



2021 IMPACT REPORT

**ENABLING COMMUNITIES
TO THRIVE**





2021 AT A GLANCE

WE BELIEVE EVERYONE DESERVES ACCESS TO LIFE'S ESSENTIALS AND THAT NO USABLE PRODUCT SHOULD GO TO WASTE.



Throughout 2021 we secured thousands of donations of products, from hygiene to technology, which we then distributed to over 3,100 charitable organisations across the UK to support people in their local communities.

Nearly 70% of the charities from our network work with people with mental health problems and over 50% with physical health issues.

In 2021 we distributed thousands of coats to help children stay warm during winter, millions of cleaning products to help charitable organisations to keep their premises clean and safe, educational items for children across the country and millions of cosmetic products to boost confidence and self-esteem.

3,198

**ORGANISATIONS
SUPPORTED**

249,000

**PEOPLE SUPPORTED
EVERY WEEK**

£27M

**SAVINGS FOR OUR
NETWORK**



OUR CAMPAIGNS

#commUNITY

From February to April 2021, we secured millions of products to support our charitable organisations during the 3rd lockdown and enable them to reopen safely when restrictions eased. We distributed household cleaning, personal hygiene products, kettles, hoovers, kitchen sets, PPE, hot refreshments and snacks.

Summer of Play

Understanding that 92%* of children had changed the way they play during the pandemic, we partnered with Save the Children to give children the much-needed Summer of Play they deserve. We distributing **60,000 products** including toys, games, sport supplies, Micro Scooters and books across our network to encourage fun, creativity.

Warmth this Winter

Based on the insights from our autumn charitable network survey, we distributed **75,000 products** from 1st Nov – 3rd Dec including coats, hats and gloves, children's gifts, make up and perfume, in addition to everyday core essentials like laundry cleaner, handwash and shampoo.



*Beano Brain research commissioned by Save the Children



IMPACT STORIES

WE SUPPORTED OVER 249,000 PEOPLE EVERY WEEK



“Because of In Kind Direct we can stretch our funding further and provide more things for people in need”

Peak Empower, Northampton



“The kids **ABSOLUTELY** loved their Disney cushions”

Sports Traider



“We recently worked with one of our groups to distribute back-to-school coats to local families experiencing financial difficulties. One mother who was referred to us has eight children and she was overwhelmed, tearful and so thankful at being able to access good quality coats”

Caxton House Community Centre, London

Registered with



**FUNDRAISING
REGULATOR**