After more than 20 years of operations, it is clear that the original vision for our charity has never been more relevant than it is today. With the continuing rise in demand for our service providing goods, and the emerging generation’s passion for social justice and commitment to sustainability and environmental issues, our ability to engage with more manufacturers and retailers to meet the ever-growing demands of our beneficiaries has never been more critical, or of more interest, to the public.

At the same time, we are conscious of the need to future-proof our product giving model to ensure ongoing sustainability. Our recent research project with PricewaterhouseCoopers has been central to identifying the ways in which we can make a step change in our growth, as well as recognising In Kind Direct’s authority to advocate for product giving and engage in a broad dialogue with our key stakeholders and the media.

The PwC research findings are further supported by our independent poll\(^1\) of 100 CEOs of FMCG companies. 97% responded that they have products which are surplus (an average of 3.37% of their annual stock), but fewer than half (46%) said their company donated to a specific charity, and only 23% to an intermediary charity like In Kind Direct. This, together with the fact that 75% of the CEOs agreed that their company has a corporate social responsibility to make planned donations or donate surplus stock to charity for the good of society, shows the scale of the opportunity.

This manifesto is our response to these findings. The commitments we have made, matched by action from the many companies which as yet don’t engage in product giving, will make a powerful impact on charities throughout the UK and have knock-on benefits for our overseas affiliates.

I think what you read in the following pages will spark an interest in learning more about the importance and value of product giving and the enormous opportunity companies have to integrate this simple step into their existing corporate strategies.

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\(^1\) Censuswide survey of 100 CEOs working in FMCG sectors within medium and large companies in Great Britain between 02.11-13.11 2017.

Robin Boles, LVO, Chief Executive of In Kind Direct
Product Giving for Social Good

In Kind Direct has been a pioneer of product giving for social good for over 20 years. We are now the leading authority in the UK consumer product giving sector, with a growing international network.

Our model, based on a visionary idea by our founder, HRH The Prince of Wales, involves manufacturers and retailers donating new surplus consumer products to us, and in turn, we make them available to charities; helping more than 9,600 so far. From office supplies to sports equipment, cooking utensils to clothes, essential toiletries, tools and toys - charities desperately need these products to run their services and to give to the people they serve.

But beyond this, we also know there is a lasting emotional impact that goes hand in hand with the practical one. Consumerism and the modern obsession with image mean many people living in poverty or at times of major life crisis, suffer with devastating low self-esteem and well-being. Not being able to access basic necessities can quickly lead to social isolation, issues with early childhood development and a crippling lack of confidence.

Our annual impact survey shows that funding challenges and increasing demand means that this year, as in previous years, charities have to be ever more prudent with their resources and save money wherever they can. 90% of charities in our 2018 survey said that using In Kind Direct enabled them to source goods they would otherwise be unable to afford. 82% reported an increase in demand for their services over the previous year and 70% say that receiving goods from In Kind Direct helped them provide support to people struggling to afford basic supplies.

The insights from our impact survey, coupled with the stories and case studies from the charities in our network, allow us to focus on attracting the donation of goods most in demand. But we need to do more.
Our Donor Partnerships

Trusted by over 1,125 companies to distribute their consumer products, at In Kind Direct we have been building mutually beneficial relationships with businesses since 1997.

Many of the major product donors which contribute to our charity today are among the early-adopters of the product giving model; having recognised the powerful social impact their contributions make and the benefits to their business, employees and customers. There is a perfect opportunity for businesses to get involved now; a simple step to take that can make a vast difference to the lives of millions of disadvantaged people who cannot afford the everyday essentials many of us take for granted.

Companies are increasingly expected to operate responsibly, in a way that considers and respects the environment and communities. This is reflected in our recent poll of 100 CEOs with more than 9 out of 10 (91%) agreeing that the company they work for has a responsibility to reduce the amount of waste because of the negative environmental impact. 64% also told us that they donate their surplus stock to charity to demonstrate delivering positive social impact, and a further 85% agree that if surplus is simply put into landfill, an opportunity is being missed to put these products to use for the good of society.

