Products, People, Pride

Impact Report 2017
With a record £20.2 million worth of goods distributed to 2,855 charities in 2016, it was another busy year for In Kind Direct. The increased pressure on charities to serve more people, combined with a challenging funding environment means they are expected to do more with fewer resources, and the savings made possible by accessing products through In Kind Direct make a crucial difference.

As a charity we have a responsibility to regularly evaluate the effectiveness of our actions and measure the impact generated by our work. Our Annual Impact Report complements our regular visits to charity partners, telephone research and feedback analysis, and assesses the difference receiving products from In Kind Direct makes to organisations and the people they help.

One of the key findings from this year’s survey is the boost donated products give to beneficiaries’ wellbeing and self-esteem. Consumerism and obsession with image, mean many people struggle with low self-esteem, especially if they cannot afford to buy “nice” things. When a personal crisis hits and money gets tighter, what can remain of self-esteem when basic necessities are not affordable?

How can a person go to work without clean clothes and maintain a professional appearance? Having access to life’s essentials can make a world of difference.

Over the past 20 years In Kind Direct has developed a robust operating model and established itself as the UK’s product giving leader. We have been trusted by over 1,000 companies to distribute £170 million worth of products to over 8,300 charities, not-for-profits and social enterprises. Thanks to our donors, in 2016 we handled more stock and a wider range of products than in any previous year. This meant we generated record savings and growing impact for more charities than ever too.

In Kind Direct remains faithful to the vision of HRH The Prince of Wales, our Royal Founding Patron: to divert usable surplus from landfill and benefit charities and millions of vulnerable people every year. Product giving generates substantial social impact and more companies and brands are choosing In Kind Direct as a strategic charity partner to deliver their corporate responsibility goals.

We invite you to join us on our journey.

Robin Boles LVO
CEO, In Kind Direct

Helping charities nurture self-esteem for a brighter future

Contents
- Why we’re here 1
- Key findings 2
- Building confidence and self-esteem 4
- Improving health and wellbeing 6
- Helping people in crisis 8
- Helping charities to do more 10
- How it works 11
- Why donate products to In Kind Direct 12
- Our donors 13
- 20th anniversary 14
- Get Involved 15
Why we’re here

Charities across the country need all kinds of products to help deliver their services to people in need: toys and baby clothes for a children’s centre, stationery and tools for an employment project or toiletries and bedding for a domestic violence project. But as resources get tighter and demand grows it is increasingly difficult for charities to find the funds to pay for the goods they need.

At the same time, manufacturers and retailers often have those products in surplus, simply because they are deemed excess to requirements or have a slight cosmetic flaw in the packaging.

Companies donate all kinds of consumer products such as household goods, clothes, toys, toiletries and IT equipment.

Products are donated... to In Kind Direct. Products are received, checked, sorted and prepared at In Kind Direct’s 30,000 sq ft warehouse in Telford. Corporate volunteers help to sort and pack more complex donations.

Making a great impact
The service allows charities to save precious funds and do more for millions of people every year. Donating helps companies make a positive contribution to the community and the environment by reducing waste.

Products are made available online... Charities, not-for-profit organisations and social enterprises can register to be part of our network and order the goods they need via our secure online catalogue.

...and are delivered to our partners. Goods are delivered to our charities working in the UK and overseas for use in their operations or given out free of charge to the people they support.

Goods are delivered to our charities working in the UK and overseas for use in their operations or given out free of charge to the people they support.

In Kind Direct is the bridge that connects companies with charities and voluntary organisations working at home and abroad to ensure that high quality, usable products go to the people who need them most, not to waste.

Thanks to In Kind Direct, companies can deliver on their environmental and community responsibility goals whilst allowing charities to save money, enhance their services and support their beneficiaries.

“"We run a singing group for people with Alzheimer’s and dementia and at Christmas time we use In Kind Direct to purchase a gift for each of these people. This is the highlight of their year and without your great selection we would not be able to afford to do this.”

