

# IN KIND DIRECT IMPACT REPORT

2024



MAY 2025

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# A MESSAGE FROM OUR CEO

As the new CEO of In Kind Direct, I feel incredibly proud to be joining an organisation with such a strong legacy of impact. Over the past 29 years, In Kind Direct has grown from a powerful idea, redirecting products from waste to those in need, into a movement for good. In my first few months, I've already seen how deeply embedded the charity's values are in everything we do. In recent years, the organisation has expanded its reach, strengthened its partnerships, and embraced new ways of working to drive meaningful change for people and the planet.

This report highlights our impact from 2024 as well as where we are on our sustainability journey, often called ESG. It is closely aligned to our values of Kindness, Togetherness, Integrity and Innovation. Throughout, we highlight our unwavering commitment to working in partnership to meet both the immediate needs of communities, and to drive long-term positive change.



**MICHAEL  
GIDNEY**

CEO of In Kind Direct

## 2024 AT A GLANCE



**£29.6M**

Savings unlocked for the  
charitable sector



**540,000**

People supported each  
week



**6,650**

Charitable organisations  
supported

2025 is a pivotal year for In Kind Direct, as we begin shaping our 2026–30 strategy, one that will be guided by strong values and a commitment to long-term impact. We recognise the changing world around us, and while our plans may evolve, our commitment to transparency and reporting annually on our progress will remain.

On behalf of the entire team at In Kind Direct, we are grateful for the support of so many to enable such impact. This report sets out of vision for the future, and the steps we are taking to get there. We hope as you read this report, you are inspired to continue with us on this journey.



# WHO WE ARE

We are a UK charity focused on distributing consumer products, donated by companies, to charitable organisations in our network to ensure that everyone has access to the products they need to keep clean and well. We meet today's need and use our insight to reduce tomorrow's.

Founded in 1996 by HM King Charles III, we are conscious of our environmental impact. We find a home for all donated products, prevent waste, and ensure they end up where they are needed.

**We believe everyone deserves access to life's essentials, and that no usable product should go to waste.**

## Our Charitable Network

We work with over 6,650 charitable organisations, each supporting diverse communities with tailored services. In Kind Direct plays a convening and signposting role, helping to connect organisations with the products they need to support the people they serve. In 2025, we will focus on involving more of our network to generate greater social impact together. Through continuous engagement, we will reflect their values and lived experience, and ensure their insights help to shape our work and influence positive change across the wider sector.



*"With In Kind Direct we reach more charities with more of our products so we can make more of an impact. Their insight, expertise and vast network across the UK means our products can support the most vulnerable."*

Chris Baron, VP, Unilever  
Beauty and Personal Care



## Our Corporate Partners

We are a trusted partner to over 100 manufacturers and retailers, helping them support communities through the donation of products. These partnerships enable us to amplify the voice of our network and share valuable insight on community needs. Last year, In Kind Direct strengthened our corporate partnerships, with 165 companies donating essential products, including 59 new companies. Together, we distributed £33m worth of products to those in need.

## Our Influence

We use our platform to champion access to life's essentials and drive systemic change. In 2024, we strengthened our advocacy through public campaigns, published research on hygiene poverty, and contributed to national conversations on children's well-being. We took part in sector-wide initiatives, submitted evidence to policy commissions, and partnered with other organisations to highlight the link between access to essentials and social equity. We continue to influence how business, government and communities respond to different facets of poverty.





# OUR 2024 IMPACT IN ACTION

In 2024, In Kind Direct was proud to have our Royal Patronage renewed by His Majesty The King, reinforcing His commitment to ensuring everyone has access to life's essentials. As economic pressures persist, the need for our work has never been greater. We partnered with 6,650 charitable organisations, 900 more than in 2023, to help families struggling to afford basic hygiene products and other essentials.

But our impact goes far beyond distributing products. The goods we provide enable charitable organisations to redirect their limited resources, cover their own running costs, and deliver their vital services. These savings help local groups reach more people, respond to growing need, and even start new programmes to better support their communities. In a year where 9.9 million adults faced hygiene poverty, with one in four households with children affected, our work has helped to protect dignity, health and wellbeing.

