

IN KIND DIRECT REVEALS THE MOST NEEDED GIFTS THIS CHRISTMAS

- *In Kind Direct commits to help charity network support twice the number of people with essential items this Christmas*
- *7 in 10 people's wellbeing and mental health has declined during the pandemic - the need for a Christmas with Kindness has never been greater*
- *As communities prepare for what's next, there's still more to do – how corporate partners can help*

UK charity In Kind Direct has launched a gift guide with a difference; recognising the truly most needed gifts this Christmas, ahead of what continues to be a challenging time for people everywhere.

Imagine not being able to keep yourself or your loved ones clean and safe, how would that make you feel? For too many, worries about affording basics like handwash, toiletries and period products are a daily concern, only made worse by the pandemic. Those that were just getting by or were securely employed earlier this year are now vulnerable and exhausted. For 72% of In Kind Direct's charity partners*, keeping people safe, clean and well is the biggest priority this Christmas.

Based on feedback from our charity partners, our Christmas with Kindness gift guide calls out the key essential products from hand wash, period products and cleaning supplies, to important feel good products like toys, games, toiletries and fragrance, that everyone will need, but that many people will be unable to access this year. In Kind Direct helps charities to support twice as many people with vital supplies each week, at a time when the work of such organisations has never been more needed.

'Essential' means different things to us all. The real value of the products in the gift guide far exceeds their retail price; they provide dignity, warmth, confidence, self-worth and joy at a time when many people are exhausted. The impact essential products have on wellbeing and self-worth is huge; In Kind Direct found that 7 in 10 people's wellbeing and mental health had declined during the pandemic, and that new, quality products help people to feel valued and cared for.

Ahead of Christmas, In Kind Direct has been proactively working with its corporate partners to ensure that no one goes without. Through planned product donations, well known brands including Carex, Cif, Always and Tampax, Andrex and L'Oréal have donated new, quality products to In Kind Direct to ensure a consistent supply of essentials to keep families, households and individuals safe and able to live their lives with dignity.

For example, by partnering with brands and developing long-lasting relationships, In Kind Direct can help to maintain access to key essential items, for those who rely on them. Providing hand wash to charitable organisations results in clean, sanitised hands up and down the country at a time when hand washing has never been more important. Access to period products gives confidence to those in need; to help them live work and learn with dignity. As periods don't stop for a pandemic. In Kind Direct supports thousands of charities who can then access essential products like hand wash, tampons and sanitary towels, helping them to do more and support others.

Rosanne Gray, CEO of In Kind Direct commented: "This pandemic has not been a "great leveller". We might all be in the same storm, but we are not in the same boat. The coming



months will bring new challenges and increased demand for essential products as more households manage tighter budgets. Our goal is to make giving and accessing life's essential products easy, to bring safety, imagination and joy to families this Christmas.”

“No one is immune to needing a helping hand. There is more for us to do, so we are calling on new and existing corporate partners to join us in making sure no one goes without essential products this Christmas.”

To view the In Kind Direct Christmas Gift Guide, please visit:
https://issuu.com/inkinddirect1/docs/inkinddirect_christmas_final

To find out how you can make a difference by donating products or to register for support, please visit www.inkinddirect.org

* *Statistics referenced draw from our Impact Report ‘Products in a Pandemic’ and updated to reflect products distributed March-September 2020. To view the In Kind Direct 2020 Impact Report, please visit www.inkinddirect.org/2020-impact-report

Notes to Editor

Corporate Partner Information

- **Carex** have donated over 700,000 bottles of hand wash to In Kind Direct in 2020, giving charity partners access to clean hands at Christmas time and in the months ahead.
- **L’Oréal** have donated thousands of make-up, fragrance and skincare products this Christmas to bring joy to communities and help people feel valued and cared for.
- **Always and Tampax** are donating 2 million tampons and sanitary towels, to make 105,000 dignified periods possible this Christmas and into next year.
- **Andrex** have donated 1 million toilet rolls at the start of lockdown in April, ensuring over 2,100 charities and the thousands of families they support have access to one of life’s essential products. They are now donating a further 250,000 toilet rolls to help communities this Christmas.

Unilever Brands:

- **Cif** are donating 250,000 anti-bacterial eco-refills in time for Christmas, keeping surfaces clean over the festive period and into the New Year.
- **PG Tips** have donated 5 million cups of tea this year, helping millions to take a well-earned rest.
- **Seventh Generation** have donated 36,000 bottles of laundry detergent this year, resulting in 1.5 million laundry cycles, keeping clothes clean up and down the country

About In Kind Direct

In Kind Direct is the UK charity providing life’s essentials and ensuring no usable product goes to waste. Founded in 1996 by HRH The Prince of Wales, they offer a simple solution to distribute products donated by companies to the local charities, community groups, foodbanks and schools that need them to support their communities. Their network addresses a wide range of social issues, from tackling poverty and domestic abuse, to supporting those experiencing homelessness, illness or isolation. In Kind Direct has distributed over £260.2million worth of products to over 10,700 charitable organisations supporting millions of people each year.



This year, more people are struggling to access the essentials like clothing, cleaning products, toothpaste, hand wash, laundry detergent and toilet roll. Going hungry, or with unwashed clothes is a reality for too many. When someone is unable to stay clean, safe and well, this dramatically affects their self-esteem, wellbeing and place in society. No one should have to go without or just make do. Together, we can help reduce that pressure.

To work with In Kind Direct and help them keep getting products to those that need them, visit www.inkinddirect.org.

*To view the In Kind Direct 2020 Impact Report, visit <https://www.inkinddirect.org/2020-impact-report/>

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