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Product Giving Alliance launched as charities urge businesses to donate goods and services to help people in need during the coronavirus crisis

Four charities, Charity Digital, FareShare, In Kind Direct and International Health Partners, have joined together to launch the Product Giving Alliance. In the last year alone, the charities estimate, together, the value of goods and services they provided to charities supporting vulnerable people was worth more than £59m.

The alliance is now calling on British businesses to make donating goods and services a key part of their response to the Covid-19 pandemic. In-kind gifts and donations of food, medical supplies, hygiene and cleaning products, software and specialist support have never been more in demand from frontline charities, and it is expected this need will remain high in the aftermath of the crisis, when more people will face financial hardship, and charities will be under increased strain.

The Product Giving Alliance is made up of:

- Charity Digital is the UK's only discounted and donated software platform which provides software services, telecoms, PC hardware and accessories to charities
- FareShare, the UK's largest food redistribution charity, which supplies over 11,000 charities with surplus food from the food industry
- In Kind Direct, the leading UK charity providing life's essentials including toiletries, cleaning products, clothes, toys and office supplies to charities working at home and overseas
- International Health Partners (IHP), which distributes donated medicines and health supplies to disaster hit and vulnerable communities worldwide.



Product Giving Alliance members will work in partnership to meet the needs of the voluntary sector, both during the coronavirus pandemic and in the longer term. The alliance aims to give businesses confidence their donations will deliver measurable social impact, and highlight the environmental benefits of donating surplus stock, instead of sending it to landfill or recycling.

Charity Digital CEO, Jonathan Chevallier, said: “Sadly, it’s clear that as a result of the coronavirus pandemic UK charities will lose a substantial amount of their voluntary income whilst experiencing increased demand for an extended period to time. Donations of digital products and services can help charities meet this challenge by enabling them to operate more effectively and provide a better service to the people they support. Donations of every type of product and service will also help the charity sector weather this storm by saving money which can then be deployed to frontline services.”

FareShare CEO, Lindsay Boswell, said: “Businesses have stepped up during this crisis, donating enough stock for FareShare to double the amount of food we get onto the plates of those in need. But we know that when the restrictions are lifted many more people will face financial insecurity. Giving surplus or donated products, or offering up valuable staff time and expertise will continue to be a smart, cost-effective way for businesses to make a big impact in the communities in which they operate.”

In Kind Direct CEO, Rosanne Gray, said: “During this crisis, the need to keep clean, well and connected has never been greater. Communities that were vulnerable before lockdown will continue to be affected long after most people’s lives have returned to normal. By joining forces we’ll be able to quickly signpost charities to get the products or services they need - whether that’s software, vital food, medical or household supplies to keep delivering their services.”



International Health Partners CEO, Adele Paterson, said: “Encouraging businesses to consider donating goods and services, and streamlining that process as far as possible will make a real difference to the charities Product Giving Alliance members supply, and to the millions of vulnerable people, both here in the UK and abroad who rely on those organisations for support.”

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For more info <https://fareshare.org.uk/product-giving-alliance/>

About Charity Digital

Charity Digital helps other organisations #BeMoreDigital through daily content, weekly events and the UK’s only discounted and donated software platform. We have helped over 50,000 charities save nearly £260 million on their software purchases to date and supported thousands more on their digital journey with our inspiring and educational articles, webinars, podcasts, videos and events.

About FareShare

FareShare is the UK’s national network of charitable food redistributors, made up of 17 independent organisations. Together, we take good quality surplus food from right across the food industry and get it to almost 11,000 frontline charities and community groups.

The food we redistribute is nutritious, in-date and good to eat. It reaches charities across the UK, including school breakfast clubs, older people’s lunch clubs, homeless shelters, and community cafes. Every week we provide enough food to create over a million meals for vulnerable people.

FARESHARE KEY STATISTICS (2019/20)

- Last year we saved 24,074 tonnes of food from waste
- We provided enough food for 57,320,956 meals (that's over a million meals for vulnerable people every week)
- We supported 10,962 charities and community groups
- The food we supplied enabled the charity sector to make £14,120,198 million in savings
- We have 25 warehouses across the country, and deliver food to over 1,900 towns and cities
- We get food from 500 food companies right across the food supply chain
- We saved 91,482,416 kg of carbon

About In Kind Direct

In Kind Direct is the leading charity distributing consumer goods which have been donated by companies, to UK charities supporting the most vulnerable people both here and overseas. Founded in 1996 by HRH The Prince of Wales, In Kind Direct believes that everyone deserves access to life's essentials and that no usable product should go to waste. To date, over £240m of products have been donated by 1,200 manufacturers and retailers to more than 10,000 charitable organisations. In Kind Direct works with a huge range of charity partners, including Age UK, Women's Aid, community groups, food banks and schools. Together, this network reaches around 7.7 million people each year, all of whom will be touched by the current crisis.

In Kind Direct provides a single contact point for companies to donate usable consumer goods such as toiletries, cleaning and laundry products, clothes and toys to the communities that really need them. The charity works with some of the best-known UK and international companies, including P&G, Reckitt Benckiser, Kimberly-Clark, Disney and Amazon. For more information about donating goods or joining for free as a charitable organisation, go to www.inkinddirect.org.



Support during the COVID-19 pandemic

In Kind Direct is experiencing unprecedented demand throughout the current crisis, helping to get essential supplies to charity partners on the frontline, supporting the NHS by enabling people to self-isolate. 74% of In Kind Direct's charity network use the service to simply stay operational during normal times. With many charities struggling financially, seeing increased demand for support and adapting their services, the need is greater now than ever before.

About International Health Partners

International Health Partners is based on a simple idea: supply and demand.

Healthcare companies have products they want to donate. Healthcare professionals, charities and non-governmental organisations (NGOs) want to use products to help people in vulnerable and disaster-hit communities.

Working with a network of healthcare companies across the globe, we organise, co-ordinate and move donations of medicines and health supplies. At the same time, we work closely with our NGO partners to identify what they need, and to supply them with donations in an effective, safe and responsible way.

These donations facilitate humanitarian work in some of the world's poorest and most challenging places, including Gaza, Haiti, Iraq, Myanmar, Sierra Leone, South Sudan and Yemen, where people lack access to basic healthcare.

In the last three years we have sent over 8.6 million treatments to more than 63 countries around the world.