We scaled up in response to this crisis, distributing over 50,000 orders and unlocking £32.6 million worth of goods, saving the charity sector £29.6 million. Our Not A Choice campaign raised vital awareness of hygiene poverty, and a 72-hour emergency appeal in September raised £74,000, enabling us to support nearly 50,000 families ahead of winter.



**£29.6M**

Savings unlocked for  
the charitable sector



**540,000**

People supported  
each week



**6,650**

Charitable  
organisations  
supported

## HUMAN RIGHT TO HYGIENE



*"Providing access to personal hygiene products has enabled our young people to feel more confident and no longer left out due to poverty."*

Newton Boys & Girls Club

Hygiene poverty is having a profound impact on people's health, dignity, and wellbeing, forcing many to wash less, avoid social interactions, or ration essential products. Families and those in work are among the hardest hit, with charities struggling to meet rising demand amid funding and cost pressures. Through our [Spring 2024 Policy Briefing](#), we continue to highlight the scale of the crisis, advocate for systemic change, and work towards long-term solutions.

**1 in 4**

households with  
children are affected  
by hygiene poverty

**9.9m**

are going without  
essential hygiene  
products in the UK

### IN 2024 WE DISTRIBUTED:



**1.7M**

TOILET  
ROLLS



**328,000**

NAPPIES



**100,000**

BOTTLES OF  
HANDWASH



**2M**

LAUNDRY  
PRODUCTS



**400,000**

TUBES OF  
TOOTHPASTE



**4.6M**

PERIOD  
PRODUCTS

**SUPPORTING 540,000 PEOPLE EACH WEEK**



# THE STATE OF PERIOD EQUITY IN THE UK



*"Period Poverty is something not really talked about and can lead to other issues, health matters, school or work absence, stealing, etc., so having this availability to help someone not only takes the stigma away, but prevents further issues."*

Middle Park Community Centre

At In Kind Direct, we believe no one should be held back by their period. Yet, across the UK, many still face barriers to accessing the products, education, and support needed for dignified menstrual health. In February 2024, we released our [State of Period Equity in the UK](#) report, in partnership with Irise International and supported by Essity, providing the first comprehensive review of period inequity. This research highlights the systemic challenges that create cycles of exclusion and offers a roadmap for cross-sector action to drive meaningful change.

**1.4m**

people in the UK  
went without period  
products last year

**£3.25bn**

annual UK cost of  
period inequity cost  
through missing work

## SUPPORTING CHILDREN'S PLAY



*"The children we support were overwhelmed with the Lego that we have given them, which we couldn't have done without your help."*

Tyler's Trust

Our Summer of Play campaign continued our partnership with Save the Children, ensuring children had the opportunity to learn and play throughout the summer and return to school equipped to thrive. With donations from 14 brands, this campaign generated £6 million in savings for our network. During this period, we supported 2,552 charitable organisations, welcoming 578 new organisations into our network. We also secured 60 donations, with 16 new companies contributing.

In Kind Direct partnered with the LEGO Group in 2024 to launch the LEGO Replay initiative in the UK. The programme gives pre-loved LEGO bricks a second life by repurposing them into resources for schools and community groups, supporting playful learning and keeping bricks out of landfill, extending their impact to children across the UK.

# MULTI-SUPPLIER HYGIENE POVERTY CAMPAIGN WITH TESCO



The fourth phase of our multi-supplier hygiene poverty campaign, in partnership with Tesco, Unilever, Haleon, Edgewell, Kimberly-Clark and Essity, successfully took place this year. Shoppers were engaged across 1,131 stores nationwide, raising awareness of hygiene poverty and encouraging donations through a 'Buy 2, Donate 1' initiative.

We will continue the campaign in April 2025 with the fifth instalment, welcoming even more suppliers to grow our impact.

