We have just reached a wonderful milestone: £200 million in value of products generously donated by 1,125 companies have been received by 9,700 charitable organisations so far and millions of their beneficiaries. Together, In Kind Direct’s charitable network, goods donor companies and funders continue to make a huge impact improving people’s lives. The findings of our latest survey and the stories shared throughout this report are a testament to our collective efforts.

We know each year an estimated £1.9 billion* in value of surplus product is created in the UK, meaning there is a lot more we can do. Our charity delivers much needed products into the hands of organisations across the UK that support the most vulnerable members of our society – day in, day out. For some of our longstanding partners, they are now supporting the next generation of local families with products sourced from In Kind Direct. We are committed to increasingly meet more of their needs.

See the difference one of our #IKDPioneers is enabling on page 15 and the work we still have to do on page 21.

Media coverage has highlighted the growing urgency to address global waste levels. The need to recycle, reduce and distribute surplus has never been greater. The voice of consumers resonated through our media campaign #ThrowawayJanuary, which found more than half of the 4,000 people polled would actively shop elsewhere if businesses did not donate their surplus to charitable causes. We are building on this momentum and continuing to champion product giving for social good.

This year’s survey reflects the ongoing and worrying trend for frontline charitable services; increasing local demand and poverty, coupled with stagnant or reducing funding available. In Kind Direct’s unique model helps organisations to build their resilience in challenging times by helping them make significant savings on essential products. This frees up precious resources which are then used to improve and deliver their life-enhancing and life-saving work. 97% of respondents were likely or very likely to recommend us to other organisations.

As a charity ourself, we have a responsibility to regularly evaluate the effectiveness of our actions and measure the impact our work generates. The findings shared in this report confirm that our service providing goods remains crucially important.

In uncertain times our network relies on us for a consistent supply of essential goods. We are committed to meeting this need with your support.

Robin Boles LVO
CEO, In Kind Direct
In Kind Direct provides an irreplaceable service to UK charitable organisations. Our unique model distributes surplus usable goods into the hands of those who most need them. The partnerships we build with product donors, funders and beneficiaries are constantly growing and being strengthened. This ensures we continue to meet the diverse and critical needs of our network year on year.

**How we work**

1. **Products are donated**
   - Companies donate all kinds of new and unused products such as toiletries, household goods, toys and IT equipment.

2. **Received by In Kind Direct**
   - Products are received, checked, sorted and prepared at our warehouse.

3. **The goods go online**
   - Charitable organisations register with us and request the goods they need via our secure online catalogue.

4. **Orders are sent to organisations**
   - We pick and pack the orders, dispatching goods to our network across the UK for use in their operations or to give for free to their beneficiaries.

5. **Make an impact**
   - The impact that donations make is reported back to donor companies. This can be used in reports and to engage staff & stakeholders.

---

**Our work in numbers**

**How our products are used**

- **65%** use products to maintain their facilities
- **58%** use products to run activities e.g. arts and crafts, sports, cooking, outdoor activities and events
- **61%** use products to run their office more efficiently
- **49%** distribute products as emergency aid to people in crisis

**Our work in total over the years**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of orders</th>
<th>Number of charities ordering</th>
<th>Value of goods distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>1,706</td>
<td>568</td>
<td>£2,305,690</td>
</tr>
<tr>
<td>2008</td>
<td>41,529</td>
<td>3,612</td>
<td>£78,345,439</td>
</tr>
<tr>
<td>2018</td>
<td>170,828</td>
<td>9,700</td>
<td>£197,078,428</td>
</tr>
</tbody>
</table>

So far...

- **1,125 companies** giving
- **£200 million** worth of products distributed
- **25,000 tonnes** of products diverted from waste
- **9,700 charities** have received goods
- **Millions** of people helped

---

Number of organisations currently registered with In Kind Direct by region.

- **525**
- **372**
- **602**
- **754**
- **286**
- **848**
- **546**
- **197**
- **571**
- **1,189**

Number of organisations currently registered with In Kind Direct by region.
Why we are needed

Companies are embracing their social responsibilities. Recognition that healthy supply chains require a level of surplus is resulting in commitment to ensure that excess product is used as intended and not wasted.

