



TOTAL ESSITY IMPACT REPORT H1 2026

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Inkinddirect.org



NAVIGATING THIS REPORT



**The Total
Impact We Made
in 2026**

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**Tesco
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Summary**

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Donation
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**Tork
Donation
Summary**

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In partnership with



A LONG-STANDING PARTNERSHIP

Proud to be partners since 2002 to support communities across the country.

As the UK's leading charity distributing essential products, our mission is to everyone has access what they need to live well.

Today, we're proud to work with over 145 corporate partners like you and a network of 9,000 charitable organisations to increase access to essentials, supporting a wide range of communities and causes.



£11.4M

Retail value of
products donated
since 2002!



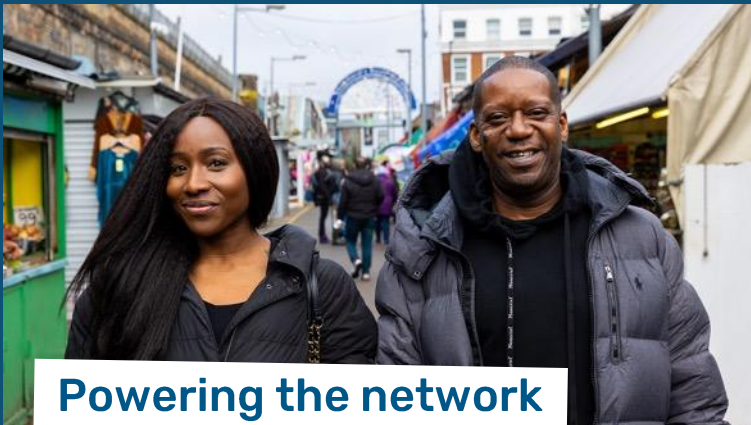
THE ROLE WE PLAY



Product giving made easy & impactful

We make it easy for charitable organisations to access products, when and where they need them, through our national distribution network.

A small charge is applied when organisations access products, keeping our national network running - from warehouse to community.



Powering the network

IKD is a lifeline to thousands of charitable organisations in the UK.

By accessing products through our catalogue, we help them save money, free-up time and staff resources, so that more funds are used towards delivering vital services and supporting people in their communities.



Tackling the root causes

Using our data, insight and lived-experience gathered from our network, we highlight the challenges our communities face across the UK.

We use this evidence to inform our advocacy, shape public debate and drive greater recognition of these issues.



THE IMPACT WE MADE

By donating products, Essity is helping In Kind Direct to reach over 930,000 people each week, supporting a wide range of causes across the UK.



The power of products



1,760,103*

Bodyform Period Pads
Enabling 88,005 periods
with dignity



538,740**

Toilet Rolls
Enough to help 33,671
families all month



292,338

Tena Incontinence
Products



201,336

Tork Napkins



104,936

Kitchen Rolls



65,280

Nappies
Enough to help 1,166
families for a month

* Period products total includes monthly donations & Tesco Burst 6 min commitment

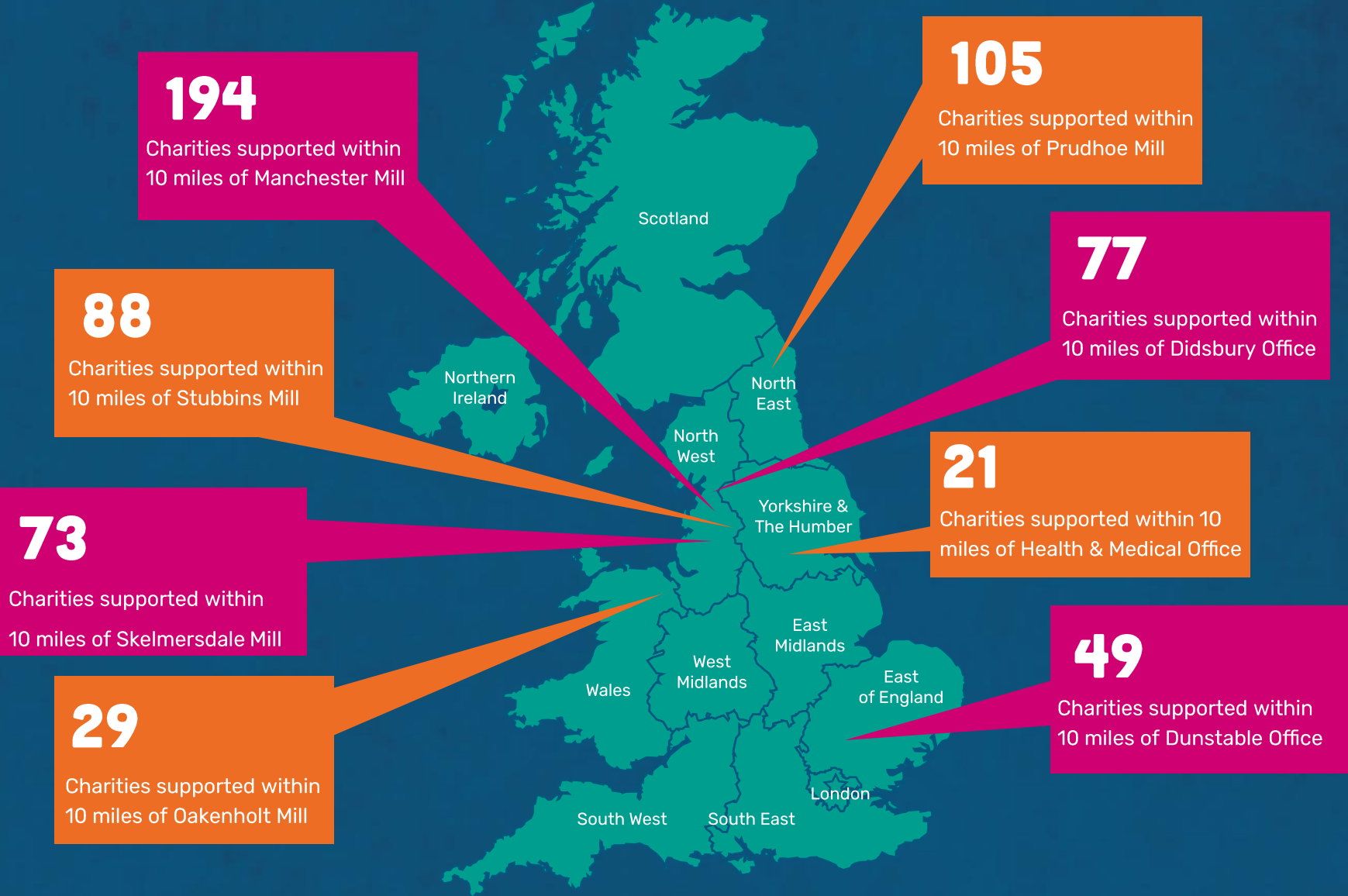
** Toilet rolls includes annual commitment & fitout refills