*"Sadly, if you have no money, hygiene period products are the last thing to buy. You make it possible for us to supply them."*

Footprints in the Community

**3.5k**

charitable organisations supported so far

**1.3m**

products unlocked at the end of 2024

## OUR CHARITABLE NETWORK



In Kind Direct exists to enable communities to thrive. We continue to gather national data and real-life stories to measure the impact of our work across the UK. This year, we distributed products worth over £32.6million, helping organisations provide direct support to their communities.

Our network is diverse and inclusive, supporting organisations of all sizes, and supporting all communities. The products we provide, and the savings we generate for them, are an essential part of their model and funding mix.

In our latest survey in January 2025, our network told us the following:

**81%**

said the need for their services has increased over the last 6 months.

**70%**

said the products they receive from In Kind Direct help them support people in hygiene poverty

**68%**

said the savings they have unlocked through In Kind Direct enable them to help more people





# SUSTAINABILITY: OUR JOURNEY SO FAR

## Improving lives cannot cost the Earth.

In Kind Direct exists to extend the life-cycle of products, by promoting a circular economy and getting essentials into the hands of those that need them. However, we recognise that climate change is a critical global challenge, and we are committed to minimising our environmental impact.

As the need in our communities grows, climate change presents a dual challenge. We must reduce our own environmental impact, while also helping to mitigate the risks it poses to the people and places we support. We are committed to taking practical steps to operate more sustainably, share learning, and influence change where we can. As a charity, we will continue to balance the urgent needs of those we serve with making the most positive impact through the resources we have.

We are committed to supporting a just transition to net zero in line with the Governments 2050 target, and reducing the environmental impact of our operations and service delivery. In 2025 we will plan out this approach, and will set provisional emissions reduction targets. We will aim for net zero in our direct emissions (Scope 1 and 2) by 2040, and in our supply chain (Scope 3) by 2050. For us, net zero means reducing our emissions by at least 90%, and offsetting no more than 10%.

# CLIMATE RISK AND RESILIENCE

While our current focus is on reducing our own environmental impact, we also recognise the growing need to understand and plan for the risks that climate change poses to our operations, supply chain, and the communities we serve.

In the next two years, we will begin to explore how climate-related risks, such as extreme weather, supply chain disruption, and increasing cost of living could affect our ability to deliver essential items where they're needed most. This work will help ensure we are building an organisation that is resilient and responsive in a changing climate.



## UN SUSTAINABLE DEVELOPMENT GOALS

There are 17 UN Global Sustainable Development Goals (SDGs). At In Kind Direct, our mission and activities connect us closely to six of these goals. We believe that improving lives cannot cost the Earth, and this underpins our organisational strategy.



### No Poverty

By distributing products donated by companies, we help alleviate the financial burden on people and families who are making impossible choices to heat, eat or feel clean.



### Good Health & Wellbeing

We work to ensure people have the products they need to keep clean, safe and well. We also prioritise the wellbeing of our team, providing comprehensive health support and development opportunities.



### Reduced Inequalities

We reduce immediate inequality through product distribution, and longer-term through research and advocacy. We work with thousands of charitable organisations, reaching 540,000 people every week.



### Responsible Consumption & Production

Our model extends the life cycle of products and significantly reduces waste. We also work with partners to make best use of resources, and to embed community support in their planning.



### Climate Action

We are committed to proportionately reducing our environmental impact, as we increase our social impact to meet growing need.



### Partnerships for the Goals

Our mission is to build powerful partnerships that enable more communities to thrive. We are committed to working with transparency, sharing our progress, and learning from others.



# OUR CARBON FOOTPRINT

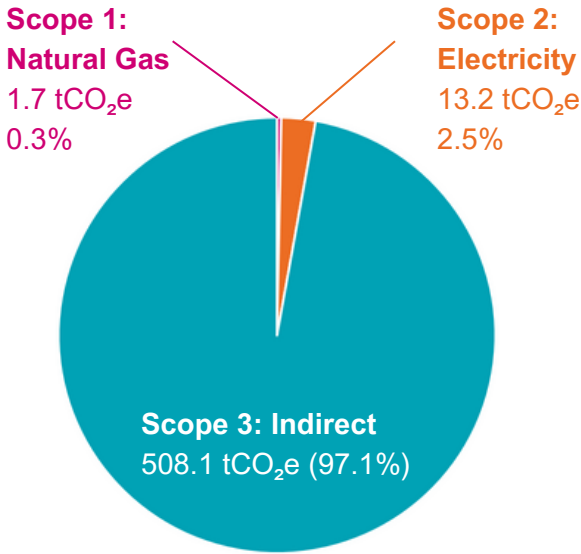
We are committed to proportionately reducing our environmental impact as we increase our social impact to meet growing need.

