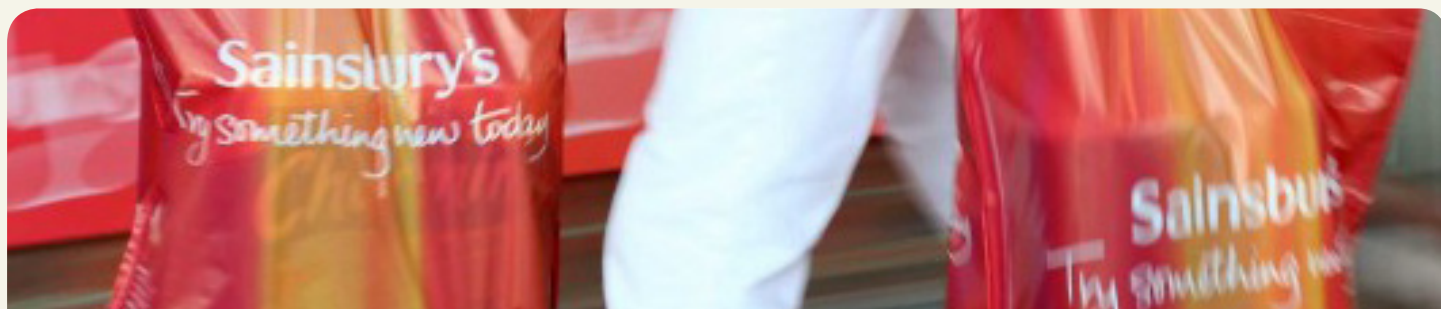
- Available in £1, £5, £10 and £20 denominations
- These vouchers can be redeemed against products in store
- A 2-year expiry date is applied to all Gift Vouchers

### Pre-loaded Gift Card Features:

- Available in £10, £20, £25 and £50 denominations
- These vouchers can be redeemed against products in store
- Gift cards have a 24-month rolling expiry date which is reset with each transaction
- Cards can be registered with Sainsbury's Gift Card centre to manage funds and assist with lost/stolen cards

### Flexible Value Gift Card Features:

- Available in any denomination between £1 - £2000
- These vouchers can be redeemed against products in store
- Gift cards have a 24-month rolling expiry date which is reset with each transaction
- Cards can be registered with Sainsbury's Gift Card centre to manage funds and assist with lost/stolen cards



## Reasons To Choose Sainsbury's Business Direct As Your Supplier

### Our Strong Brand Recognition

Aside from strong brand recognition and excellent customer service, Sainsbury's Business Direct offers 20 years of experience in voucher and gift card services. We have an experienced, dedicated business team providing advice, reporting and account management.

### We Keep It Simple

Our voucher and card solutions offer:

- Online management
- Quick and easy ordering
- 1300 stores in which recipients can redeem their vouchers and giftcards

### We'll Help You Save Money

Sainsbury's Business Direct offers a competitive discount on vouchers and cards for larger orders, helping you make the very most of your budget.



## Overview: Sheffield City Council

### The Client

Sheffield City Council have, in common with all local authorities, a statutory duty to safeguard and promote the wellbeing of children and to help families and individuals that require crisis funding on an ad-hoc basis.

### Challenges Faced

The incumbent provider of food vouchers to the Council indicated an intention to move away from paper based vouchers into gift cards. Furthermore branch closures were reducing the number and availability of shops within which clients could expend the vouchers; and there is a requirement upon the Council to periodically test the market in any case, with a further market test being required imminently. All of which led to the decision by the Council to commission a framework arrangement to best meet the requirements of the vulnerable client group this commission ultimately serves.

Critical requirements of the commission also included:

- There being a testable means to ensure that the funds were being used by the intended recipient.
- Funds ultimately being used as intended – including no alcohol and no tobacco purchases
- Wide geographical coverage of shops across the city, maximising the ability of ease of access for clients who are likely reliant on local provision

### The Solution

The Individuals in Crisis initiative provided a solution to each of the key challenges faced; protocols are in place to ensure (as much as practical) vouchers can only be used by the intended recipient and can only be used to purchase approved items, not including alcohol, tobacco or petrol. This enables the council to have confidence that the funds are being spent appropriately.

### The Results

Over a 12-month period it is anticipated that the council will make a saving of almost £1000 (dependent upon demand). These funds can be redeployed into the initiative, or used to support other vital functions within the council.

**If you'd like to understand more about the benefits of the Sainsbury's Business Direct Individuals In Crisis initiative, simply drop me a line at [bev.banks@mail-sainsburysbusinessdirect.com](mailto:bev.banks@mail-sainsburysbusinessdirect.com)**

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**Sainsbury's**  
Business Direct

## **Sainsbury's Business Direct**

We've been helping customers live well for less since 1869.

Founded by John James Sainsbury and his wife Mary Ann in London, we've grown to become one of the UK's largest food retailers with over 600 supermarkets, 800 convenience stores, and nearly 250,000 online orders every week.

The quality, range and provenance of our food sets us apart from other supermarkets. And it will continue to do so. We're investing in a three-year programme to upgrade over 3,000 of our own-brand products.