in kind direct

Product giving for social good

TWENTY YEARS OF PRODUCT GIVING FOR SOCIAL GOOD

Products, People, Pride

Impact Report 2017

Helping charities nurture self-esteem for a brighter future

With a record £20.2 million worth of goods distributed to 2,855 charities in 2016, it was another busy year for In Kind Direct. The increased pressure on charities to serve more people, combined with a challenging funding environment means they are expected to do more with fewer resources, and the savings made possible by accessing products through In Kind Direct make a crucial difference.

As a charity we have a responsibility to regularly evaluate the effectiveness of our actions and measure the impact generated by our work. Our Annual Impact Report complements our regular visits to charity partners, telephone research and feedback analysis, and assesses the difference receiving products from In Kind Direct makes to organisations and the people they help.

One of the key findings from this year's survey is the boost donated products gives to beneficiaries' wellbeing and self-esteem. Consumerism and obsession with image, mean many people struggle with low self-esteem, especially if they cannot afford to buy "nice" things. When a personal crisis hits and money gets tighter, what can remain of self-esteem when basic necessities are not affordable?

How can a person go to work without clean clothes and maintain a professional appearance? Having access to life's essentials can make a world of difference.

Over the past 20 years In Kind Direct has developed a robust operating model and established itself as the UK's product giving leader. We have been trusted by over 1,000 companies to distribute £170 million worth of products to over 8,300 charities, not-for-profits and social enterprises. Thanks to our donors, in 2016 we handled more stock and a wider range of products than in any previous year. This meant we generated record savings and growing impact for more charities than ever too.

In Kind Direct remains faithful to the vision of HRH The Prince of Wales, our Royal Founding Patron: to divert usable surplus from landfill and benefit charities and millions of vulnerable people every year. Product giving generates substantial social impact and more companies and brands are choosing In Kind Direct as a strategic charity partner to deliver their corporate responsibility goals. We invite you to join us on our journey.

Robin Boles LVO
CEO, In Kind Direct

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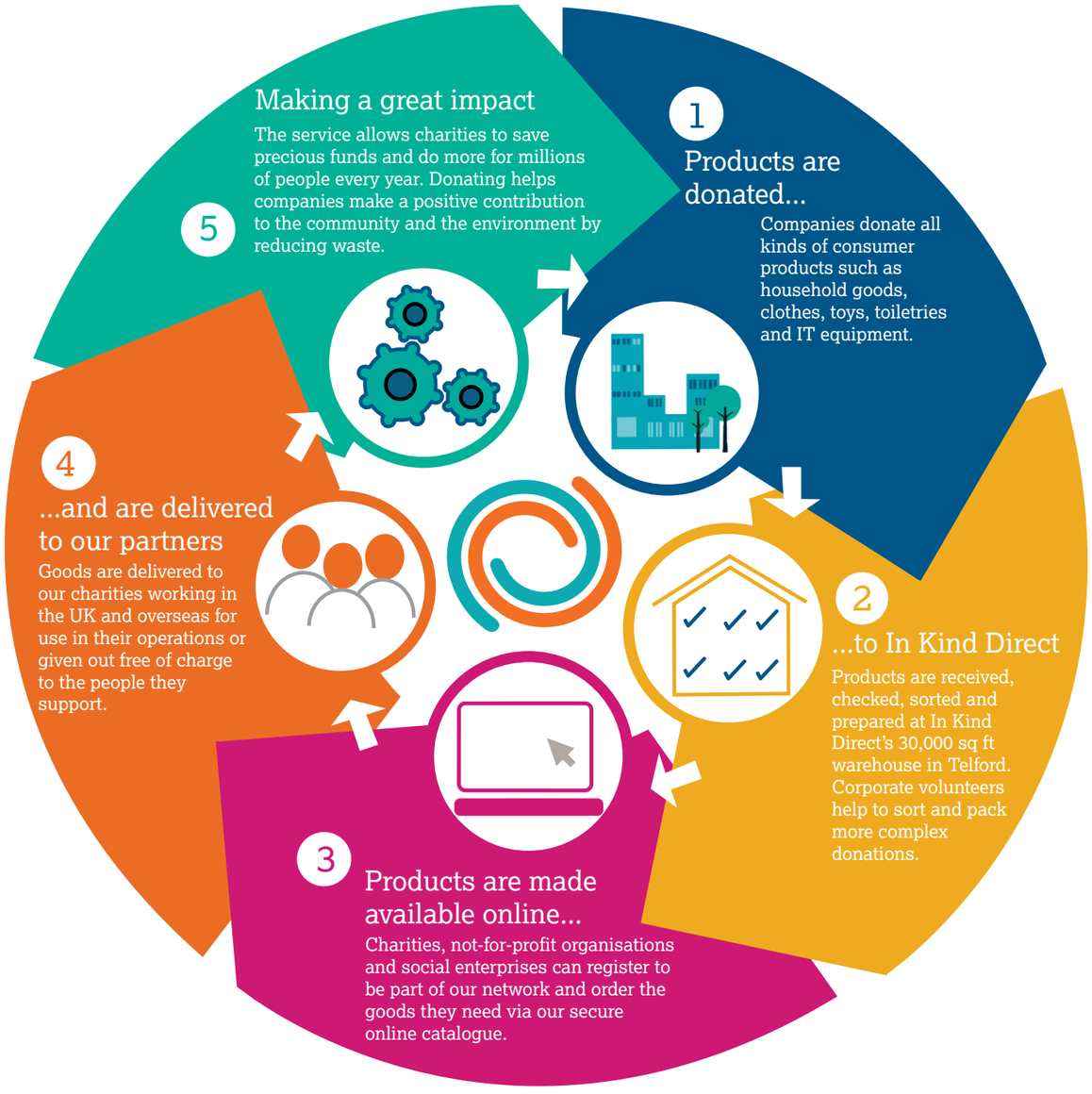
Why we're here