Since 2022 we have been tracking our carbon emissions. In 2024, we started measuring our carbon footprint in line with the Greenhouse Gas (GHG) Protocol, to let us see how we're doing more easily.

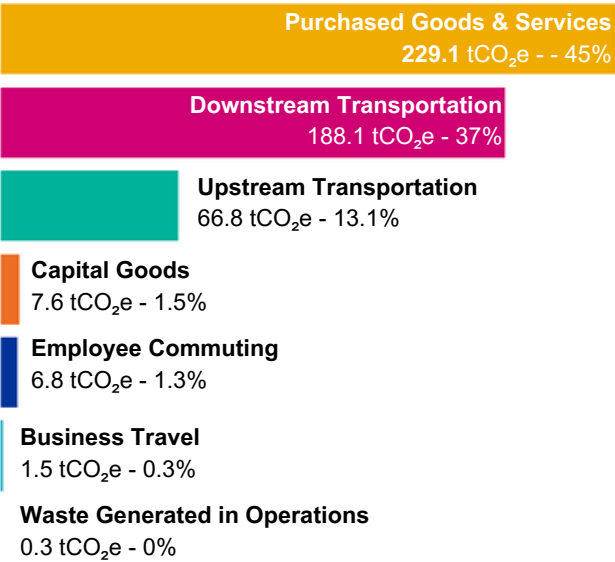
In 2024, our total emissions were 522.9 tonnes of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e). The pie chart to the right shows the breakdown of this total by Scope 1 (Gas), Scope 2 (Electricity), and Scope 3 that we can measure.

Our biggest Scope 3 emissions are the inbound transport of donated products, and our outbound transport to dispatch around 50,000 orders a year to communities across the UK. We know that even small changes to how we work can make a big difference at the national scale we are working at.

Our future ambition is to find ways to track and reduce the emissions associated with how our products are used in communities, through ongoing consultation with our network of charitable organisations.

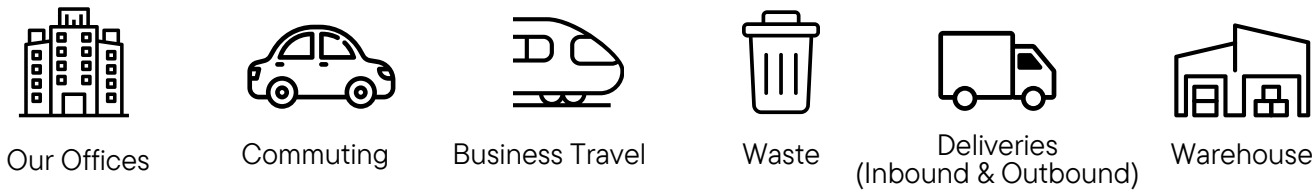


### Scope 3 Breakdown:



## STAYING ON TRACK: OUR MONTHLY ENVIRONMENTAL METRIC

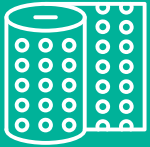
Since the end of 2023, we have incorporated carbon emissions from the below activities into our monthly KPIs, measuring their emissions per 1,000 orders. This allows us to track our environmental impact in relation to our growth.



Our first environmental metric for 2024 was **9.5 tonnes of CO<sub>2</sub> equivalent (CO<sub>2</sub>e) for every 1000 orders we sent out**. This will be a baseline for our reduction goals, aligned with our broader full net zero targets.