Vanessa Maclean, Office and Finance Manager, Mull & Iona Community Trust, Isle of Mull

“"We have used In Kind Direct for many years. All our parents have benefited in some way, whether it is a home parcel, a toy for their child or a pampering or hygiene session. We are lucky to help and support every person who walks in our door. Without In Kind Direct this would not happen.”

Michele Witherington
The Village Community Nursery, West Midlands
Key findings

Here are just a few of the ways in which goods from In Kind Direct have helped charities to deliver their amazing work over the last year:

1. **Building confidence & self-esteem**
   - 75% of charities said In Kind Direct improved the confidence and self-esteem of beneficiaries.

2. **Improving health & wellbeing**
   - 3 in 4 charities said that using In Kind Direct had helped address poor physical or mental wellbeing, up from 66% the previous year.

3. **Helping people in crisis**
   - 70% of charities in In Kind Direct’s network provide essential support to people struggling to afford basic supplies.

4. **Saving money & improving services**
   - 91% of charities said In Kind Direct enabled them to source goods they would not otherwise be able to afford.

Information in this report is drawn largely from an annual survey of In Kind Direct’s charity partners. The questionnaire was carried out online for three weeks in January and February 2017. 4,558 charities registered with In Kind Direct were invited to respond and 946 responses were received, which is a 20% response rate. Additional information is taken from In Kind Direct’s ongoing impact measurement activities which includes information from user visits, telephone interviews and questionnaires completed on registration.
"In Kind Direct has changed people’s lives, probably more than you realise. Even one bottle of shampoo or shower gel does wonders for people’s self-esteem."

Africa Advocacy Foundation
Building confidence and self-esteem

By providing essential items, as well as small gifts and treats, charities can help people who find themselves in difficult and desperate situations to maintain their dignity and feel better.

75% of charity recipients say that goods ordered from In Kind Direct helped the confidence and self-esteem of beneficiaries

“Some of the children of refugee families who we support in the UK have problems with night terrors and wetting the bed due to the horrors they have seen. Being able to supply them with night-time pants has improved their lives greatly and given them some well-deserved dignity.”

Lowri Earith, Board Member, SHARE, Wales

45% said using In Kind Direct helped them address discrimination

“We support young people who are about to be excluded from school. Last year we gave a gift set to all the girls on our ‘spa day project’, designed to help build self-worth and self-esteem. One of these girls is now regularly engaged in educational activities with us as a result of the care and nurture she felt on that project.”

Jane Appleton, Director, Eagle’s Nest Project, Burton on Trent

64% of charities said In Kind Direct helped them to address isolation

“Giving a homeless person a bag of toiletries is wonderful. We see them come in the next day with their heads held high, smelling lovely. Very rewarding for us as a team and for their own self-esteem.”

Anna Hartland, Manager Loaves ‘n’ Fishes, Blackheath
"For many people with albinism in Africa sunscreen is completely unaffordable. In Kind Direct helps us reach people with albinism with high SPF sunscreen to provide vital protection from the sun."

Andrew Betts, Director, Advantage Africa, Buckinghamshire
Improving health and wellbeing

Donations of health and personal care items such as toothpaste, shampoo and sanitary products made up around 30% of the products distributed by In Kind Direct in 2016. These essentials help our charities to support people to maintain their personal hygiene and inspire projects to improve mental and physical health.

“The shower gel we ordered from In Kind Direct has been used by homeless people at our shower facility. Clients often tell us how much better they feel after having a shower and one person commented that having a shower had made him ‘feel human again’.”

Elizabeth Hopkins, CEO, Centrepoint Outreach, Boston

“For a participant who experiences stigma from severe mental health diagnosis, being given luxury hand cream supports them to feel valued. It is simply a little bit of human kindness. For the young people who experience exclusion and emotional issues, the ‘Legend’ waterproof training suits were very appreciated and supported participation as well as self-esteem, and feeling valued.”

Deb Hoskin, Project Manager, Horticultural Therapy Trust, Plymouth

CASE STUDY

Combatting HIV stigma and discrimination

Plus Me helps people living with HIV in Barnsley to live independent lives, whether they are newly diagnosed or struggling with life after diagnosis. Many family and friends of people living with HIV also seek advice, which is delivered by people also living with or affected by HIV who are trained to pass on their knowledge and experience in a respectful and professional way.