At the same time, local charitable organisations are delivering a growing range of vital services to their communities, often with diminishing budgets.

In Kind Direct connects supply and demand, providing a one-stop service to help ensure that no usable product goes to waste.

The critical needs of our charitable network shape our direction and strengthen our voice when engaging with goods donors and funders. We are committed to helping businesses to deliver on their environmental and social responsibility goals, as well as supporting the sustainability of charities, community groups and social enterprises in challenging times.

We believe everyone deserves to have access to life’s essentials. The impact of receiving these products can be far greater than their face value:

- Products build trust, which helps organisations to offer further support, resulting in savings for society e.g. - Could move a person from rough sleeping to housing - Helping an adult access an apprenticeship

Sustaining our charitable network

The UK has over 215,000 registered charities, as well as thousands more community groups, social enterprises and other charitable entities. In recent years there has been a trend towards more localised responses, as needs within communities have become more specific. This trend continues for In Kind Direct’s charitable network, with over half having an annual income below £100k and 47% having fewer than 4 staff members.

In Kind Direct exists to support other charitable organisations to be more sustainable, by harnessing the power of product giving for social good. Freeing up funds for frontline services is essential for organisations to continue providing vital services to their communities.

This year’s survey has reinforced that the need for In Kind Direct to play its part is increasing. Our relationships with companies and other partners remain critical for our network.

Whilst almost 80% of respondents reported an increase in demand for their services, three-quarters indicated their income had either stayed the same or reduced in the same period.

On average, respondents each say products from In Kind Direct directly benefited 190 people last year, an increase of over 25% since our last survey. Household products and toiletries again saw the greatest increase in demand.

Don’t just take our word for it, we asked people to sum up the benefits of working with us:

- “It would be impossible for us to deliver / provide goods without using In Kind Direct.”
  Rhyl Youth Group

- “When there is a product we can use, it’s excellent to be able to save money and use up existing products rather than creating new ones.”
  Association for Multiple Endocrine Neoplasia Disorders (AMEND)

- “[In Kind Direct] allows us to extend the work we do reaching more people in the community.”
  Community Matters Yorkshire

In Kind Direct receives a pallet of 1,300 donated shampoo bottles (RRP: £1.50 per bottle)

- Goods distributed by In Kind Direct support 190 people on average at each organisation

- Savings to our network help them to deliver more frontline services

- Shampoo helps improve a person’s:
  - Confidence and self-esteem
  - Health and personal hygiene
  - Mental health and wellbeing

- Good hygiene, increased confidence and improved wellbeing can all contribute to tangible outcomes:
  - Securing a job interview and employment
  - A young person overcoming persistent school truancy

- Products build trust, which helps organisations to offer further support, resulting in savings for society e.g.
  - Could move a person from rough sleeping to housing
  - Helping an adult access an apprenticeship

- Value added £8,605/year*
- Value added £1,316/year*
- Value added £14,790/year*
- Value added £1,048/year*
Key Findings

In Kind Direct exists to meet the critical needs of charitable organisations. Here are just a few ways we have helped in the last year:

1. Supporting the next generation
   - 24% of respondents focus their support with families, young people and providing skills and training, supporting over 25,000 people with products. For these organisations, 74% say In Kind Direct has helped them to keep going.

2. Combatting poverty and responding to crisis
   - 96% of respondents say poverty in their local area has remained consistent or increased in the last year. 83% of organisations directly addressing poverty use products from In Kind Direct to support those activities.

3. Creating inclusive communities and improving wellbeing
   - 94% of responding organisations helping people to improve their wellbeing use products from In Kind Direct. Almost a third of respondents say we have helped them to engage those people they otherwise could not.

“Being part of In Kind Direct allows us to access products that would otherwise be too expensive, to extend the life and reach of activities through the savings we make and to re-allocate approved budgets to provide additional services.”