Charities across the country need all kinds of products to help deliver their services to people in need: toys and baby clothes for a children's centre, stationery and tools for an employment project or toiletries and bedding for a domestic violence project. But as resources get tighter and demand grows it is increasingly difficult for charities to find the funds to pay for the goods they need.

At the same time, manufacturers and retailers often have those products in surplus, simply because they are deemed excess to requirements or have a slight cosmetic flaw in the packaging.

In Kind Direct is the bridge that connects companies with charities and voluntary organisations working at home and abroad to ensure that high quality, usable products go to the people who need them most, not to waste.

Thanks to In Kind Direct, companies can deliver on their environmental and community responsibility goals whilst allowing charities to save money, enhance their services and support their beneficiaries.



"We run a singing group for people with Alzheimer's and dementia and at Christmas time we use In Kind Direct to purchase a gift for each of these people. This is the highlight of their year and without your great selection we would not be able to afford to do this."

Vanessa Maclean, Office and Finance Manager, Mull & Iona Community Trust, Isle of Mull

"We have used In Kind Direct for many years. All our parents have benefited in some way, whether it is a home parcel, a toy for their child or a pampering or hygiene session. We are lucky to help and support every person who walks in our door. Without In Kind Direct this would not happen."

Michele Witherington
The Village Community Nursery, West Midlands

Key findings

Here are just a few of the ways in which goods from In Kind Direct have helped charities to deliver their amazing work over the last year:

1 Building confidence & self-esteem

75%

of charities said In Kind Direct improved the confidence and self-esteem of beneficiaries

2 Improving health & wellbeing

3 in 4

charities said that using In Kind Direct had helped address poor physical or mental wellbeing, up from 66% the previous year

3 Helping people in crisis

70%

of charities in In Kind Direct's network provide essential support to people struggling to afford basic supplies

4 Saving money & improving services

91%

of charities said In Kind Direct enabled them to source goods they would not otherwise be able to afford

Information in this report is drawn largely from an annual survey of In Kind Direct's charity partners. The questionnaire was carried out online for three weeks in January and February 2017. 4,558 charities registered with In Kind Direct were invited to respond and 946 responses were received, which is a 20% response rate. Additional information is taken from In Kind Direct's ongoing impact measurement activities which includes information from user visits, telephone interviews and questionnaires completed on registration.