Many of the clients have low incomes and struggle to afford basic items such as sanitary towels or washing powder. Additionally, many have allergies because of medication they are taking. Plus Me is able to source items from In Kind Direct to make up parcels for service users. During hospital stays, Plus Me also makes up toiletry bags for those they support. A great way to make service users feel supported and less isolated.
"The lone refugee youth that we support are seeking asylum from war and persecution in various parts of Western Asia and East Africa. One of our projects is 'Arrival Packs', backpacks crammed full of toiletries, a towel, underwear, warm and waterproof clothing and other essentials. In Kind Direct is our first port of call to obtain these goods."

Angela Gluck, Trustee, Separated Child Foundation
Helping people in crisis

Times continue to be tough for the most vulnerable in society. Many people struggle to afford the basic essential items that they need in order to lead a dignified life and charities are increasingly stepping in to help.

79% of charities say In Kind Direct has helped their organisation to alleviate poverty in the people they support.

“In Kind Direct is such a help to our organisation as we support more families in need, and early years funding is insufficient to cover even our basic costs. We have relied heavily on In Kind Direct supplies over the last year. Thank you, it is an excellent support.”

Sue Battersby, Centre Manager, Thorpe Willoughby Childcare Centre, Selby

70% of charities reported that they used In Kind Direct goods to provide essential support to people struggling to afford basic supplies.

“One of the mothers we work with has a 10 year old autistic child with severe learning disabilities. When referred to us she was suffering with depression. With In Kind Direct’s help we were able to give her daughter a Disney dress and toys on her birthday and provide the mother with some baking equipment. She now regularly bakes cakes for our group and has started smiling again. Small acts of kindness can make big changes to people’s life.”

Sajida Ahmed, Chairperson, Oak Foundation, London

63% of charities say they have used products to assist people in crisis or emergencies.

“A young mum who had recently separated had difficulty getting through the Universal Credit system. We were able to help by ensuring that what little money she had could be spent on food as we provided cleaning items, bath products, baby items and nappies.”

Linda Whiteside, Chairperson, Fort Augustus & Glenmoriston Community Company

“People have come to depend on us and we depend on In Kind Direct. I can’t imagine what would happen if we could not provide for them, and without In Kind Direct we would struggle.”

Africa Advocacy Foundation
"In Kind Direct enables us to do so much more than the products we purchase suggests. Savings on supplies enable us to do things which we would otherwise be unable to do."

Barry Halliday, Senior Support Worker, NAVIGO CIC Tukes Project, Grimsby
Helping charities to do more

With funding challenges and increasing demand, charities have to be ever more prudent with their resources and save money where they can. Using In Kind Direct’s service helps charities to save valuable funds and to deliver new and enhanced services.

70% of responders say In Kind Direct has helped their charity to “keep going”

“Without In Kind Direct we would not be able to provide anywhere near the amount and variety of goods we do. We calculated that the amount we save on items we must have enables us to supply the extra goods in the original budget. This is of enormous benefit to us and those we aim to assist. Thank you.”

David Coombe, CEO, Coombe Trust Fund, London

35% of charities say their organisation’s income has decreased over the last year

“Finding out about In Kind Direct has massively helped our charity by saving us money on essential items, and meant that we have been able to help vulnerable groups by offering “back to work” and other welfare packs. There is such a vast variety of goods on offer that most charities could benefit from using In Kind Direct, and I am always telling people about it!”

Tania Jones, Centre Manager, Hayling Island Community Centre

91% of charities said that using In Kind Direct enabled them to source goods that they would never otherwise be able to afford

“Without access to the catalogue of products you provide at low cost, we would not be able to offer relief to those in need anywhere close to the level we are currently providing. In fact, on a few occasions projects have actually been designed around what products we are able to source from yourselves first before proceeding.”

Peter Knight, Operations Director, Aura Ion Foundation, Bristol

67% said that using In Kind Direct helped them to deliver new or different activities

“In Kind Direct helps us stay afloat, by keeping our costs lower and manageable. You enable delivery of new projects and give us the chance to help vulnerable people who we would not normally be able to afford to help.”

