



MID-YEAR IMPACT REPORT 2025

**IN KIND DIRECT &
NEWELL BRANDS**



DONATION IMPACT



Your support helps us to reach over 540,000 people each week, enabling us to continue being the UK's leading product giving charity.



2

Donations



1610

Charitable
organisations
reached

Summary:

- 93 pallets received
- £270,299.00 worth
- Products:
 - Food Storage
 - Pens / Markers / Glue
 - Cloths
 - Cookware
 - Gloves
 - Home Electricals
 - Pushchairs

SUPPORTING COMMUNITIES ACROSS THE UK



Top focus areas of benefiting organisations:



LOCAL GEOGRAPHICAL IMPACT

Together we supported 1610 charitable organisations across the UK in the first half of 2025. Many of these were supporting communities where you operate...

20

Charitable organisations supported near Newell's depot



THE IMPACT OF YOUR DONATIONS



“Clothing and footwear are given to those in need of clothing during the year and if a possible gift- for Christmas Hampers (the Oodie products were especially lovely). The Church also has a house where we offer temporary accommodation for homeless single Mums and their babies. The whole house, consisting of three living quarters, 2 x bathrooms and a shared kitchen and lounge is kitted out by the Church (Sistema, Crockpot items, bed linen, Breville items, toiletries, cleaning products, toilet rolls, cosmetics, baby products are consumables supplied). When we see something in your catalogue that we know would be useful for present-day use or for future use/projects, then we order these items.”

Centrepont Christian Church



“Crock pots are so important. These types of products are expensive items in the shop, and they are very popular. They provide a massive help for us.”

Filley Foundation



THE IMPACT OF YOUR DONATIONS



"We use Elmers glue for children's creative art activities helping to cut the general running costs of the consumables we use in nursery. This enables us to provide a wider scope of quality learning opportunities for our children."

Darnall Community Nursery

"As part of the therapy treatment plan we take clients out for monthly days out. We have limited resources to take them to established areas that require an entrance fee so we often take them for picnics to parks or local nature areas. We use Sistema Food containers and wooden cutlery sets for this."

StreetScene Addiction Recovery

"We use the kitchen appliances here at our Church. We use these to cook up meals for the community, sometimes serving over 80 people a day. Often we have to cut down portion sizes to be able to feed everyone."

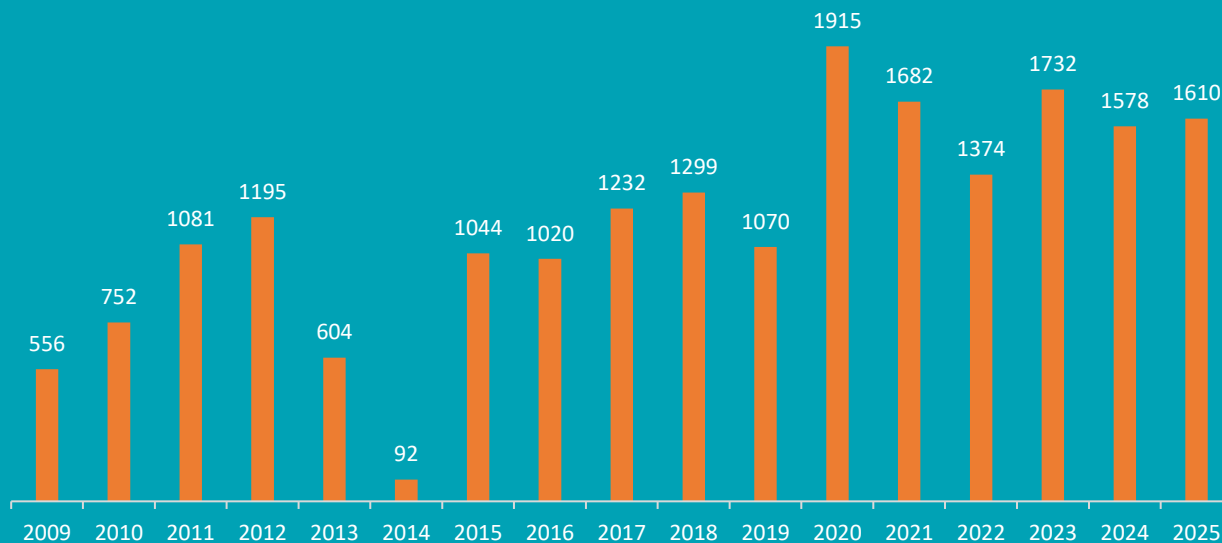
Redeemed Assemblies Support Service



YOUR IMPACT OVER TIME



2025 has been an outstanding year so far. Thanks to the incredible donations we've received in just the first six months, we've already surpassed our total impact for all of 2024 — and we're on track to make this our most impactful year yet. **Thank you!**



Charities Supported

6,745

Unique Charities Supported
(since 1998)

IKD 2025 IMPACT SO FAR...

543,000 people supported each week

3,400 charities supported

£11.4m of goods distributed

£10m saved for the sector



IN KIND DIRECT'S KEY ACTIVITY SO FAR THIS YEAR



NOT A CHOICE

Our latest research highlighted that 4 children in every GB classroom are currently living in hygiene poverty, while parents are continuing to face impossible choices to eat or keep clean every day.

Our Not a Choice campaign in May brought to life the voices and experiences of children and young people living in hygiene poverty in a powerful public event, held in unusual public space in the restrooms at Bluewater shopping centre, making people stop and listen, inspiring people to take action.

We reached almost half a million people with our powerful messaging plastered across Bluewater shopping centre, nearly 59M people through press coverage and nearly 70k people through social media.

SUMMER OF PLAY

Play isn't just fun – it's essential. It helps children and young people build confidence, stay active and feel connected. But with families under pressure and struggling with rising costs of childcare, summer activities and meals, many kids are missing out.

Latest research reveals that only 3 in 10 children are playing out in the street, school break times are shrinking, and time spent playing outdoors has declined by 50% in a generation.

That's why we're running our Summer of Play campaign, supported by like-minded charities, organisations and brands to collectively ensure children can play this summer and return to school ready to learn.

PARLIAMENTARY EVENT

We hosted a reception in Parliament in June, to launch our new research; A Clean Start in Life, sponsored by Helen Hayes MP, Chair of the Education Select Committee. The event brought together over 120 guests including Parliamentarians, civil servants, charities and corporate leaders, to urgently address the impact of hygiene poverty on the lives of children and young people.

We urged the government to:

- Do not delay the Child Poverty Strategy any longer! It must be ambitious about eradicating child poverty, scrapping the two-child limit and abolishing the household benefit cap.
- The social security system must be protected from cuts and increase benefits more widely.
- Existing policy initiatives must be successfully implemented, monitored, evaluated and expanded to all children and young people.



2025 CAMPAIGN TIMELINE



KEY ACTIVITY



2025 FOCUS AREAS



MENTAL HEALTH
& WELLBEING



GETTING PEOPLE
ONLINE



TACKLING HYGIENE
POVETRY



CHILDREN'S RIGHT TO
PLAY

THANK YOU!

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