“In Kind Direct has changed people’s lives, probably more than you realise. Even one bottle of shampoo or shower gel does wonders for people’s self-esteem.”

Africa Advocacy Foundation

1

Building confidence and self-esteem

By providing essential items, as well as small gifts and treats, charities can help people who find themselves in difficult and desperate situations to maintain their dignity and feel better.

75%

of charity recipients say that goods ordered from In Kind Direct helped the confidence and self-esteem of beneficiaries

"Some of the children of refugee families who we support in the UK have problems with night terrors and wetting the bed due to the horrors they have seen. Being able to supply them with night-time pants has improved their lives greatly and given them some well-deserved dignity."

Lowri Earith, Board Member,
SHARE, Wales

45%

said using In Kind Direct helped them address discrimination

"We support young people who are about to be excluded from school. Last year we gave a gift set to all the girls on our 'spa day project', designed to help build self-worth and self-esteem. One of these girls is now regularly engaged in educational activities with us as a result of the care and nurture she felt on that project."

Jane Appleton, Director,
Eagle's Nest Project, Burton on Trent

64%

of charities said In Kind Direct helped them to address isolation

"Giving a homeless person a bag of toiletries is wonderful. We see them come in the next day with their heads held high, smelling lovely. Very rewarding for us as a team and for their own self-esteem."

Anna Hartland, Manager
Loaves 'n' Fishes, Blackheath

“For many people with albinism in Africa sunscreen is completely unaffordable. In Kind Direct helps us reach people with albinism with high SPF sunscreen to provide vital protection from the sun.”

Andrew Betts, Director,
Advantage Africa,
Buckinghamshire

2

Improving health and wellbeing

Donations of health and personal care items such as toothpaste, shampoo and sanitary products made up around 30% of the products distributed by In Kind Direct in 2016. These essentials help our charities to support people to maintain their personal hygiene and inspire projects to improve mental and physical health.

"The shower gel we ordered from In Kind Direct has been used by homeless people at our shower facility. Clients often tell us how much better they feel after having a shower and one person commented that having a shower had made him 'feel human again'."

Elizabeth Hopkins, CEO,
Centrepoint Outreach, Boston

75%

said using In Kind Direct contributed to improved physical and mental wellbeing (up by 9% on 2015)

"For a participant who experiences stigma from severe mental health diagnosis, being given luxury hand cream supports them to feel valued. It is simply a little bit of human kindness. For the young people who experience exclusion and emotional issues, the 'Legend' waterproof training suits were very appreciated and supported participation as well as self-esteem, and feeling valued."

Deb Hoskin, Project Manager,
Horticultural Therapy Trust, Plymouth

CASE STUDY

Combatting HIV stigma and discrimination

Plus Me helps people living with HIV in Barnsley to live independent lives, whether they are newly diagnosed or struggling with life after diagnosis. Many family and friends of people living with HIV also seek advice, which is delivered by people also living with or affected by HIV who are trained to pass on their knowledge and experience in a respectful and professional way. Many of the clients have low incomes and struggle to afford basic items such as sanitary towels or washing powder. Additionally, many have allergies because of medication they are taking. Plus Me is able to source items from In Kind Direct to make up parcels for service users. During hospital stays, Plus Me also makes up toiletry bags for those they support. A great way to make service users feel supported and less isolated.

“The lone refugee youth that we support are seeking asylum from war and persecution in various parts of Western Asia and East Africa. One of our projects is ‘Arrival Packs’, backpacks crammed full of toiletries, a towel, underwear, warm and waterproof clothing and other essentials. In Kind Direct is our first port of call to obtain these goods.”

Angela Gluck, Trustee, Separated Child Foundation

3

Helping people in crisis

Times continue to be tough for the most vulnerarble in society. Many people struggle to afford the basic essential items that they need in order to lead a dignified life and charities are increasingly stepping in to help.

79%

of charities say In Kind Direct has helped their organisation to alleviate poverty in the people they support.