Caxton House Community Centre

Information in this report is drawn largely from an annual survey of In Kind Direct’s charitable network. This was carried out online for three weeks in February and March 2019. 981 responses were received, which were representative of the whole network with regard to geographical spread and income level. Additional information is taken from In Kind Direct’s ongoing engagement activities including visits and feedback collection at registration, ordering and annual renewal.
Supporting the next generation

Growing up in hardship affects a child’s confidence, concentration and likelihood to be socially mobile. Without intervention, such poverty of opportunity is likely to extend across generations. Many of the organisations in our network provide support for children, young people and their families either as their main focus area or as one of their community services. Their feedback and our own research* tells us that providing children and young people with safe opportunities to interact with others as well as access to products like toys, clothing and toiletries helps them to stay in training or education, reduces bullying and increases their ability to meet their potential.

24% of respondents focus their support on families, young people and providing skills and training, supporting over 25,000 people with products.

Young People First

“Through our Interdependence project we support young people leaving the care system and transitioning to independent living. They lead complex lives with multiple issues including poverty, substance use and mental health issues. Part of our project takes young people to residential centres to ‘break the cycle’ of supported accommodation living.

In Kind Direct allows us to provide all the young people with items to maintain their personal hygiene. We also provide items to young people from low income families to maintain personal hygiene. In Kind Direct allows us to offer a more in-depth and personal service to our users.”

Mustard Seed Project

68% of respondents reported an increasing or consistent need for toys and sporting goods in the last 12 months.

“We have many stories about In Kind Direct. The electric toothbrush that allowed a child with cerebral palsy to be more independent. The sanitary towels that enable our older girls to stay in school full time. The white board markers, horrendously expensive in Kenya, which support our teachers and children’s education. The construction toys which develop creativity and manual skills. The toys which the children would never have had the opportunity to use.”

Young People First

66% of responding child and youth care organisations say In Kind Direct helps them to deliver new and different activities.

Research: www.inkinddirect.org/primary-school-children-in-hygiene-poverty/
Combatting poverty and responding to crisis

Charitable organisations are increasingly stepping in to support vulnerable people and act as society’s safety net. Product giving is playing a growing role in providing essential supplies and emergency aid when charities themselves are facing stagnant or decreasing income and an increasing demand for their services. Together, we support people in crisis when they most need help.

96% of respondents say poverty in their local area has remained consistent or increased in the last year. 83% of organisations directly addressing poverty use products from In Kind Direct to support those activities.

49% of respondents use products from In Kind Direct to provide emergency aid to those in crisis.

93% of respondents say their use of In Kind Direct has stayed the same or increased in the last year. Of these, 56% say this is because people are managing tighter household budgets.

“Toys for children have helped us help our guests bridge the gap with their families at birthdays and Christmas when they are unable to do so themselves. We see 100 homeless or insecurely housed guests each day. A lot of our personal hygiene products and cleaning products come from In Kind Direct. Together we are restoring many people’s dignity and helping maintain their health each day.”

Caring Hands in the Community

Almond Housing Association

“Imagine being homeless and losing all of your possessions. With very few possessions left, only what you’re able to carry with you, you’re either sleeping on the streets, sofa surfing or in a homeless unit. Then you are offered the tenancy of a flat, a glimmer of hope, an opportunity to start again. But you have nothing – no bedding, no crockery, not even a cup, no cutlery, no towels – the list seems endless. Where do you begin?

Our project helps people in need, by providing starter packs of essential household items. Starter Packs contain basic household essentials which we would all struggle to do without. Thanks to In Kind Direct, we can continue to alleviate poverty and help people sustain their tenancies across West Lothian.”
Creating inclusive communities and improving wellbeing

Many of the products we take for granted become luxuries when budgets are stretched to the limit. Maintaining normality and providing essential supplies as well as gifts and treats increase an individual’s confidence, wellbeing and desire to socialise. Overcoming feelings of isolation or worthlessness are vital in supporting people to thrive within their communities. We hear daily from organisations that products received from In Kind Direct are an essential part of that process.

94% of responding organisations helping people to improve their wellbeing use products from In Kind Direct. Almost a third of respondents say we have helped them to engage those people they otherwise could not.

“90% of respondents use products to tackle hygiene poverty including period poverty.”

“80% say the need for personal care products e.g. shampoo and toothpaste has stayed the same or increased for their beneficiaries in the last year.”

“94% of respondents say we have helped them to engage those people they otherwise could not.”