# BEYOND CARBON: REDUCING WASTE & REUSING RESOURCES

The need for our work increases as we continue our mission on sourcing and distributing surplus products to create meaningful impact to the communities we serve. This was recognised this year with a Gold 2024 Global Good Award, for our achievements in Waste Reduction and Minimisation.



**2,777m<sup>2</sup>**

of plastic bubble wrap saved by switching to recycling our cardboard packaging



**903 km**

of plastic tape saved by switching to paper tape



**3.7 tonnes**

of CO<sub>2</sub>e saved by switching to second hand boxes



We now support over 540,000 people every week with products, through a network of over 6,650 local charitable organisations. In 2024, we partnered with LEGO to support the UK launch of the LEGO Replay initiative, which promotes sustainability by repurposing used bricks as new items that support learning in schools, such as storage boxes for toys.

We are working to reduce our environmental footprint through responsible practices. In our warehouse, we've made significant strides by replacing plastic tape with paper tape, and have increased the use of pre-used cardboard boxes for our carton deliveries. Our aim is to get to 100% by 2026. We also ensure that 100% of cardboard waste is either recycled or repurposed as packing filler for outbound orders.

In our offices, we are working towards a digital-by-default policy to reduce printing and increase data security. We manage our waste through recycling or incineration for energy production. We are working towards becoming a Zero Waste to Landfill organisation across our office and warehouse operations.





# HOW WE WORK AND LEAD WITH INTEGRITY

**By nurturing a skilled and diverse team, we can remain resilient and deeply connected to our purpose.**

## **Equality, Equity, Diversity & Inclusion (EEDI)**

Following a whole organisation review in 2022, we prioritise practices, policies and support that create a safe and inclusive culture. Our approach aims to reflect and respect those we serve, and champion the voice of lived experience. This has included more transparent recruitment practices, increased consultation with our charitable partners, and establishing an EEDI & Wellbeing internal group.

## **Wellbeing**

We take a proactive approach to managing team wellbeing, including specific training for managers, and an Employee Assistance Programme shaped through consultation. We are particularly proud of the warm welcome we give to new starters, and how we use regular check-ins to support people and celebrate our values throughout their time at In Kind Direct.



## Learning and Development

As a small team, we believe in developing people's talent that extends beyond their time at In Kind Direct. Our Leadership Academy for managers is now in its third year. We also support mentoring, coaching and volunteering opportunities, as well as developing technical skills. In 2024, we have three people on funded Level 4 Data Analyst Apprenticeships.

## Rewards & Benefits

In recent years, we have continuously reviewed our reward and benefits programme to offer the support that matters to the team. Flexible working arrangements including hybrid working, the option to work from abroad and sabbaticals, have been introduced to support improved work-life balance. We have transparent salary bands in place and have introduced an annual whole team bonus scheme tied to organisational performance and impact.

## Great Place To Work

In 2023, we shifted to external team surveys, and in 2024, celebrated our second year of accreditation as a Great Place to Work. 100% of respondents felt people are treated fairly, regardless of their sexual orientation, race or gender, and that they can be themselves at work. In 2024, we were recognised as one of the UK's Best Workplaces for Women.



*"Being a Trustee at In Kind Direct has been one of the best experiences I've ever had. With an outstanding staff team, a brilliant leadership team and a group of Trustees who are really committed to the organisation - why wouldn't you want to be a Trustee of an organisation like that!"*

Debra Allcock-Tyler - CEO, Directory of Social Change and Trustee, In Kind Direct



# 100%

of the IKD team feel people are treated fairly, regardless of their sexual orientation, race or gender





# GOVERNANCE

How we work is as important as what we achieve. We consider the seven pillars of the Charity Governance Code (CGC), and regularly review our performance with our trustees. This commitment was embedded in 2022, with the The Finance & Audit Committee evolving to also give dedicated space to People and Governance. We will review our Board's effectiveness against the CGC every 2 years.