“In Kind Direct is such a help to our organisation as we support more families in need, and early years funding is insufficient to cover even our basic costs. We have relied heavily on In Kind Direct supplies over the last year. Thank you, it is an excellent support.”

Sue Battersby, Centre Manager,
Thorpe Willoughby Childcare Centre, Selby

63%

of charities say they have used products to assist people in crisis or emergencies

“A young mum who had recently separated had difficulty getting through the Universal Credit system. We were able to help by ensuring that what little money she had could be spent on food as we provided cleaning items, bath products, baby items and nappies.”

Linda Whiteside, Chairperson,
Fort Augustus & Glenmoriston Community Company

70%

of charities reported that they used In Kind Direct goods to provide essential support to people struggling to afford basic supplies

“One of the mothers we work with has a 10 year old autistic child with severe learning disabilities. When referred to us she was suffering with depression.
With In Kind Direct’s help we were able to give her daughter a Disney dress and toys on her birthday and provide the mother with some baking equipment. She now regularly bakes cakes for our group and has started smiling again. Small acts of kindness can make big changes to people’s life.”

Sajida Ahmed, Chairperson,
Oak Foundation, London

“People have come to depend on us and we depend on In Kind Direct. I can’t imagine what would happen if we could not provide for them, and without In Kind Direct we would struggle.”

Africa Advocacy Foundation

“In Kind Direct enables us to do so much more than the products we purchase suggests. Savings on supplies enable us to do things which we would otherwise be unable to do.”

Barry Halliday, Senior Support Worker, NAVIGO CIC Tukes Project, Grimsby

4

Helping charities to do more

With funding challenges and increasing demand, charities have to be ever more prudent with their resources and save money where they can. Using In Kind Direct's service helps charities to save valuable funds and to deliver new and enhanced services.

70%

of responders say In Kind Direct has helped their charity to "keep going"

"Without In Kind Direct we would not be able to provide anywhere near the amount and variety of goods we do. We calculated that the amount we save on items we must have enables us to supply the extra goods in the original budget. This is of enormous benefit to us and those we aim to assist. Thank you."

David Coombe, CEO,
Coombe Trust Fund, London

35%

of charities say their organisation's income has decreased over the last year

"Finding out about In Kind Direct has massively helped our charity by saving us money on essential items, and meant that we have been able to help vulnerable groups by offering "back to work" and other welfare packs. There is such a vast variety of goods on offer that most charities could benefit from using In Kind Direct, and I am always telling people about it!"

Tania Jones, Centre Manager,
Hayling Island Community Centre

91%

of charities said that using In Kind Direct enabled them to source goods that they would never otherwise be able to afford

"Without access to the catalogue of products you provide at low cost, we would not be able to offer relief to those in need anywhere close to the level we are currently providing. In fact, on a few occasions projects have actually been designed around what products we are able to source from yourselves first before proceeding."

Peter Knight, Operations Director,
Aura Ion Foundation, Bristol

67%

said that using In Kind Direct helped them to deliver new or different activities

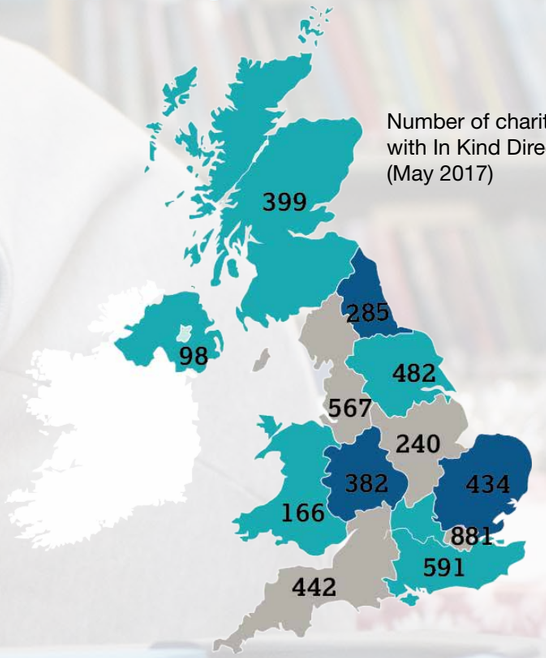
"In Kind Direct helps us stay afloat, by keeping our costs lower and manageable. You enable delivery of new projects and give us the chance to help vulnerable people who we would not normally be able to afford to help."