Hayling Island Community Centre

“One of the services we run at the community centre is an outreach job club where people come for advice, help with CVs, confidence boosting and job search.

We have been able to help one gentleman with personal care items from In Kind Direct, which then gave him the confidence to apply for jobs, and attend interviews. He is now in full time employment supporting his family.”

Barons Court Project

“The items make a difference to recipients in many ways that are more than just economic. People feel valued, cared for and the products we use and give out ensure dignity, whether that’s cleaning materials or toiletries that they would not be able to afford. As they are top brands, we are not saying to our beneficiaries that they are worth less.”

13
In focus: product giving changes lives

Our success so far would not have been possible without the generous support of our donor companies. Thanks to their donations of products, thousands of grassroots organisations across the country have been able to access the goods they need and save money, which they can then spend on support, not supplies.

No one should have to go without essential everyday products. As one of our longstanding partners and an #IKDPioneer, P&G has worked with In Kind Direct towards this vision for the last 17 years, bringing the #ComfortsofHome to millions of people across the UK.

The donated products, ranging from shower gel, sanitary products, nappies and wipes to shaving products, laundry detergent and washing up liquid, are the most important ones to our charitable network and the people they support. Many of us take them for granted. To the most vulnerable in society, they are little luxuries that can make a world of difference.

Thanks to their regular donations, P&G has generated fantastic impact over the years. Since 2002, the Group has donated more than 5,400 different product lines and 6,200 charitable organisations across the country have benefited from these essential quality products, helping tens of thousands of people in need every year.

“We’ve been supporting In Kind Direct for 17 years, and I’m proud that our brands can be a force for good as they help to bring the comforts of home to people around the country when they need it most. No one should have to go without the everyday essentials. Having access to a quality razor, nappy or toothpaste in times of need helps bring not only comfort, but dignity in what can be difficult times for many.”

Tom Moody, Vice President and Managing Director, P&G Northern Europe

Emmaus Glasgow

Emmaus Glasgow alleviates homelessness by providing men and women the opportunity to get off the streets and live in an environment where they can work and rebuild their lives. Upon joining the community, ‘Companions’ are asked to volunteer 40 hours a week to support the charity’s social enterprise and in return they receive food, accommodation and toiletries. The Emmaus model works to produce long-term positive results, teach practical employment skills and boost self-esteem.

“In Kind Direct enables us to deliver more and save money, whilst giving service users quality products and dignity. It’s been fantastic to be able to offer branded goods like Gillette to people getting back on their feet!”

Emmaus Glasgow

Liverpool Six Community Centre

Liverpool Six Community Centre is one of the many organisations that benefit from P&G’s products.

Founded in 2005 to provide social activities for older people to combat social exclusion, the centre serves a growing community in one of the most economically deprived areas of the country. Over recent years, it has expanded to meet the needs of the local community, including a project to provide core baby products to struggling families.

Access to quality branded products such as Pampers has been invaluable to support parents on tight household budgets and the wellbeing of their children.

“In Kind Direct has made a real difference to us. Without their support our expenditure would increase by 75% and we would have to cut or reduce the very valuable and life changing courses or projects we run.”

Oasis Partnership

Oasis Partnership offers a range of recovery focused support services to anyone whose life is affected by their own or someone else’s drug or alcohol abuse. Working across Buckinghamshire and Oxfordshire, the charity runs four centres which offer structured treatment as well as ‘Recovery Cafes’, providing a safe place for service users to socialise and relax.

The charity has benefited from a multitude of household products to maintain their centres and cafes. The essential savings made on cleaning products has been ploughed back into supporting beneficiaries and their families.

“In Kind Direct has opened up our centre and what we can do for people. Pampers nappies have been an essential part of the mother and baby hampers and supporting new mothers to come home from hospital with adequate supplies.”

Liverpool Six Community Centre

Emmaus Glasgow

Emmaus Glasgow alleviates homelessness by providing men and women the opportunity to get off the streets and live in an environment where they can work and rebuild their lives. Upon joining the community, ‘Companions’ are asked to volunteer 40 hours a week to support the charity’s social enterprise and in return they receive food, accommodation and toiletries. The Emmaus model works to produce long-term positive results, teach practical employment skills and boost self-esteem.

