

# UFF - DA !

*Useful Facts and Figures - Data for Affiliates!*

February 2009

## Minnesota ReStores

*This month's UFF-DA! Report is being brought to you by Minnesota's Statewide ReStore VISTA, Mary Zimmermann. Mary began as a VISTA in August of last year with a workplan focused on promoting collaboration and sharing of resources and best practices between ReStores. Read on to find out about the good work she has been doing with Minnesota's ReStores. A special thanks to Lakes Area Habitat for Humanity for their leadership in hosting the Statewide VISTA position!*

**Chart 1. Minnesota ReStore Data**

Minnesota's ReStores have seen much change since they were last featured in the June 2007 UFF-DA! Report. Currently there are eight ReStores in Minnesota with an additional two new ReStores opening in Marshall and Owatonna. In Chart 1, you will find data collected from the Minnesota ReStores. This data was collected through financial reports and data provided to Habitat Minnesota and Mary Zimmerman. A few key items to note include:

**Sales/Square Foot Range** These numbers vary for several reasons. First, there is a larger range for stores under \$200,000 in annual sales. Three out of four of those stores had just opened in FY'08 so they were in the beginning stages of developing customer and donor relations and databases. Second, geographic market area plays a huge role in how quickly and how much product comes into the store. Third, as stores develop, the manager learns what products sell best and at what price in their market area. This information leads to higher sales and profit margins over time. Lastly, two stores relocated during FY'08. With the change in square footage, came a challenge in accurately accounting for the

FY 2007-2008	Under \$200,000 in Annual Sales	Over \$200,000 in Annual Sales
Number of ReStores in MN	4	4
Annual Sales Range	\$14,000 - \$115,000	\$219,000 - \$625,000
Annual Profit Range	(\$36000) - \$27,000	\$23,951 - \$158,000
Lease Building	1	2
Own Building	3	2
ReStore and Affiliate Share Space	4	1
Square Footage Range	1,500 - 12,000 sq. ft	7,500 - 30,000 sq. ft.
Sales/Square Foot Range	\$6.32 - \$25.48	\$17.35 - \$28.27
Sales/Square Foot Average	\$12.06	\$22.94
Annual Tons Diverted from Landfill*	30-175 Tons/Year	222-590 Tons/Year
Number Days Open/Week	3 - 5	4 - 6
Average Amount of Sales/Day	\$57.33 - \$583	\$733 - \$2,048
Annual Volunteer Hours	26 - 2925	1250 - 5500
Paid Staff Members	1 - 2	1 - 5

*\* Conversion factors vary by ReStore.*

**Volunteer Hours** Based on conversations with ReStore managers, some hard data and tallying of volunteer sign in sheets, there has clearly been an increase in volunteer hours over the past year. In two cases, volunteer hours were reported to directly affect the bottom line of the ReStore. With that in mind, ReStores will begin to more carefully track volunteer hours to both improve efficiency and implement successful volunteer appreciation programs.

**Congratulations to Minnesota's ReStores for receiving the 2008 - 2009 Governor's Awards for Pollution Prevention Honorable Mention!**

**Annual Sales** Overall, Minnesota ReStores had a successful year, surpassing previous years sales and profit margins. Three of the four ReStores that opened mid-2007 exceeded sales projections (one of which has already re-located). The two ReStores that relocated in 2008 to a bigger store and more visible location experienced an increase in sales as well. A heightened awareness of ReStore, stepped up efforts to develop relationships with contractors and businesses in the community, efficiency in store operations and strategic deployment of more volunteers has all led to increases in sales and net income at Minnesota ReStores. Read on to find out about how the new Statewide ReStore network will contribute to continued success at the ReStores.

# ReStore Network

*Minnesota ReStores have sought to work together since their inception! The spirit of collaboration between Minnesota's ReStores has lead to the creation of a ReStore network and the creation of a Statewide ReStore VISTA position.*

The network is currently being headed up by the State Representative and Co-Chair, Scott Hall from the Lakes Area affiliate and Zach Spader from the Twin Cities affiliate. Their main responsibilities are to help answer questions and ensure regular gatherings of ReStore staff are planned. All affiliates can utilize the state representatives to ask questions and receive information about a variety of topics including starting a ReStore.

Since August 2008, Statewide ReStore VISTA Mary Zimmermann has been working to support and strengthen the ReStore Network. Mary has created and compiled numerous ReStore resources including those listed below.

## Resources Available for ReStores

**Policy Manual** ReStore policies will soon be required by HFHI. In order to comply with these standards, Minnesota ReStores are being proactive and have created a ReStore Policy Manual. The manual includes 26 polices on topics including donations acceptance, merchandise returns, and store safety. The policies are available for affiliates to tailor to meet their particular needs.

**ReStore Operations Manual** A ReStore Operations Manual has also been created for Minnesota ReStores that includes templates for documents each ReStore needs to operate. The manual includes information on ReStore volunteers, product procurement, marketing, deconstruction, and sample forms.

**Yahoo Group** At the request of ReStore managers, there is an online ReStore Yahoo Group that allows members to post messages, share documents, post photos, and share helpful links. Anyone looking to start a ReStore or interested in learning more about ReStores is encouraged to join the hfhrestore Yahoo Group and view over 100 helpful documents including the policy and operations manuals described above. For more information about these resources or help signing up for the Yahoo Group please contact Mary at [mary.zimmermann@lakesareahabitat.org](mailto:mary.zimmermann@lakesareahabitat.org)

**ReStore Gatherings** The 1st Annual Regional ReStore Conference was held in October in the Twin Cities. Nearly 30 participants from 13 affiliates attended from Minnesota, Wisconsin, and South Dakota. There were presentations on marketing best practices, buying product, volunteer recruitment, and strategic planning. The gathering was well received. The next ReStore meeting will take place March 6th at the OLE conference. For more information visit: [www.hfhmn.org/hfhmn/training.html](http://www.hfhmn.org/hfhmn/training.html)

### Minnesota ReStores - Where Are They?



Freeborn/Mower HFH	Austin	507-433-1349
Itasca County HFH	Grand Rapids	218-999-9099
Lake Agassiz HFH	Moorhead	218-284-5253 (ext. 1)
Lakes Area HFH	Brainerd	218-454-8517
Northwoods HFH	Bemidji	218-444-6398
South Central MN HFH	Mankato	507-388-6682
Twin Cities HFH	Minneapolis	612-588-3820
Winona County HFH	Winona	507-474-6075
*Redwood River HFH	Marshall	507-929-0371
*Steele County HFH	Owatonna	507-446-0112

(\* opening soon)

## What's in store for the March UFF-DA! Report?

Next month we will highlight funds distributed to Minnesota's Habitat affiliates. In fiscal year 2008, Habitat for Humanity of Minnesota distributed over \$4.2 million in resources to Habitat for Humanity affiliates and another \$3.1 million so far this fiscal year. How did your affiliate do? Are there funding programs your affiliate hasn't tapped into yet? See the March UFF-DA! Report for the details!

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