Phillip Scott, Director,
Phoenix Community Resource Hub,
Sandwich

How it works...

1,000 companies giving.
£170 million worth of products distributed. **20,000** tonnes of products diverted from waste.
8,300 charities receiving goods.
Millions of people helped every year.

Supporting charities across the UK



Number of charities registered with In Kind Direct by region (May 2017)

Top 10 focus areas

1. Community group or project
2. Child/youth care
3. Disability
4. Family welfare
5. Health/medical
6. Housing and homelessness
7. Jobs skills, training and education
8. Counselling/advice
9. Older people's support
10. Arts, culture and heritage

How products are used

75% of charities use In Kind Direct products for cleaning and upkeep of facilities

59% use In Kind Direct products to give out essential aid and supplies to people in need

63% use In Kind Direct products to run activities e.g. arts and crafts, sports, cooking, outdoor activities and events

53% use In Kind Direct products ro run the office

Why donate products to In Kind Direct

Easy and high-impact

Through one point of contact your product donation can potentially reach thousands of charities and help millions of people.

Inspiring

Product donations can change people's lives. We share our charities' accomplishments and heart-warming stories with donors to give product philanthropy real meaning.

Peace of Mind

All donations are tracked and monitored to ensure your goods will only be used for charitable purposes.

Responsible and Sustainable

Save on landfill and waste costs. Make sure your products go to where they're needed most and generate amazing social value

"What we love about working with In Kind Direct is that not only does it solve a business problem in clearing excess stock but that stock then goes to some of the smallest charities across the UK that we wouldn't normally get to work with. We receive fantastic feedback and reporting from In Kind Direct which really helps to show the rest of the business that we are meeting our corporate goals."

Amy Pearson, Marketing Director, Disney Store Europe

"In Kind Direct is a fantastic organisation to work with and makes it really easy to get your surplus stock out to thousands of small charities that can benefit from it. You can really see the impact this has. I would strongly recommend to any manufacturer or retailer, small or large, to get involved."

Ajay Kavan, Vice President, International Special Projects at Amazon.co.uk

"We see it as a win, win, win. A win for P&G as we keep our disposal costs down and get to help communities, a win for the environment and, most importantly, a win for people who get access to needed, top-branded products."

Aimee Goldsmith, Director of Communications, P&G Northern Europe

Our donors

Here are the companies which donated products to In Kind Direct last year

Cleaning & household

Balsam Brands
Bosch
Chicopee
ESS Defence
Harrison Wipes
Kimberly-Clark
McBride
Pacific Direct
Procter & Gamble
PZ Cussons
Reckitt Benckiser
Royal Sanders UK
SC Johnson
Sealed Air
Stanley Black & Decker
Sykes Global Services
Trendsetter Home Furnishings
Vi-Spring

Cookware, kitchen & food

Bon Bon Buddies
Brakes
Bunzl Catering Supplies
Burtons Biscuits
Compass Group
Lockhart Catering Equipment
Lucozade Ribena Suntory
Marco Polo Intercontinental
Meyer Group
Pladis Global
Raceahead
Royal Albert Hall
Sovereign Partners
The Cookware Company

Footwear, sports & clothing

Adidas UK
Berghaus
Boxfresh International
Canonbury Products
Gap
Kikiyo
Lloyds Banking Group
Mitre Prostar
Pentland Brands plc
Royal Bank of Scotland
Smartwool
Timberland
The Friendly Swede
Uniforms For Work
Vans Europe
WoolOvers

Office supplies

Brand Addition
Bullitt Group
Deutsche Bank
EVO Group
Gardiner & Theobald
Newell Rubbermaid
Pregis
Premier Paper Group
Ryman
Sealed Air
Spicers

