



Essity

**IN KIND DIRECT - IMPACT REPORT 2023**



**IMPACT OF YOUR DONATIONS**

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**DONATION HIGHLIGHTS**

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**IMPACT OVER THE YEARS  
A RECORD YEAR!**

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**DONATION UNIT SUMMARY  
2002 - 2023**

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# IMPACT OF YOUR TOTAL ESSITY 2023 DONATIONS



We know that 9 million adults in the UK are experiencing hygiene poverty\*.  
Keeping clean should not be a choice.

Supporting us in our purpose to enable more communities to thrive and  
defend the Human Right to Hygiene

**1,470**

Pallets donated

**3,036**

Charitable Organisations  
Supported +33% YoY

Top Donated Products:

Toilet Roll

Sanitary Towels

Period Underwear

Hand Towels

Professional Paper Products

Essity Paper Brands have  
supported 2474 organisations

Essity Period & Incontinence  
Brands have supported 1291  
organisations



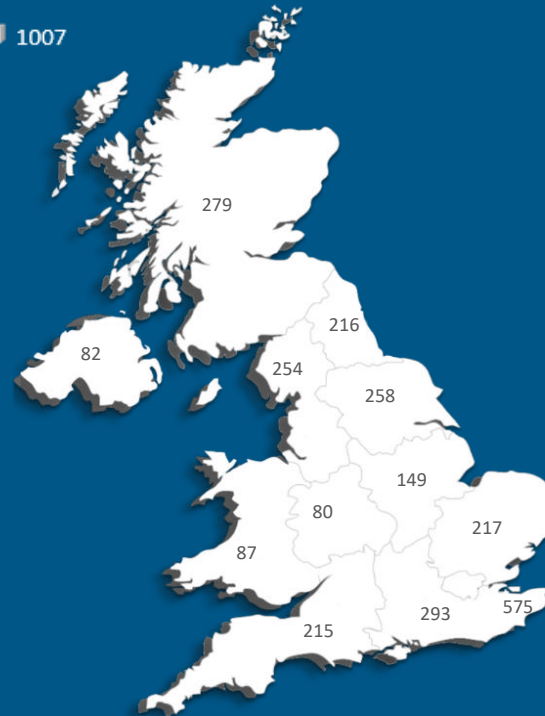
\*YouGov Plc. Total sample size was 2,068 adults. Fieldwork was undertaken between 28th February - 1st March 2023. The survey was carried out online. The figures have been weighted and are representative of all UK adults (18+)

# SUPPORTING COMMUNITIES ACROSS THE UK



Whittington Park Community Association Video

## Top focus areas of benefiting organisations



Geographical breakdown of organisations supported



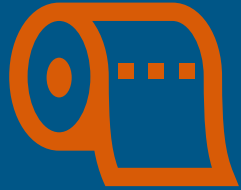
WPCA Archway Essity 2023  
Impact Report.MOV

# WORKING TOGETHER

## ESSITY 2023 DONATION HIGHLIGHTS



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**1 MILLION  
ANNUAL  
TOILET ROLL  
COMMITMENT**

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**PERIOD  
UNDERWEAR  
“BUY 1 GIVE 1”  
CAMPAIGN**

Slide 6



**1.2 MILLION  
ANNUAL  
BODYFORM  
COMMITMENT**

Slide 7



**QUARTERLY  
TORK  
DONATIONS**

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# DONATION HIGHLIGHTS

## 1 MILLION ROLL COMMITMENT



In 2023, Essity kindly committed to donate 1 million toilet rolls to our network...

**2,474**

Organisations  
reached



Enough to  
help  
**62,500**  
families for a  
month \*

Providing more than  
'just' toilet roll...

- Confidence
- Support
- Self-esteem



\*Based on assumption of 16 rolls, per family, per month

# DONATION HIGHLIGHTS

## PERIOD UNDERWEAR



On 28<sup>th</sup> May 2023, Essity launched the “buy one, give one” campaign in line with Menstrual Hygiene Day to donate one period underwear for each purchased on their site. They kindly kick started the initiative with an initial donation of 3000 pairs....

