

HOW GRAMPIAN OPPORTUNITIES SUPPORTED SERVICE USERS

Organisation: Grampian Opportunities
Town & City Gift Card: The
Aberdeenshire Gift Card

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The Aberdeenshire Gift Card has been very well received by service users, they are always very appreciative to receive it and like the choice on offer through the card. As a charity, using our local Gift Card is a really positive thing for us to be doing, for our service users, for our charity and for our community.

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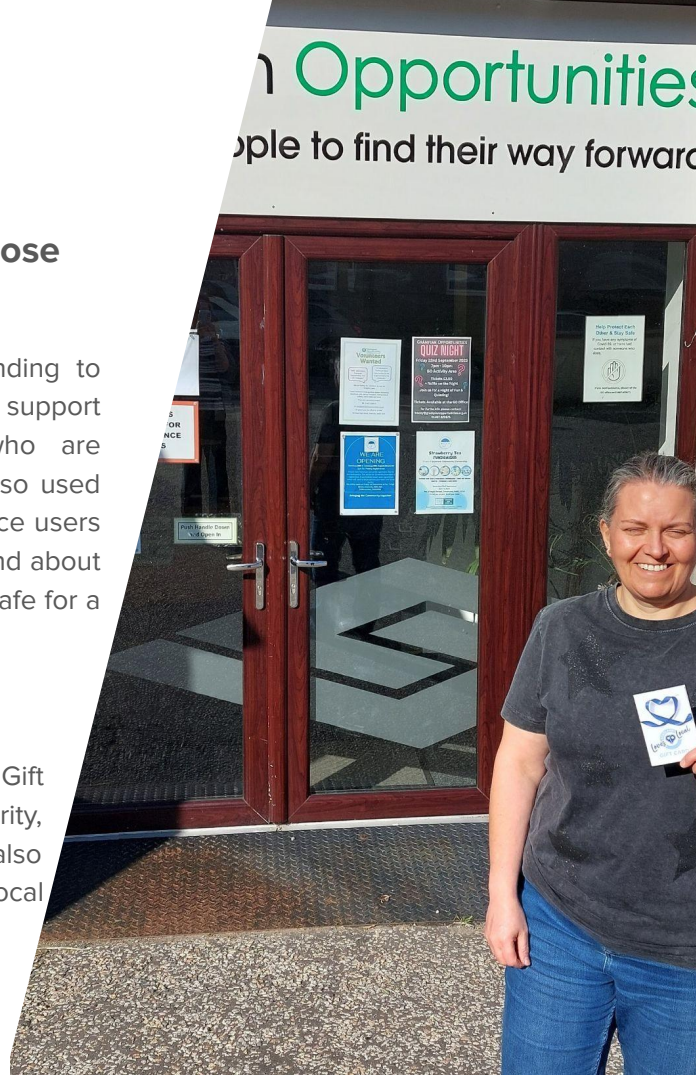
Lynn Esslemont
Project Coordinator at GO

Why Grampian Opportunities chose the Aberdeenshire Gift Card

Grampian Opportunities chose to use funding to distribute the Aberdeenshire Gift Card to support individuals in crisis, including those who are experiencing homelessness. Cards were also used in their Listening Ear project, enabling service users and their Listening Ear matches to go out and about in Aberdeenshire, such as going to a local cafe for a coffee and a cake.

Benefits

Offering service users choice through the Gift Card aligned with their aims as a charity, supporting service users' autonomy. It also enabled the charity to give back to the local community and build a sense of community.





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Experience of using the card

Grampian Opportunities ordered the Aberdeenshire Gift Cards online and distributed them as needed to service users. As a charity, they recognise that any support offered for service users has to be easy to administer, and using the Aberdeenshire Gift Card was really easy for Grampian Opportunities. In terms of funding, using the Gift Card was a good way for the charity to be able to report on how they used the funding, to support service users and aid social connectedness and also to support the community. Giving the Aberdeenshire Gift Card offered choice, so the charity wasn't dictating which cafe or shop the service user goes to.

Service user feedback

The Aberdeenshire Gift Card was very well received by service users who were very appreciative to receive it and liked the choice on offer through the card. As a charity, using the Aberdeenshire Gift Card was a really positive thing for the charity to be doing, for service users, for the charity and for the community.