Phillip Scott, Director, Phoenix Community Resource Hub, Sandwich
How it works...

1,000 companies giving.
£170 million worth of products distributed. 20,000 tonnes of products diverted from waste.
8,300 charities receiving goods.
Millions of people helped every year.

Supporting charities across the UK

Top 10 focus areas

1. Community group or project
2. Child/youth care
3. Disability
4. Family welfare
5. Health/medical
6. Housing and homelessness
7. Jobs, skills, training and education
8. Counselling/advice
9. Older people’s support
10. Arts, culture and heritage

How products are used

- 75% of charities use In Kind Direct products for cleaning and upkeep of facilities
- 59% use In Kind Direct products to give out essential aid and supplies to people in need
- 63% use In Kind Direct products to run activities e.g. arts and crafts, sports, cooking, outdoor activities and events
- 53% use In Kind Direct products to run the office

Number of charities registered with In Kind Direct by region (May 2017)

- 399 in the South East
- 282 in the North West
- 482 in the Midlands
- 240 in the West Midlands
- 382 in the North East
- 166 in the South West
- 442 in the Wales
- 443 in the Scotland
- 391 in the Northern Ireland
- 367 in the East Midlands
- 567 in the Yorkshire and Humber
- 256 in the London
- 434 in the East of England

How the system works...

1,000 companies giving.
£170 million worth of products distributed. 20,000 tonnes of products diverted from waste.
8,300 charities receiving goods.
Millions of people helped every year.
Why donate products to In Kind Direct

**Easy and high-impact**
Through one point of contact your product donation can potentially reach thousands of charities and help millions of people.

**Inspiring**
Product donations can change people’s lives. We share our charities’ accomplishments and heart-warming stories with donors to give product philanthropy real meaning.

**Peace of Mind**
All donations are tracked and monitored to ensure your goods will only be used for charitable purposes.

**Responsible and Sustainable**
Save on landfill and waste costs. Make sure your products go to where they’re needed most and generate amazing social value.

“What we love about working with In Kind Direct is that not only does it solve a business problem in clearing excess stock but that stock then goes to some of the smallest charities across the UK that we wouldn’t normally get to work with. We receive fantastic feedback and reporting from In Kind Direct which really helps to show the rest of the business that we are meeting our corporate goals.”

Amy Pearson, Marketing Director, Disney Store Europe

“In Kind Direct is a fantastic organisation to work with and makes it really easy to get your surplus stock out to thousands of small charities that can benefit from it. You can really see the impact this has. I would strongly recommend to any manufacturer or retailer, small or large, to get involved.”

Ajay Kavan, Vice President, International Special Projects at Amazon.co.uk

“We see it as a win, win, win. A win for P&G as we keep our disposal costs down and get to help communities, a win for the environment and, most importantly, a win for people who get access to needed, top-branded products.”

Aimee Goldsmith, Director of Communications, P&G Northern Europe
Our donors

Here are the companies which donated products to In Kind Direct last year

- **Cleaning & household**
  - Balsam Brands
  - Bosch
  - Chicopee
  - ESS Defence
  - Harrison Wipes
  - Kimberly-Clark
  - McBride
  - Pacific Direct
  - Procter & Gamble
  - PZ Cussons
  - Reckitt Benckiser
  - Royal Sanders UK
  - SC Johnson
  - Sealed Air
  - Stanley Black & Decker
  - Sykes Global Services
  - Trendsetter Home Furnishings
  - Vi-Spring

- **Cookware, kitchen & food**
  - Bon Bon Buddies
  - Brakes
  - Bunzl Catering Supplies
  - Burtons Biscuits
  - Compass Group
  - Lockhart Catering Equipment
  - Lucozade Ribena Suntory
  - Marco Polo Intercontinental
  - Meyer Group
  - Pladis Global
  - Raceahead
  - Royal Albert Hall
  - Sovereign Partners
  - The Cookware Company