More and more, it matters to consumers and stakeholders how companies source their materials, how they make and sell their products and how they dispose of any surplus.

The world has entered a period of unprecedented change, requiring businesses to adapt to the major challenges of population growth, increasingly depleted natural resources, climate change and major technological developments, all of which will profoundly transform the way we live and work. As the economy makes the critical move from a linear to a more circular model, the relevance and effectiveness of product giving have never been clearer.
Looking to the Future

Given In Kind Direct’s knowledge and experience of product giving, we believe we have a responsibility to ensure our model is robustly able to meet the challenges of the future.

Our 20th Anniversary was the perfect opportunity to consider how we will continue to meet the needs of charities working to alleviate major social issues for the next 20 years.

Thanks to a grant from The Prince of Wales’s Charitable Foundation, we commissioned PricewaterhouseCoopers (PwC) to undertake research to understand the size of the product giving market and its potential for growth, to quantify the economic, social and environmental value generated by product donations, and to forecast how the market is likely to be affected by major economic trends and long-term megatrends. We also asked PwC to make recommendations for us and for our existing and potential product donors.

We learned a lot, but crucially we found that:

• The demand for product giving is growing

• Despite increasingly sophisticated supply chains, surplus product is unlikely to be completely eliminated

• There are vast amounts of surplus potentially available for product giving. For example, across just six key product categories, the potential surplus available for donation has an estimated value of £2 billion per year.

• Although we have distributed over £200 million in value of goods, we are still only accessing a small fraction of the available surplus

• Despite the potentially low financial returns, many companies still choose to clear their surplus through discounters and liquidators without considering non-financial benefits and the social value donating their products could deliver

• Responsible business and sustainability initiatives are increasingly central to business, strategy and the core purpose of business

• But for many of those involved, product giving is often not considered systematically or at a strategic level

• And for many more, they are simply unaware of the possibility of product giving as a simple, sensible option

It’s clear that all our hard work has put product giving on the agenda, but to meet the challenges of the future, we need to create a greater imperative for companies to get involved.
Talking to Consumers

_In Kind Direct has always supported charities working in the front line; tackling a wide range of social issues. This year, for the first time, we committed to a consumer-facing, public relations campaign designed to help the general public understand the valuable contribution our product donor companies make. We want to use consumers’ influence to encourage greater participation by more companies._

With consumer loyalty and expectation a key driver for manufacturers and retailers, we want to build greater awareness of the work that we do.

Our Life’s Essentials campaign shone a spotlight on the individuals and families, who, long before they are forced to go to food banks to help feed themselves, have already stopped buying other every day essentials. Without access to toothpaste, shampoo, razors or washing powder the results can be every bit as devastating as hunger - loss of confidence, self-esteem, social isolation, all threats to health and well-being.

_We identified ‘Hygiene Poverty’ as a hidden issue and made it the focus of our 2018 media campaign._

By exposing the issue of Hygiene Poverty and demonstrating the scale of the problem which affects tens of thousands of people every year, we were able to make a very real call to action to both businesses and charities, that more needs to be done.

The campaign reach was over 60 million.

Building on this success, our most recent campaigns highlight the positive power that consumers have to influence the way manufacturers and retailers chose to handle their surplus products; encouraging them to donate them to charity for people in need. We found that more than half of Brits (52%) say they would feel disappointed if they knew that a business wasn’t giving its surplus stock to charity for people in need, and more than half (51%) would actually go as far as choosing to shop in other stores. Now more than ever, consumer purchasing power is changing the way businesses operate. Over three quarters of Brits (87%) think that consumers can influence the way retailers and manufacturers do business.’

_This manifesto now calls upon businesses to join the product giving revolution and help to alleviate this and other major social challenges._
Our Commitment

In the coming years we are committed to working with many more manufacturers and retailers; sharing the powerful impact product giving has on pressing social issues and creating a greater imperative for businesses to play their part.