Personal care & health

Acheson & Acheson
Actavis
Baylis and Harding
Beiersdorf UK
Boots Group
Bunzl - Shermond
Cambridge Sensors
Church & Dwight
Colgate Palmolive
Conair
Dynamic Merchandise
Faith in Nature
Gift Wellness
GlaxoSmithKline
Grace Cole
Grafton International
Henkel
Johnson & Johnson
KAO Brands Europe
Kapa Limited
L'Oréal
MNH Sustainable Cabin Services
SCA Bodyform
SCA Hygiene Products UK
The Body Shop

Toys, baby & educational

Centum Books
Constantia International
Entertainment One
Hogrefe
Kissy Kissy
Manhattan Toy
Michael O'Mara
Mothercare
NooNoo Design
Organic Zoo
Plum Products
Recipe
Santander
The Disney Store
Usborne Publishing
WM Morrisons Supermarkets
WOW Toys

General retail

Amazon.co.uk
Asda Stores
Wilko

Please note this is a selection of our recent donors. To date, In Kind Direct has received donations from over 1,000 companies.

Our patrons

We would like to thank the individuals, trusts, foundations and companies whose generosity and foresight enable our organisation to deliver its strategic objectives and help millions of people in need.

Patron

Acheson & Acheson
Anonymous donor
Rubin, Mr Andy
The Garvey Foundation
The Sobell Foundation

Diamond Patron

DS Smith
Levin, Mr Vadim
McBride

2020 Investors Circle

Lloyds Banking Group
Garfield Weston Foundation
Nutt, Mr & Mrs Anthony
The Prince of Wales's Charitable Foundation
Wilko

We would like to thank players of People's Postcode Lottery for their support which has benefited numerous charities helping vulnerable adults across the country.

20 years of product giving

In 2017 In Kind Direct celebrates its 20th Anniversary.

Over 20 years In Kind Direct has quickly grown into the UK leading's organisation distributing donated products to charities, voluntary organisations and social enterprises across the UK.

Here are a few interesting facts about our last 20 years.

TWENTY YEARS OF PRODUCT GIVING FOR SOCIAL GOOD

We launched our first E-commerce website in 2004, moving away from a paper catalogue.

We've since seen a fivefold increase in the number of orders we receive from our partners.

3 Million

Over the last 20 years we have distributed over 3 million charity packs

That's a lot of goods delivered for people in need over the years!

In Kind Direct has distributed 111,000 km of toilet tissue to charities, enough to go around the world 2.77 times.

We've also distributed enough toothbrushes to stretch 65 miles end to end, about the distance from Manchester to Birmingham.

Our longest-standing charity partner is a scout association based in Scotland. The group registered in February 1997 and is still a regular user of In Kind Direct!

28 charities which registered in 1997 are still active in our network.

In Kind Direct's first donations were a selection of mixed toys from The Disney Store and 1,300 tubes of sun lotion from Johnson & Johnson. Since then, the range of products available for charities has greatly expanded.

Last year we made available 6,082 different product lines to charities.

Over the years we have received a wide variety of products, including:

15 boxes of Butlins uniforms;10 pallets of signed paintings; 20 pallets of ladies' underwear, a dozen pallets of bottled water and jelly babies; 5,777 colouring books for adults; 2,270 golf umbrellas; pet food for: gerbils, canaries, budgies and turtles!

Get involved

Donate your company's products

Help charities across the UK to deliver their work and improve their communities.

Fundraise for us

Take part in one of our challenge events or organise your own fundraising activity to support our work. We will provide you with ideas, materials and lots of support!

Volunteer with us

In Kind Direct welcomes volunteers all year round to help sort and prepare stock at our warehouse in Telford, Shropshire. Sign your team up for an action packed day!

Fund our work

Invest in In Kind Direct's future, building on the vision of our Royal Founding Patron, HRH The Prince of Wales

"In Kind Direct helps us stay afloat, by keeping our costs lower and manageable. You give us the chance to help vulnerable people who we would not normally be able to afford to help."

Philip Scott, Director
Phoenix Community Resource Hub, Sandwich

in kind direct

Product giving for social good

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HRH THE PRINCE OF WALES
ROYAL FOUNDING PATRON

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