- **Footwear, sports & clothing**
  - Adidas UK
  - Berghaus

- **Office supplies**
  - Brand Addition
  - Bullitt Group
  - Deutsche Bank
  - EVO Group
  - Gardiner & Theobald
  - Newell Rubbermaid

- **Personal care & health**
  - Pregis
  - Premier Paper Group
  - Ryman
  - Sealed Air
  - Spicers

- **General retail**
  - Amazon.co.uk
  - Asda Stores
  - Wilko

- **Office supplies**
  - Brand Addition
  - Bullitt Group
  - Deutsche Bank
  - EVO Group
  - Gardiner & Theobald
  - Newell Rubbermaid

- **Personal care & health**
  - Pregis
  - Premier Paper Group
  - Ryman
  - Sealed Air
  - Spicers

- **Toys, baby & educational**
  - Centum Books
  - Constantia International Entertainment One
  - Hogrefe
  - Kissy Kissy
  - Manhattan Toy
  - Michael O’Mara

Please note this is a selection of our recent donors. To date, In Kind Direct has received donations from over 1,000 companies.

Our patrons

We would like to thank the individuals, trusts, foundations and companies whose generosity and foresight enable our organisation to deliver its strategic objectives and help millions of people in need.

- **Patron**
  - Acheson & Acheson
  - Anonymous donor
  - Rubin, Mr Andy
  - The Garvey Foundation
  - The Sobell Foundation

- **Diamond Patron**
  - DS Smith
  - Levin, Mr Vadim
  - McBride

- **Investors Circle**
  - Lloyds Banking Group
  - Garfield Weston Foundation
  - Nutt, Mr & Mrs Anthony
  - The Prince of Wales’s Charitable Foundation
  - Wilko

We would like to thank players of People’s Postcode Lottery for their support which has benefited numerous charities helping vulnerable adults across the country.
20 years of product giving

In 2017 In Kind Direct celebrates its 20th Anniversary.

Over 20 years In Kind Direct has quickly grown into the UK leading's organisation distributing donated products to charities, voluntary organisations and social enterprises across the UK.

Here are a few interesting facts about our last 20 years.

- We launched our first E-commerce website in 2004, moving away from a paper catalogue.
  - We’ve since seen a fivefold increase in the number of orders we receive from our partners.

- Over the last 20 years we have distributed over 3 million charity packs.
  - That’s a lot of goods delivered for people in need over the years!

- In Kind Direct has distributed 111,000 km of toilet tissue to charities, enough to go around the world 2.77 times.
  - We’ve also distributed enough toothbrushes to stretch 65 miles end to end, about the distance from Manchester to Birmingham.

- Our longest-standing charity partner is a scout association based in Scotland. The group registered in February 1997 and is still a regular user of In Kind Direct!
  - 28 charities which registered in 1997 are still active in our network.

- In Kind Direct's first donations were a selection of mixed toys from The Disney Store and 1,300 tubes of sun lotion from Johnson & Johnson. Since then, the range of products available for charities has greatly expanded.
  - Last year we made available 6,082 different product lines to charities.

- Over the years we have received a wide variety of products, including:
  - 15 boxes of Butlins uniforms; 10 pallets of signed paintings; 20 pallets of ladies' underwear, a dozen pallets of bottled water and jelly babies; 5,777 colouring books for adults; 2,270 golf umbrellas; pet food for: gerbils, canaries, budgies and turtles!
Get involved

1. Donate your company’s products
   Help charities across the UK to deliver their work and improve their communities.

2. Fundraise for us
   Take part in one of our challenge events or organise your own fundraising activity to support our work. We will provide you with ideas, materials and lots of support!

3. Volunteer with us
   In Kind Direct welcomes volunteers all year round to help sort and prepare stock at our warehouse in Telford, Shropshire. Sign your team up for an action packed day!

4. Fund our work
   Invest in In Kind Direct’s future, building on the vision of our Royal Founding Patron, HRH The Prince of Wales

“...In Kind Direct helps us stay afloat, by keeping our costs lower and manageable. You give us the chance to help vulnerable people who we would not normally be able to afford to help.”

Philip Scott, Director
Phoenix Community Resource Hub, Sandwich