



IN KIND DIRECT

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

inkinddirect.org/charities

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



WE HELP OVER 540,000 PEOPLE EACH WEEK



Community groups, centres



Registered charities, CICs, CIOs



Schools, scouts, youth groups



Food projects, faith centres

SOME OF THE COMPANIES WHO DONATE PRODUCTS TO US



Unilever





Creating impact

We feedback on the human impact the products have made to people's lives. These inspiring stories are shared with funders, donating companies and our network.



Distribution

We distribute to charitable organisations who use the products to help run their services or to give away to people they support.



5.

1.

Products are donated

Companies donate products in bulk such as **personal hygiene items, household cleaning, toys, clothing, baby essentials, stationery, and technology.**



2.

HOW IN KIND DIRECT WORKS

4.

3.

Products are received

Once donations are received, we sort and store in our warehouse ready to be uploaded online

Register for free:
inkinddirect.org/charities

Products go online

The products become available to order via our secure catalogue website, only accessible to charitable organisations registered into our network.

UNLOCKING VALUE FOR THE SECTOR

In 2024 we saved organisations in our network **£29.6m**

We asked them how they used these savings.....

6,652
organisations
supported
In 2024



79%

Help more
people with
more
products

33%

Help
replenish
our reserves

17%

Start a new
service or
activity

“Recently, we have made huge savings on the rolls of paper towels we use in the centre in our toilet and kitchen areas.

We accessed c6 months supply and have saved at least £420. This saving will help fund various projects, in particular our Warm Rooms and cooking projects.”

Caxton House Community Centre

THE DIFFERENCE WE MAKE TOGETHER



401,643 tubes

This is not just toothpaste.

This is giving children and adults the **confidence** to socialise without feeling **embarrassed**. We've helped keep **155,000 people** smiling for 3 months.



*"In today's unprecedented and turbulent times where families are **literally struggling to pay** for even the basic essentials, these type of donations go a long way to **ease the burden**"*



*"We find hygiene goods such as toothpaste **encourage engagement** at our outreach, Pop-Ups, Events and stalls. This can lead us to identify issues and deliver our **holistic services** to improve their whole situation"*



CONTACT US

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