Welcome to our 3rd Annual Picnic Report.

Each year, we endeavour to evolve our Big Community Picnic to meet new objectives and deliver a bigger and better experience for our very special charity guests.

This year, thanks to an extremely generous donation from long-term logistics partners, Graham Best and Phil Smith, the founders of ReBOUND Returns, we were able to do just that.

We set out to make this year’s Picnic more regionally representative of our network, with charities attending from as far away as Cardiff, Liverpool and Buckinghamshire; with more charities invited than ever before; new activities joining old favourites, including a purpose-built sensory room thanks to the amazing team at Total Sensory; and performances by children’s’ pop sensation, Kidz Bop.

The picnic is a great opportunity to engage differently with our donor companies and for them to see first hand the fantastic impact of product giving. We were therefore keen to ask more longstanding partners to come and help us on the day this year.

We also felt it more important than ever to look at reducing the overall environment impact of our event, to ensure we are representing the values and commitments that In Kind Direct represents.

Hailed by everybody who took part as the best Picnic yet, we are delighted to present this Picnic Report for you to enjoy.

The In Kind Direct Team

Our Founder, HRH, The Prince of Wales has long been an advocate of reducing waste and taking care of our environment.

For over 22 years, as well as helping charities, the work of In Kind Direct has a positive impact on the environment by diverting goods that might otherwise go to waste as landfill or external recycling, generating greenhouse gases. In that time we have saved 25,000 tonnes of consumer products from landfill or incineration and distributed over £200 million pounds in value of goods to 10,000 charities.

To support our environmental policy, this year, we have looked at every aspect of our Big Community Picnic to see how we can reduce the environmental impact of the event.

Here are some of the steps we undertook:

This year we are delighted to have sourced our drinking water from One Drinks. As the UK’s leading ethical drinks brand, every carton of One Water, Juiced Water, or Flavoured Water funds life-changing water projects in the world’s poorest communities. One Less Bottle is planet-friendly still water in a carton. The carton is fully recyclable and made from sustainable paperboard from FSC approved forests.

We chose not to decorate our Picnic site with balloons this year, instead, choosing recycled paper decorations. Our brilliant balloon modeller, Ine Twist, who was such a success with the children, uses very special balloons made from Qualatex, which is 100% biodegradable. The latex is harvesting by tapping the tree in a manner that does not harm the tree. Each tree, and there are billions of them – consumes CO2, thus contributing to the reduction of global warming.

Our fantastic caterer, Tricorne Events, took on the challenge and eliminated all plastic and cellophane from our Picnic Packs. This year picnics were presented in recycled brown paper bags and rather than a cellophane cone of fruit, everyone had a delicious apple instead. Cakes and tray bakes were served on recyclable paper napkins, and hot drinks in recyclable paper cups.

We looked closely at all the activities on offer at Picnic. We introduced a gardening activity, so that the children could plant fruit, vegetable and flower seeds and watch them grow, as well as ensuring that we re-used products and goods from previous years for our arts and crafts activities. We even made sure that the glitter used by Arty Cat in their beautiful face painting, was kind to the planet.

The waste that was produced by the Picnic, was once again processed by the specialists, Grundon. This year, we also included specific cup recycling stations for the recycled paper cups we provided for tea and coffee, as well as the ice cream cartons, water cartons, and paper napkins.

Our Founder, HRH, The Prince of Wales has long been an advocate of reducing waste and taking care of our environment.
We care passionately about supporting the organisations in our network so they can keep on delivering their life-changing work.

And this includes charities that support children and families going through incredibly challenging times. Thanks to our committed product donor volunteers, hundreds of children and their carers took home big smiles, goodie bags and lifelong memories. Our network covers the UK and we were delighted to welcome groups from Buckinghamshire, Liverpool and Cardiff for the first time this year.

Thank you to everyone who helped make this day so special.

I just wanted to say a huge thank you for an awesome day. The children and adults alike were blown away by the lengths that were made to make it such a special day. All of the volunteers and staff were so friendly and accommodating and the children left with huge smiles on their faces. Our service user text me following the day stating:

“Thank you so much for thinking of us, the children had a beyond fantastic day. We all had such an amazing day out”.