Our manifesto sets out the case for product giving for social good; its importance, value to society, benefits to business and potential for the future. Our intention is to drive a shift in the number of companies which donate products, and to support that shift, In Kind Direct commits to:

**Inspire**

Continue to inspire product giving in the UK and internationally, by innovating and delivering the best experience to our stakeholder groups – companies, charities and funders.

**Advocate**

Continue to advocate product giving through bold, cause-related awareness campaigns like Hygiene Poverty. We will work to move product giving up the agenda and position it as an easy-win for retailers and manufacturers to deliver on their corporate responsibility goals. We believe donating your product can be a most powerful demonstration of your corporate social responsibility values.

**Innovate**

We will continue to develop our thought-leadership, working with specialists to further our knowledge and understanding of the sector and demonstrate its far-reaching benefits and potential for growth. We will also support charities in our network to measure their impact.

**Collaborate**

We will support each manufacturer and retailer in the development of their product giving strategy with the release of the first ever Strategic and Operational Guide to Product Giving and a series of presentations/workshops that started in January 2018.

We will continue to build strong, mutually beneficial relationships with companies and with charities.

But we can’t achieve our goals alone.
Your Commitment

We ask that you consider the original purpose of the goods you manufacture and/or sell. Product giving is a powerful tool which not only reinforces the value of your products but clearly demonstrates the need for them in society.

We are asking you to join our Product Giving Revolution and make a commitment to:

Understand
Identify and quantify the surplus generated by your business in order to understand its potential value to charities and wider society.

Integrate
Investigate how you can integrate product giving into your corporate planning and existing CSR and sustainability programmes, and see the positive impact that your products can have on society.

Prioritise
Look carefully at the business case for product giving and your current surplus management policies with a view to developing a robust process to maximise any product donations.

Support
Work collaboratively to enable, promote and support wherever possible, product giving for social good. Communicate with your colleagues and employees about the value and opportunity product giving offers.

And most importantly... Pledge
Contribute to our future growth by making a commitment to donate products to In Kind Direct, enabling us to support thousands more charities and the millions of people they help every year.
Please show your support for our campaign by adding your name and your company name to our manifesto at: inkinddirect.org/manifesto

This manifesto has the endorsement of many of our long-standing product donor partners:

Acheson & Acheson
Fiona Acheson, Owner & Creative Director

Amazon
Ajay Kavan, Vice President International Special Projects

Big Green Smile
Ben Wigley, Founder

Bullitt Group
Lawrence Corbett, Chief Operating Officer

Colgate-Palmolive UK & Ireland
Philip Durocher, General Manager

Disney Store Europe
Graham Burridge, Managing Director

Essity
Thea Roberts, Vice President Consumer Goods UK & ROI

Faith in Nature
Rivka Rose, Founder

Halo Living
Charlie Oulton, Founder

Johnson & Johnson
Luc Huys, Managing Director

L’Oreal UK & Ireland
Geoff Skingsley, Chairman

Manhattan Toy
Erica Roberts, Vice President

MARS Pet Nutrition
Nigyar Makhmudova, Global President

McBride
Rik de Vos, Chief Executive

Meyer Group
Paul Wright, Chairman & Managing Director

P&G Northern Europe
Tom Moody, Managing Director

Pentland Brands
Andy Rubin, Chairman

Premier Paper Group
Dave Allen, Managing Director

PZ Cussons
Neill Craigie, Managing Director Europe, Australia & New Zealand

ReBOUND
Graham Best, Chief Executive

Ricoh UK & Ireland
Phil Keoghan, CEO

Vi-Spring
Jack Hurdon, Customer Service Team Leader

WoolOvers
Mike Lester, CEO

WOW Toys
Nadim Ednan-Laperouse, Chief Executive
You can find further information about product giving:

To download or request a copy of the PwC research paper and/or The Strategic and Operational Guide to Product Giving, please go to: www.inkinddirect.org/research