**10,196**

Units of Period Underwear Donated



**284**

Organisations reached

The donations of period underwear enables

**2039**

Periods with Dignity \*



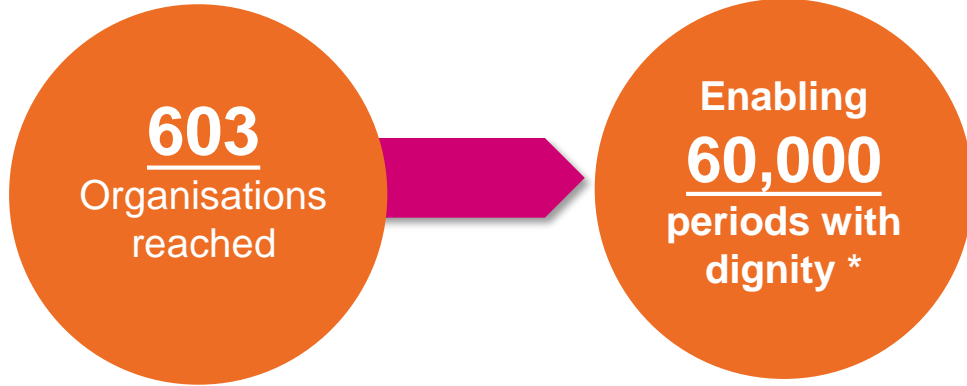
\*Based on assumption of 5 period underwear per period

# DONATION HIGHLIGHTS

## 1.2 MILLION BODYFORM TOWELS



In 2023, Essity kindly committed to donate 100,000 units of Bodyform towels monthly to our network...



This is giving people who have periods their **dignity**, a day with **less anxiety**



\*Based on assumption of 20 period products per period, the annual commitment of 1,200,000 sanitary towels enables 60,000 period with dignity



# DONATION HIGHLIGHTS

## QUARTRLY TORK DONATIONS



Essity kindly committed to quarterly donations of Tork Professional Hygiene Products for our network...

**347,428**  
Units Donated

**1883**  
Organisations  
reached

These donations are key in supporting the **day to day** running for many of our network partners & the wonderful **Tork Fit Out** initiative



# WHY IT MATTERS

## FEEDBACK FROM THE END USERS



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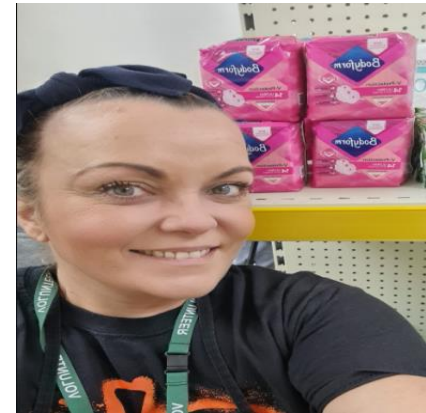
*'We are truly amazed by the charity In Kind Direct obtaining top quality products that we can distribute amongst the needy. We are truly impressed by the quality of the Cushelle toilet rolls, they are highly popular. We help many families who are struggling to survive. A single struggling parent who lives on his own came to us and we offered him some toiletries, and then he said, the truth is that I don't buy toilet paper, I go to a public building and take some used disposable hand towels and use them. The poverty we see is heartbreaking and we thank Essity and all those who help us to help others.'*

**Prestwich Foundation**



*'Dunmos Charitable Trust gratefully appreciate the Tork hand towels from In Kind Direct. These are being distributed free of charge to our carefully vetted beneficiaries in accordance with our charity objectives for relief of poverty. The feedback received from the users has been excellent, including comments that the hand towels will significantly improve health and hygiene.'*

**Dunmos Charitable Trust**



*'The ability to provide our members with Bodyform period products has been extremely welcomed and appreciated. Over 40% of our members are families with children and the added expense of period products to the weekly shop means a lot of parents have gone without products themselves in order to provide for their daughters. Thank you so much for making such a big difference to the lives of our members.'*

**Castleman Community Larder CIC**

# WHY IT MATTERS

## FEEDBACK FROM THE END USERS



*'Here are some pictures of the giveaway family crisis packs that we prepared at Christmas. We do usually work alongside a local food bank, offering personal care items suited to a range of different clients, homeless, families, teens and single people for example, but on this occasion, we put together some large family packs of laundry, self care and health items so that we could reach people other than through the food bank. We managed to successfully get a crisis pack to a female who just left a DV relationship with 2 children and was struggling in a new home with no money. We also helped a single Dad with 1 child who lost his job and was struggling financially. Two more packs are being taken to families this week. We are now hopeful that we can make some smaller packs and continue this support into the coming months both through our hygiene hub. So again thank you'*

