

In Kind Direct – providing life’s essentials and caring for those in crisis



‘We see the relief on parents’ faces when you give them some soap powder, baby wipes or toiletries. This just means they will have that extra bit of money for food and rent.’

Winlaton Centre, Gateshead

In Kind Direct believes that everyone deserves access to life’s essentials and that no usable product should go to waste. We distribute products that companies have donated – such as toiletries, cleaning supplies, education, office and craft materials – to other UK charities. Since our founding in 1996 by HRH The Prince of Wales, more than £249m of products have been donated by over 1,200 manufacturers and retailers to more than 10,500 charitable organisations.

In Kind Direct works with thousands of registered charities and community groups; together we reach 7.7 million people each year. Our budget-stretching service means organisations can secure goods with huge savings. And as 60% of our network has an annual income under £100k, this frees up valuable funds to help local groups do more for less.

The products distributed help mitigate poverty and hardship in some of the most disadvantaged communities across the UK. With high-quality products, essential practical support to restore dignity and self-esteem to people in crisis becomes possible. This might be a woman arriving at a domestic violence support project in Walsall being given a towel, toiletries and sanitary products; a young person leaving care in Birmingham provided with a decent shirt and shoes for a job interview; or toothpaste and essential household products provided to a newly-arrived refugee family in Kent.

During the coronavirus pandemic, the need to stay clean, safe and connected has never been greater; it has created a huge surge in demand for essential supplies that many struggle to access locally. In the first ten weeks of UK lockdown, In Kind Direct worked with over 1,900 charity partners and distributed over £3.1m worth of essential goods. This included almost a million feminine hygiene products, 429,000 toilet rolls, 81,000 tubes of toothpaste and 89,000 bottles of handwash. Those that were in crisis before March 2020 have been disproportionately



affected by the consequences of lockdown. Charities are vitally needed to support society in the immediate crisis and longer recovery period.

For companies, the shift in public opinion on waste has driven new consumer trends. Recent research highlighted the public interest in product giving, with most feeling strongly that spare goods should be donated on. In Kind Direct works with companies to ensure consumer products end up being used as they were intended – extending their lifecycle and reducing unnecessary waste and associated carbon emissions.

Bates Wells has provided valuable insight on data protection and privacy and clear advice with new contractual endeavours to support In Kind Direct deliver its work. As societies around the world start to recover from the coronavirus pandemic and begin to rebuild their communities, In Kind Direct will deliver its long term strategy of scaling up support and championing the role of product giving in the global economy, to continue to meet the needs of its network and the millions they support.

Charitable organisations can register for free, companies can donate goods and you can support our work at www.inkinddirect.org.