What a fantastic charity you are. It was obvious that our group and everyone that we met and saw today loved every minute. We are all full yummy food, and the children will definitely sleep well tonight.

Many thanks again!

Lucy, Oasis Partnership

Thank you so much for the opportunity for children from Birkenhead to attend the magnificent In Kind Direct Big Community Picnic. The 3 adults who attended are all single parents struggling to make ends meet. When I spoke to them earlier they were all in tears because they and their children had such a great experience. The children were overwhelmed with such a magical day from start to finish - you all ensured everything was perfect.

Donna, Bee Wirral CIC

Thank you and the team so much for a really lovely day. Our group had an amazing time - our young ones enjoyed every minute. A huge thank you to our chaperone Maria who added to make the day really special. We are all still smiling. Sending you all a big hug.

Teesdale and Hollybush TRA

On behalf of CAME Women and Girls Development Organisation, I want to say many thanks for inviting us to the Big Community Picnic. It was an enormous privilege, both to be there but to also have been given the opportunity for our beneficiaries and families to participate and enjoy the day. Thank you and best wishes from our team.

Margaret, Came Women and Girls Development Organisation
Every detail was touching, I noticed the dreamy sign posts, a lovely lotion station and the hats provided were all such kind ideas. Every activity was perfect; we did everything & all the volunteers were happy and attentive to the children which gave me the opportunity to just enjoy.

Touching Hearts - Elim, Northampton
The day was fulfilling in many more ways than we could explain; watching the excitement, joy and happiness on the little ones’ faces was priceless! As a team volunteering on the day, we have memories that will last us a lifetime of the impact we were able to generate by contributing our time to the Picnic. We can’t wait to be back next year.

Tania Cleworth, Sales Specialist, Johnson & Johnson

In Kind Direct’s Big Community Picnic is a heart-warming way to see the impact the charity has on so many children’s lives across the country. As a proud partner of In Kind Direct for over 17 years, it was fantastic to be able to help support a day of fun, getting creative with old Fairy bottles and seeing the inspiration from the children to give them new life as spaceships, monsters and more. With smiles all around, we felt incredibly lucky to be part of such a wonderful initiative, and give back to local communities in a different way. At P&G we believe in being a force for good and our long-standing partnership with In Kind Direct is a true embodiment of that.

Olivia Hughes, Company Communications Manager, P&G Northern Europe

Ricoh UK have been a proud partner of In Kind Direct for nearly 23 years. Financial support and gifts in kind are essential to any charitable organisation however, having the opportunity for our employees to give their time is priceless. We had no problem in finding ten volunteers for the day to support the Big Community Picnic, running our own activity of biscuit decorating. Spending time with the children associated with charities that benefit from In Kind Direct is phenomenal and, in return, engages our employees. It was such a great day with smiles on everyone’s faces, an event we will be sure to support again for years to come.

James Knox, Community Investment Manager, Ricoh UK

The In Kind Direct Big Community Picnic is already a hotly anticipated fixture in our community engagement programme. Colleagues simply love attending. We all believe it’s so important to bring playful moments to children facing tough times, to help them escape for a while in the maze of their imaginations. Can’t wait for next year!

David Pallash, Senior Manager, Child Engagement, LEGO

Nothing would have been possible without the fantastic support of our longstanding donor partners.

They were all keen to get straight on board when asked to set up a team of volunteers to help on the day, chaperoning charities and running bespoke activities for the children.

Our heartfelt thanks go out to Amazon, Disney, Johnson & Johnson, LEGO, L’Oréal, P&G, Pentland Brands, Ricoh UK and TSB/ReBOUND for entertaining our very special children and making that day truly unique for all of us.

A special thank you to Ricoh UK who generously printed our Picnic programs, on 100% recycled paper, this year.

In Kind Direct’s Big Community Picnic is a heart-warming way to see the impact the charity has on so many children’s lives across the country. As a proud partner of In Kind Direct for over 17 years, it was fantastic to be able to help support a day of fun, getting creative with old Fairy bottles and seeing the inspiration from the children to give them new life as spaceships, monsters and more. With smiles all around, we felt incredibly lucky to be part of such a wonderful initiative, and give back to local communities in a different way. At P&G we believe in being a force for good and our long-standing partnership with In Kind Direct is a true embodiment of that.

