



**In Kind Direct's charitable network anticipates that millions of people will need toilet roll this Christmas, never mind the latest must have gadget**

**This festive period is expected to see a sharp increase in people unable to afford hygiene essentials making the real Christmas list of must-haves for millions of people, anything from deodorant to nappies, not the latest smart home device, games console or luxury handbag.**

In Kind Direct works with over 4,500 charitable organisations such as charities, community groups, foodbanks and schools across the UK, distributing a wide range of products from donating organisations. Over 75%\* of respondents to their autumn survey indicated that toiletries, personal hygiene and household cleaning products are the most needed as we approach the end of the year.

**2021 Real Christmas Must Haves:**

1. Toilet roll
2. Nappies
3. Anti bac/surface cleaner
4. Washing powder
5. Deodorant
6. Shampoo
7. Shower products
8. Period products
9. Toothbrushes & Toothpaste
10. Hand Wash & Liquid Soap

In the final months of 2020, In Kind Direct distributed almost three million of the Real Christmas Must Have products to UK charitable organisations\*\* (11 million of these products were donated throughout 2020 to over 3,000 charities). This year the demand is predicted to be significantly higher as the Furlough scheme ends, household food and energy bills rise and a £20 Universal Credit cut takes effect.

This is echoed by In Kind Direct's charitable network of which 81%\* said demand for their services has increased and 85%\* said people they support are struggling more financially in recent months. The continually increasing need for access to life's essentials is more important than ever with Joseph Rowntree Foundation estimating that 500,000\*\*\* more people will be pushed into poverty this winter.

In Kind Direct are urgently appealing for donations of these **Real Christmas Must Haves** from retailers, manufacturers, and brands, so more families don't have to make the decision to eat, heat or be clean this winter.

**Rosanne Gray, In Kind Direct CEO comments;** "With the help of our corporate partners we will be distributing the essential items that people need, but we are urgently calling on more businesses to donate products and be a lifeline for people, especially at this time of year. Whilst the festive season should be associated with joy, togetherness and fun, the end of the year is a challenging time for many people."

In Kind Direct is a UK charity who believe everyone deserves access to life's essentials and that no usable product should go to waste. Founded by HRH in 1996, In Kind Direct works with thousands of charitable organisations across the UK, providing them with product donations based on insight. They exist to enable more communities to thrive.

## QUOTES

Quote option 1 - Since **The Vale Pantry in Dorset** opened in November they have helped over 160 families back to full independence, but the founder expects Furlough ending and the end of the Universal Credit uplift to hit people hard.

*"As one family gets on their feet again and leaves, another joins. It's a revolving door."* The Pantry, like so many organisations in In Kind Directs network, is therefore currently focussing on sourcing the essential consumer products that are expensive for individuals to afford themselves, such as toilet roll, cleaning and laundry items.

### Quote option 2 - **Learning Community Trust in Telford**

*"We have a family of five who were all sharing one bar of soap for handwashing, showering and washing their laundry. Now they have access to soap, shower gel, shampoo, washing up liquid and detergent regularly"*.

Quote option 3 - **Ashford Vineyard** – *"Providing toilet rolls when a family has none, and no ability to buy any, makes a massive impact on their dignity, and mental health"*.

### Quote option 4- **Service user at the Magdalene Ministry in Kent and Medway**

*"Living on a very low income with two children means choosing our basic needs. The most important need to us is food. Thanks to Magdalene Ministry [and the products they provide from In Kind Direct] my children don't have to share the same toothbrushes and we have enough body wash & shampoo for all of us. Having access to these products when we need them, really helps improve our physical & mental wellbeing. My children feel much happier going to school knowing they have a clean uniform & personal hygiene products that keeps them clean. No longer do the other children call my children smelly."*

### **We need your support now, more than ever.**

Are you a retailer, manufacturer or brand and have products to donate?

Contact: [donations@inkinddirect.org](mailto:donations@inkinddirect.org) with what products and volume you have available.

If you are a charitable organisation needing products, you can register for free via:  
[inkinddirect.org/charities](https://inkinddirect.org/charities)

Do you know a company who has products to donate or a local charity who would benefit from these products? Share our details on how to donate or sign up for free to access products.

***In Kind Direct are part of The Product Giving Alliance along with FareShare, Charity Digital and International Health Partners. They stand ready to work together to support the UK voluntary sector, who expect to see a huge increase in asks for support this winter following the energy and food price rises and income protection policies being removed; and to partners around***

***the world impacted by the knock-on effects to international aid and disruptions across global supply chains - making life much harder for those who were already vulnerable.***

-Ends-

Rosanne Gray, CEO of In Kind Direct, and local charity spokespeople, are available for interview and comment.

For more information contact:  
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**Notes to editors:**

**Reference:**

\*In Kind Direct Autumn Pulse survey to charitable network: 577 respondents

\*\*From 1st October 2020 to 31st Jan 2021 In Kind Direct have distributed almost 3 million of the highlighted Must Haves products in the list (exact figure is 2,947,344 million).

\*\*\* <https://www.jrf.org.uk/press/uk-heading-biggest-overnight-cut-basic-rate-social-security-world-war-ii>

**About In Kind Direct**

At In Kind Direct we believe everyone deserves access to life's essentials and that no usable product should go to waste – we exist to enable more communities to thrive.

We offer a simple solution to product giving. We receive donated consumer products, which we then sort, store and distribute directly to charitable organisations in our network across the UK, helping their services to go further.

Donating products to us enables companies to reach not just one, but thousands of charitable organisations. We are proud to work with charities, community groups, foodbanks and schools who support a wide range of social issues, from hygiene poverty and domestic abuse, to unemployment, homelessness and mental health issues.