**Three Little Birds**



# WHY IT MATTERS

## FEEDBACK FROM THE END USERS



*'We put a pack in each of the 120 essential bags that we made up for local schools to give to their families in need. Period products are always in very high demand and are gratefully received. We pack bags for schools every term.'*

**Hygiene Bank - Coulsdon**



*'I would like to thank you for all your help. Your service allows us to save a lot of money on toiletries products we donate to refugees and asylum seekers in the Reading area. In the last couple of months in particular, the number of people in need that come to us on Saturday morning increased to around 60 people. We are a small community organisation that relies mainly on donations from the community, so our budget is very tight and the increase in prices makes it difficult for us. Accessing from you allows us to donate essential toiletries items, such as shampoo, body wash, toothpaste, toothbrushes, and sanitary products once a month to around 60 people.'*

**Reading Read Kitchen**



# WHY IT MATTERS

## FEEDBACK FROM THE END USERS



*'Please see the attached photos of period pads waiting to be packed into parcels to go out and an example of a parcel ready to go out with pads included.'*

**Foodbank - Norwood and Brixton**

*'A massive thank you to In Kind Direct, your hygiene product distribution to our charity helps us to continue supporting those disadvantaged families and individuals in our community. Many families are struggling to make ends meet and have to make impossible decisions between feeding their families and heating their homes, and with the cost of living this has made the situation worse for them. We are so grateful for your help.'*

**Ibijoke Children Foundation**

*'We are loving our new Tork products, the cleaner is delighted that there is one key that fits all making life much easier. Our clients are appreciating the lovely soap dispensers and hand towels (we don't waste towels anymore). My kitchen team are really pleased with the blue roll dispensers. Such a great donation and it's made such a difference. A big thank you to you and your team (they fitted the appliances so efficiently).'*

**Salvation Army St Leonards at Sea**

*'Please see the attached photos of period pads waiting to be packed into parcels to go out and an example of a parcel ready to go out with pads included.'*

**Foodbank - Norwood and Brixton**



# WORKING TOGETHER

## 2023 ESSITY INITIATIVE HIGHLIGHTS



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### TESCO CAMPAIGN



Slides 14 - 15

### PERIOD EQUITY RESEARCH



Slide 16

### VOLUNTEERING



Slides 17 -19

### TORK FIT OUT



Slide 20

# HIGHLIGHTS TESCO CAMPAIGN



In 2023, we announced the launch of our 3rd hygiene poverty campaign with Unilever and Tesco –now bigger than ever joined by three more manufacturers: **Essity**, Kimberly Clark and Haleon.

We are immensely proud to see four of our long-standing partners and a major retailer Tesco, join forces with us, committed to end hygiene poverty in the UK.

Hygiene poverty remains a growing issue in the UK, with the number of people experiencing it at 9 million.

From 23<sup>rd</sup> August to 3<sup>rd</sup> October, the four manufacturers **donated one product to In Kind Direct for every two selected products purchased** in-store or online in Tesco. The promotion was live in **700 stores across the UK** and aimed to drive donations of up to **1.4 million products**, including:

- **Bodyform period pads from Essity**
- Andrex toilet roll from Kimberly Clark
- Toothpaste and toothbrushes from Haleon
- A range of Health & Beauty, Personal Care & Homecare products from Unilever

# HIGHLIGHTS

## TESCO CAMPAIGN IMPACT SO FAR



### TOTAL:

**771,657**  
Donation units  
received

**2,196**  
Charitable  
organisations  
supported

### ESSITY:

**2,210,356**  
Bodyform  
Towels  
donated

**931**  
Charitable  
organisations  
supported



*"We have stored most of the products for now as we are starting a project in December where we will be giving the items out to clients. We have given a couple of items to three girls who were struggling with accessing period products. Due to the high cost of living, their parents are struggling, so having these items for free from our organisations means a lot to these families. Now, they can put that money towards food, gas and electricity.*

Angels of Hope for Women



# HIGHLIGHTS

## PERIOD EQUITY RESEARCH



### Objectives:

Demonstrate the current scale of period poverty, shame and inequity in the UK

Show the significant societal harms these issues will cause if not addressed

Demonstrate the need for cross-cutting action to make period equity and dignity a reality for all

Show the specific role of products, and local charitable services in creating period equity

### Partners:



loveyourperiod [Follow](#) [Message](#)  
1,355 posts 5,118 followers 861 following

### Key findings and recommendations:

- **£3.3 billion** cost each year due to days of work lost
- **1.4m people** went without period products in the past year
- On average, an **extra day a month** is missed by people that cannot access the right products
- **79%** who were taught about periods **had to learn more** after leaving education
- **1 in 10** who have periods have been told **not to speak** about them in front of others
- **We recommend** employers take urgent action to create more period-inclusive workplaces
- **We recommend** cross-government action to tackle period inequity, including expansion of free product access and more support for the third sector.

