

Jelly

Jelly is our award winning children's charity shop in Exeter that sells preloved, high-quality items at affordable prices.

Jelly continues to provide a welcoming, inclusive, and supportive space for volunteers and the local community. Volunteers gain confidence, valuable work experience, and a sense of purpose, while the shop helps reduce social isolation. Families benefit from affordable, high-quality children's items, and the focus on pre-loved goods supports sustainability.

Impact

Over 16 years, Jelly's reuse of approximately 208 tonnes of pre-loved items has avoided 416 tonnes of CO₂ emissions. This is equivalent to taking 90 cars off the road for a year or the annual energy use of ≈ 160 households,

demonstrating the project's significant long-term environmental impact alongside its social and community benefits. In 2024/2025, Jelly had 13 tonnes of pre-loved items and reduced textile waste and carbon emissions — by roughly 26,000 kg CO₂e the equivalent to taking 5–6 cars off the road for a year. With 42 volunteers contributing 1,699 hours, the project builds confidence, work experience, and social cohesion, while offering affordable children's goods and supporting community events. Recognised with the Exeter Impact Awards 'Place' award, Jelly demonstrates the combined social and environmental value of sustainable community initiatives.



"Volunteering at Jelly is so rewarding—you see first-hand the difference a simple item of clothing or toy can make to a family's life."



13
Tonnes of
donations
received

"Jelly isn't just second-hand—it's second chances for families like mine. We found dignity, support, and community in every visit."

Thomas' Story

Building Confidence Through Volunteering.

When Thomas began volunteering at ECI's Jelly charity shop, his goal was clear: gain retail experience to improve his chances of finding paid work.

With support from the Jelly team, he quickly learned key skills — handling stock, serving customers, using the till, and managing donations. He became a valued member of the team, growing in confidence while seeing firsthand the effort and generosity behind a busy charity shop.

The experience gave Thomas more than practical skills. It offered structure, encouragement, and a sense of belonging.

Through volunteering, he not only strengthened his employability but also built self-belief and deeper community connection.

We're proud to see Thomas take these steps forward — and to have him as part of the Jelly team.

“

Volunteering at Jelly has helped me realise what I'm capable of. I've grown in confidence, learned so much, and it's made me really value the generosity of others.

”