Olivia Hughes, Company Communications Manager, P&G Northern Europe

Ricoh UK have been a proud partner of In Kind Direct for nearly 23 years. Financial support and gifts in kind are essential to any charitable organisation however, having the opportunity for our employees to give their time is priceless. We had no problem in finding ten volunteers for the day to support the Big Community Picnic, running our own activity of biscuit decorating. Spending time with the children associated with charities that benefit from In Kind Direct is phenomenal and, in return, engages our employees. It was such a great day with smiles on everyone’s faces, an event we will be sure to support again for years to come.

James Knox, Community Investment Manager, Ricoh UK

The day was fulfilling in many more ways than we could explain; watching the excitement, joy and happiness on the little ones’ faces was priceless! As a team volunteering on the day, we have memories that will last us a lifetime of the impact we were able to generate by contributing our time to the Picnic. We can’t wait to be back next year.

Tania Cleworth, Sales Specialist, Johnson & Johnson

In Kind Direct’s Big Community Picnic is a heart-warming way to see the impact the charity has on so many children’s lives across the country. As a proud partner of In Kind Direct for over 17 years, it was fantastic to be able to help support a day of fun, getting creative with old Fairy bottles and seeing the inspiration from the children to give them new life as spaceships, monsters and more. With smiles all around, we felt incredibly lucky to be part of such a wonderful initiative, and give back to local communities in a different way. At P&G we believe in being a force for good and our long-standing partnership with In Kind Direct is a true embodiment of that.

Olivia Hughes, Company Communications Manager, P&G Northern Europe

Ricoh UK have been a proud partner of In Kind Direct for nearly 23 years. Financial support and gifts in kind are essential to any charitable organisation however, having the opportunity for our employees to give their time is priceless. We had no problem in finding ten volunteers for the day to support the Big Community Picnic, running our own activity of biscuit decorating. Spending time with the children associated with charities that benefit from In Kind Direct is phenomenal and, in return, engages our employees. It was such a great day with smiles on everyone’s faces, an event we will be sure to support again for years to come.

James Knox, Community Investment Manager, Ricoh UK

The day was fulfilling in many more ways than we could explain; watching the excitement, joy and happiness on the little ones’ faces was priceless! As a team volunteering on the day, we have memories that will last us a lifetime of the impact we were able to generate by contributing our time to the Picnic. We can’t wait to be back next year.

Tania Cleworth, Sales Specialist, Johnson & Johnson
DRESS UP

LEGO BUILD THE CHANGE

It is a space station with a moon car, a bad spaceship with a chainsaw, a space cave a launchpad with catapult that shoots hot dogs.

My name is Ethan. Age ________
This year, working with some of the key influencers who support In Kind Direct,
our media team conducted a series of interviews and Q & As with donor companies and charities in our Social Media Hub.

Here are a few highlights from the day, that appears on Instagram, Facebook and Twitter:

"1. pinkpearl86x FOLLOW Royal Hospital Chelsea

Throwing it back to the InKindDirect community picnic we were invited to up in London. It was a chance for us to hear from the product donors and also the charity recipients and to see it first-hand. We’re so happy & proud to see this impact take place!@inkinddirect

"2. L’Oréal UK &I Follow

Last week, 30 children from 30 charities enjoyed @InKindDirect’s Big Community Picnic at Royal Hospital Chelsea, where a number of L’Oréal employees volunteered throughout the day. We’re proud to celebrate our 20-year partnership with In Kind Direct @BigPicnic

3. Celia’s Star

We were invited to a Kind Direct’s community picnic... unfortunately not all our families were able to make it but those that did had an incredible day! Thank you to In Kind Direct for a fantastic time & to @Harrods/peninsulahotel.&n

4. Dianne & William

Another amazing day out with our families. Thank you to In Kind Direct for a fantastic time!#kinddirect#communitypicnic

5. pinkpearl86x FOLLOW Royal Hospital Chelsea

"
To find out how you can support In Kind Direct, contact us today on:

0300 30 20 200

info@inkinddirect.org

www.inkinddirect.org

In Kind Direct is a registered charity in England and Wales 1052679.