### Next Steps – Q1 2024

- Engaging MPs with report recommendations
- Report publication
- Media release, with Essity PR support

# HIGHLIGHTS 3 VOLUNTEERING DAYS AT TELFORD DC



22<sup>nd</sup> Feb 2023 Stats



# HIGHLIGHTS 3 VOLUNTEERING DAYS AT TELFORD DC



## 29<sup>th</sup> Jun 2023 Stats



# HIGHLIGHTS 3 VOLUNTEERING DAYS AT TELFORD DC

26<sup>th</sup> October 2023 Stats



# HIGHLIGHTS TORK FIT OUTS



In 2023, Tork committed to continuing the invaluable free fit out scheme to selected network partners...

**4**  
Fit Outs  
in 2023

**7**  
Total Fit Outs  
to Date

- Salvation Army - St Leonards-on-Sea
- Salvation Army – Eastbourne Old Town
- 1st Wolverton Scouts
- Middle Park Community Centre Ltd
- Bus Shelter MK
- YMC Hasting and Rother
- Salvation Army Bicester

The refit of dispensers from Essity was an amazing enhancement to our Scout Hall. The facilities are much tidier and more organised. It means that we can source the soap and toilet rolls etc from In Kind Direct at a reduced cost to other suppliers. The fitters were friendly, and it was a smooth process. We are forever grateful!

1st Wolverton Scouts



# YOUR IMPACT OVER THE YEARS

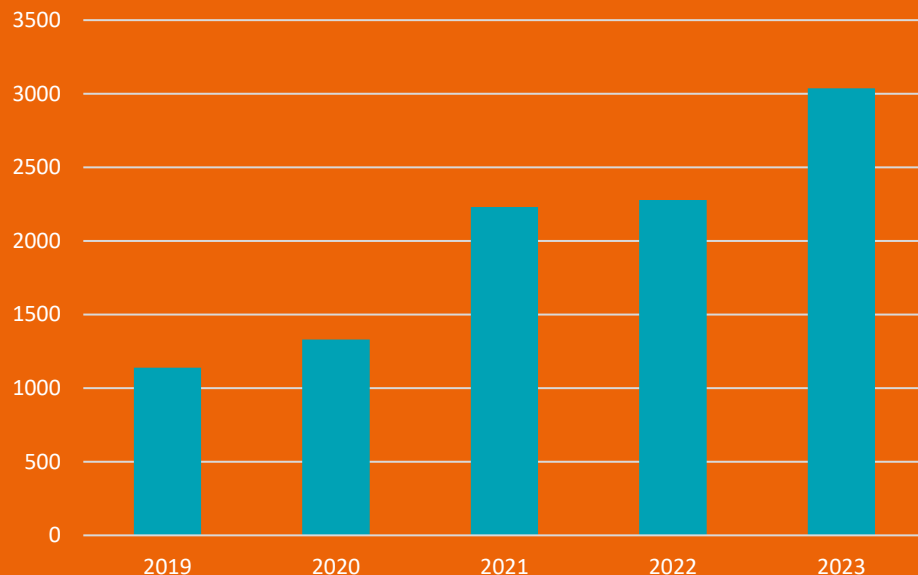
## 2023 IS A RECORD YEAR!



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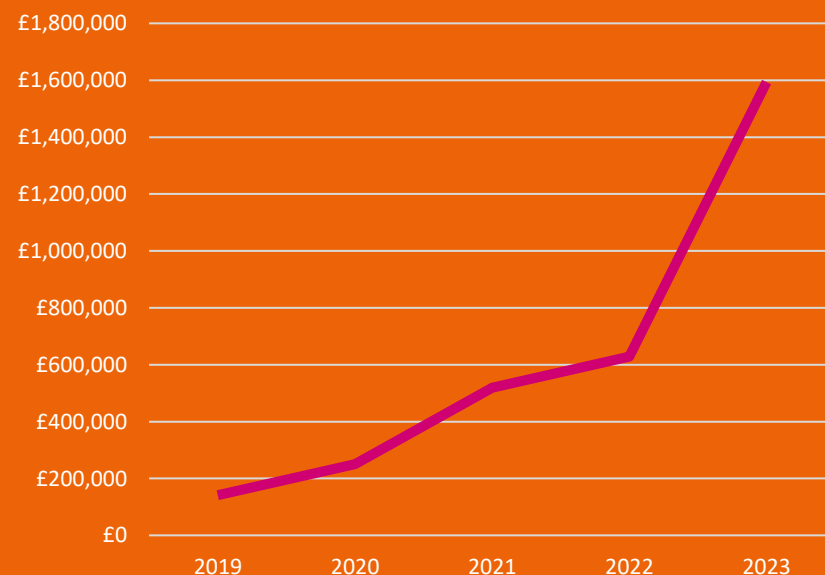