“In Kind Direct enables us to deliver more and save money, whilst giving service users quality products and dignity. It’s been fantastic to be able to offer branded goods like Gillette to people getting back on their feet!”

Emmaus Glasgow
Building successful partnerships for the long-term*

Working with In Kind Direct offers an easy way to support a wide range of thousands of charitable organisations across the country. This has a positive impact on employees’ motivation and our wider corporate reputation. It also helps to avoid waste and landfill.

Top reasons why companies donate products to In Kind Direct

- An easy and efficient way to help lots of different UK charities
- Our employees like seeing products going to a good cause
- Avoid waste and landfill
- Giving is positive for our wider corporate reputation
- Security that our goods will not re-enter the marketplace
- A cost efficient way to clear warehouse space
- Support a specific project

Avoiding waste and reducing their impact on the environment are top priorities for most manufacturers and retailers. Interestingly, building relationships in their local communities and improving employees’ motivation and well-being have become more and more important factors to address in companies’ Responsible Business strategies.

58% of our current donor partners don’t send any usable excess stock to landfill and 24% state that they do it less than the year before. 68% also donate some surplus products to local charities, in addition to their larger product donations to In Kind Direct.

Looking at the future

To make sure that no one goes without everyday essential products, we invite all manufacturers and retailers to embrace product giving and join us on this important journey.

Spread the word
40% of current donors are happy to promote In Kind Direct on their social media channels while 41% are ready to directly introduce us to another company.

Planned donations
Over a third of our current product donor partners say they are ready to donate on a more regular basis and commit to some form of planned giving. This is fantastic news, as more frequent and predictable supply will enable us to better meet the critical – and growing – needs of the charitable organisations we support across the UK.

"Our core value is to ‘Make people feel special’, so by donating our stock to In Kind Direct and getting it delivered to hundreds of different charities, we truly believe we are embracing this value. In Kind Direct is a trusted partner which we can rely on. They are really helpful and appreciative of what we can offer them.”

Lindt

"In Kind Direct is a trusted partner. We value the way it enables us to donate our surplus stock to charities across the UK, ensuring our products are distributed to those that need them most while at the same time giving us a sustainable way to extend products’ useful life.”

Pentland Brands

*Results taken from a survey of current donor company partners, April-May 2019
In Kind Direct gratefully acknowledges support in 2018 from many companies by way of donated goods provided by the organisations listed below.

### Our donors

- **Household**
  - Cleenol Group
  - Duracell UK
  - Essity
  - Flyscreen Queen
  - Harrison Wipes
  - Ishico
  - Kimberly-Clark
  - Lapland UK
  - McBride
  - MHN Sustainable Cabin Services
  - Mulberry Innovations
  - Procter & Gamble
  - PZ Cussons
  - Rajapack
  - Reckitt Benckiser
  - Sykes Global Services
  - Trendsetter Home Furnishings
  - Vi-Spring

- **Clothing, Footwear, & Sports**
  - adidas UK
  - Animal Tails
  - Canterbury Europe
  - Dons Solidaires
  - Eastpak
  - First Concept
  - KEJI
  - Kikyo
  - Lacoste
  - Lambert Brothers
  - Mabes
  - Musto
  - Organic Zoo
  - Pentland Brands
  - Po-Zu
  - Racehead
  - Screwfix
  - Speedo International
  - Studio Starling
  - Subway
  - Swing Out Sister Golf
  - Timberland
  - VF Corporation
  - WoolOvers

- **Cookware, Kitchen & Ambient Food**
  - Bunzl Catering Supplies
  - Compass Group
  - Gregg’s
  - Lindt & Sprüngli
  - Mars Pet Nutrition UK
  - Merianer Diagnostics
  - Meyer Group
  - pladis

- **General Retail**
  - Amazon.co.uk
  - Asda Stores
  - Zebra A/S
  - Flying Tiger Copenhagen

- **Work & Office**
  - Lloyds Banking Group
  - Mad About Handling
  - Newell Brands
  - Pregis
  - Premier Paper Group
  - RDC - An Arrow Company
  - Rich UK
  - Spicers
  - Stone Marketing
  - The Miles Partnership
  - TRACO