CGC Principle	Response
Organisational Purpose	We believe everyone deserves access to life's essentials, and no usable product should go to waste. From 2025, we will be focussed on building our next strategic plan, 2026-30.
Leadership	Our leadership team, guided by our Board of Trustees, is committed to setting a clear and compelling vision. In our recent team survey, 100% of respondents felt this was done well.
Integrity	Integrity is one of our core values, and being a trusted partner. Internal frameworks and codes of conduct for our partners set out how we behave, and what we expect from those we work with.
Decision-making, risk and control	Risk is reviewed and managed by the whole team, and driven particularly by our value of Integrity. We have strong internal controls, and take decisions led by data, and having positive impact.
Board effectiveness	Following a governance review in 2021, trustees are committed to regularly reviewing their effectiveness. This has identified skill and experience gaps that have driven trustee recruitment.
Equality, Diversity and Inclusion	We have been delivering on the recommendations of our EEDI review in 2022. We have improved our recruitment practices, and regularly engage to listen to the communities we exist to serve.
Openness and accountability	We regularly publish our research, accounts and impact to be transparent. Internally, trustee working groups review key policies quarterly, hearing directly from the teams that manage them.



*"The support from In Kind Direct allows us to extend our reach and improve our service offerings. By providing high-quality, well-known brands like Dove, we can enhance the trust and satisfaction among our clients. This partnership also aids in reducing our operational costs, enabling us to allocate funds to other essential programs, such as job training workshops and educational support for children."*

VIA: Drug & Alcohol Addiction Charity



# PEOPLE, PLANET, PURPOSE: OUR VISION FOR THE FUTURE

As we look ahead, we are preparing to shape the next five years with our 2026-30 strategy to set an ambitious roadmap for impact. Within this strategy will be a strengthened commitment to People, Planet, and Purpose, ensuring that we continue to grow our reach while embedding sustainability, inclusivity, and long-term resilience into everything we do.

Our next phase of work will build on the foundations we have set, with a continued focus on deepening our impact, scaling our circular economy efforts and strengthening support for our charitable network. Alongside this, we will prioritise key areas that underpin our long-term success – including our journey to Net Zero, embedding equity, equality, diversity and inclusion (EEDI), and investing in our teams development to ensure our team can thrive.

Achieving these ambitions will require collaboration, innovation, and accountability. As we shape our next strategy, we will work closely with our corporate partners, charitable network, team, and all stakeholders to ensure that our commitments are both ambitious and achievable. By keeping People, Planet, and Purpose at the heart of our roadmap, we aim to build an organisation that is not only more impactful, but more resilient towards the challenges facing the charity sector. We are committed to ensuring we continue to drive meaningful change for years to come.



# OUR COMMITMENTS

2025 will be a pivotal year as we define our next steps through our 2026-30 strategy, aligning our ambitions with the evolving needs of our communities and the environment.

## PEOPLE

**We aim to retain a skilled, diverse and thriving team, and govern with integrity.**

To achieve this, we will embed EEDI, along with training and development for our team and Board of Trustees, within our 2026-30 strategy, setting clear targets where appropriate. We will also conduct a full Board effectiveness review every two years, ensuring alignment with the Charity Governance Code and strengthening our leadership for long-term success.



## PLANET

**We aim to cut our emissions and champion circular economy, to improve lives without costing the Earth.**

We are committed to reaching Net Zero, with a clear target to be set in 2025 and an interim milestone embedded within our 2026-30 strategy. Alongside this, we remain dedicated to being a Zero Waste to Landfill organisation, continuously working to minimise waste and maximise resource efficiency across our operations.



## PURPOSE

**We aim to drive impact through collaboration and empowering our partners to create lasting impact for communities.**

A key focus of our 2026-30 strategy will be setting clear, ambitious targets for the number of people we support each week, the savings we unlock, and the organisations we support each year. We will work closely with our stakeholders, leveraging our influence and partnerships to maximise our collective impact.



# WE COULDN'T DO IT WITHOUT YOUR SUPPORT



**THANK YOU TO ALL OUR  
CORPORATE PARTNERS,  
SUPPORTERS, AND OUR  
CHARITABLE NETWORK.**

All details correct at time of publication, May 2025



[www.inkinddirect.org](http://www.inkinddirect.org)

In Kind Direct is a registered charity in England and Wales no 1052679