### Number of charitable organisations supported



**4322 CHARITIES SUPPORTED  
SINCE 2019!**

### Savings Unlocked For Charity Sector (£)



**£3.1 MILLION SAVINGS UNLOCKED  
SINCE 2019!**

# ESSITY DONATION UNITS SUMMARY

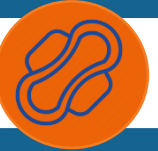
## 2002 - 2023



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**19,575,960** Paper Hand Towels



**9,358,314** Sanitary Towels & Pantyliners



**2,252,721** Toilet Rolls



**3,650,784** Napkins



**10,196** Period Underwear

Young Barnet Foundation Video

YOUNG  
BARNET  
FOUNDATION



[YBF Essity 2023 Impact Report.MOV](#)



# 2023 CAMPAIGNS RECAP



## NOT A CHOICE

This year we aimed to raise awareness of hygiene poverty, the ramifications and impact it has on people's lives generationally. We did this through providing educational resources and a clear way for the public to get involved. Furthermore, by encouraging charity sign ups and product and financial donations, we aimed to help people who are currently experiencing hygiene poverty now and longer term.

## WARMTH THIS WINTER

We believe everyone should feel warmth during winter; whether it's through the clothes they wear, the warmth of feeling cared for or through the wonderful feeling of gifting.

The cost-of-living crisis continues to bite, with many households having to make tough decisions everyday whether to pay the rent, heat their homes, eat or be clean. In our recent network survey, **79% said people they support are struggling with energy costs and are worried about the upcoming winter.**

## SUMMER OF PLAY

The summer holidays should be a time for children to look forward to, to have fun, freedom and time with friends. We believe every child should have the opportunity to play during the summer months and go back to school or start nursery equipped ready to learn, and that no one feels alone when trying to walk the 'tightrope'. We are excited to be working with Save the Children and a range of other partners to ensure children and their families are supported throughout the summer holidays, with products, activities and ideas they need to play, learn and live well.





# IN KIND DIRECT TOTAL 2023 IMPACT



We have reached a record number of charities with life's essentials



**160**

Donating  
corporate  
partners



**£29m**

Value of  
goods  
distributed



**5739**

Charities  
supported



**365K**

People  
supported  
each week



**3,431,640** Tampons & Sanitary Towels

**1,947,260** Toilet Rolls

**381,690** Bottles of handwash & sanitiser

enabling almost **171,580** periods with dignity  
enough to help **121,700 families** for a month  
enough to clean **29.6 million** pairs of hands

# 2024 CAMPAIGN TIMELINE & PRIORITIES



Q1

February

Period  
Equity  
Research  
release

Q2

April

Hygiene  
Poverty:  
TESCO  
activity  
(Burst 4)

Q3

July-Aug

Summer  
of Play  
campaign  
  
(With  
charity  
partner)

July – Aug

Hygiene  
Poverty:  
TESCO  
activity  
(Burst 5)

Q4

2-8 Oct

National  
Hygiene  
week

November

Warmth  
this Winter  
campaign  
  
(With  
charity  
partner)

## 2024 PRIORITIES

PRODUCT  
DISTRIBUTION

NEW  
RESEARCH

PUBLIC  
CAMPAIGNS

CROSS-SECTOR  
PARTNERSHIPS

### FOCUS AREAS:



REACHING SMALLER  
CHARITIES



TACKLING HYGIENE  
POVERTY



CHILDREN'S RIGHT  
TO PLAY



GETTING PEOPLE  
ONLINE



If you'd like to share your impact on social media, don't forget to tag us:

# THANK YOU

Account Manager  
[frances.yeganeh@inkinddirect.org](mailto:frances.yeganeh@inkinddirect.org)