- **Health & Beauty**
  - Acheson & Acheson
  - Blue Orange Brand Management
  - Bodyform
  - Boots Group
  - Bulldog Natural Skincare
  - Burt’s Bees
  - Caroline Henry
  - Church & Dwight
  - Colgate Palmolive
  - Faith in Nature
  - Glasgow the Caring City
  - GlaxoSmithKline
  - Grace Cole
  - Johnson & Johnson
  - Look Good Feel Better
  - L’Oréal
  - Mad Beauty
  - Merck Global
  - Pacific Direct
  - Quest Personal Care Global
  - Sally Beauty
  - Scrubbingtons
  - Skills in Healthcare
  - The Body Shop
  - Time of Your Life
  - Walter Gearing
  - XO Balm

- **Toys, baby & educational**
  - Acamar Films
  - Demco Europe
  - Ealing Media & Tech UK
  - Entertainment One
  - LEGO
  - Manhattan Toy
  - Mayborn Group
  - Michael O’Mara
  - The Disney Store
  - Usborne Publishing
  - Winning Moves
  - WOW Toys

### Our patrons

The In Kind Direct Patrons’ Network recognises companies, individuals and organisations which have made a significant financial contribution and commitment to the work of our charity.

- **In Kind Direct Patron**
  - Acheson & Acheson
  - Anonymous Donors
  - DS Smith Charitable Foundation
  - The Walt Disney Company
  - Amazon Web Services
  - Levin, Mr Vadim
  - McBride
  - Lloyds Banking Group
  - Garfield Weston Foundation
  - Nutt, Mr & Mrs Anthony
  - 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.

“"We received Lego and hold a regular community Lego club. It is open to all, but targeted at some children we felt were marginalised because they were either not ‘sporty’ or found social situations difficult. As well as building confidence and self-esteem in our children, it also enables parents to meet each other. In particular, dads enjoy some time with their children - many community groups are targeted towards mums. This proves very popular with children and adults of all ages!”

- Home Start North Dorset
Looking ahead

Working towards our 2020 vision

Trusted: 66% of respondents told us that a lack of common, everyday items on our catalogue was a barrier for them getting the most from our service. Accordingly, we have carried out research to quantify the needs of our network’s Top 20 products, including toilet roll, toiletries and household supplies. We are working closely with our goods donation partners and identifying new sources of essential products.

Admired: 86% of respondents rated our delivery services as good or excellent. We dispatched 19,447 orders in 2018 and work closely with our logistics partners to be as efficient as possible. We also remain committed to helping our network measure their impact more meaningfully. Following a successful pilot, our Impact Measurement Guide launches in the autumn.

Recognised: This year our #ThrowawayJanuary campaign uncovered strong consumer opinion that companies should donate surplus products to charities. We will be building on this momentum and growing our visibility on social media. We will continue to embrace our UK reach, showcasing In Kind Direct as a successful model to address current waste levels. We were delighted to enable the start-up of In Kind Direct (Singapore) in early 2019, spreading our message of product giving for social good even further.

How can I get involved?

Here is how you and your company can help In Kind Direct make an even bigger impact:

Donate (more) essential products
Charities across the country are in constant need of quality products to help the people they support all year round.

Support our work
Everyone deserves life’s essentials
To fund our work now, go to:
www.inkindirect.org/donate-funds/

Volunteer your time
We welcome teams of volunteers all year round to help sort and prepare stock at our warehouse in Shropshire. It is physical, fun and satisfying.

Or why not cycle, run or walk for us by joining our sports challenges?

Spread the word
Connect us with people and companies who could help.

Spread the word on social media, like and share our content on Facebook, Twitter, Instagram or LinkedIn.
In Kind Direct gratefully acknowledges the generous support of Lloyds Banking Group and Xerox Reprographics in producing this brochure.

This item has been printed on material sourced from responsibly managed forests and is manufactured to the ISO 14001 international standard, minimising negative impacts on the environment. Printed on the iGen3® Digital production Press.

All details correct at time of printing, June 2019.