SUPPORTING COMMUNITIES ACROSS THE UK

Top focus areas of benefiting organisations



SUPPORTING COMMUNITIES WHERE YOU OPERATE



TESCO HYGIENE POVERTY CAMPAIGN

Our 6th edition!

When: 15th April – 8th June

Our aims:

- To unlock **1.5m hygiene products** for our network!
- Continue to awareness of Hygiene Poverty to reduce shame and stigma

Campaign Comms Narrative:

- Hygiene Is One of the First Things People Give Up



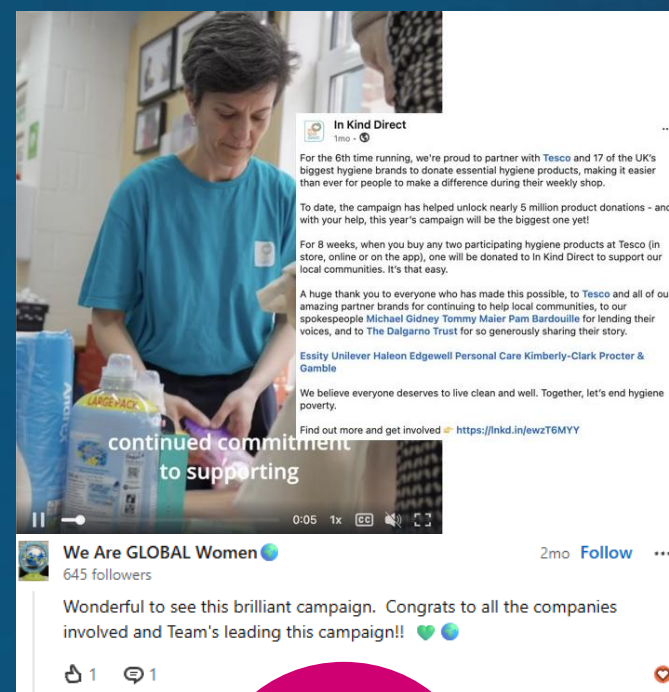
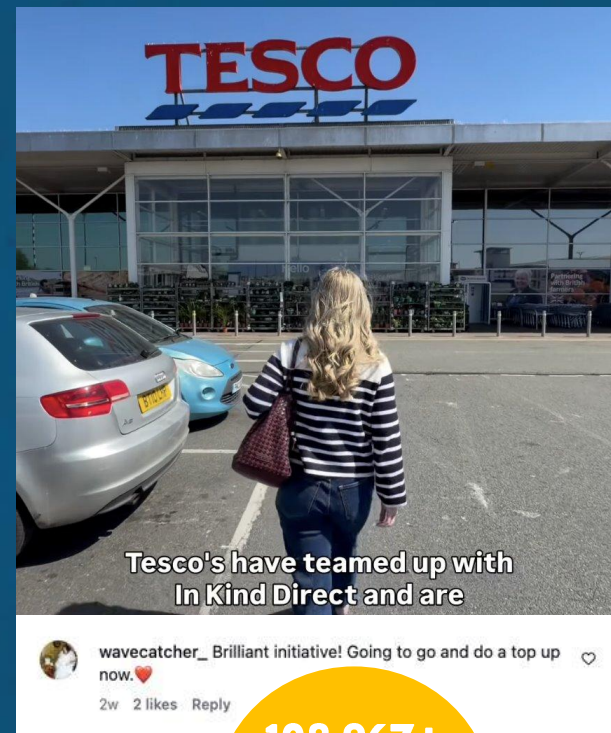
TESCO HYGIENE POVERTY CAMPAIGN

Amplification

Good mix of national & trade, online, print and 19 broadcast;

6 Talent Ambassadors

Campaign assets, launch video;



99.2M
EDITORIAL
REACH

39
PIECES OF
COVERAGE

108,967+
PROJECTED
REACH

6K
IMPRESSIONS &
7.22%
ENGAGEMENT
RATE

TESCO HYGIENE POVERTY CAMPAIGN

Impact so far...



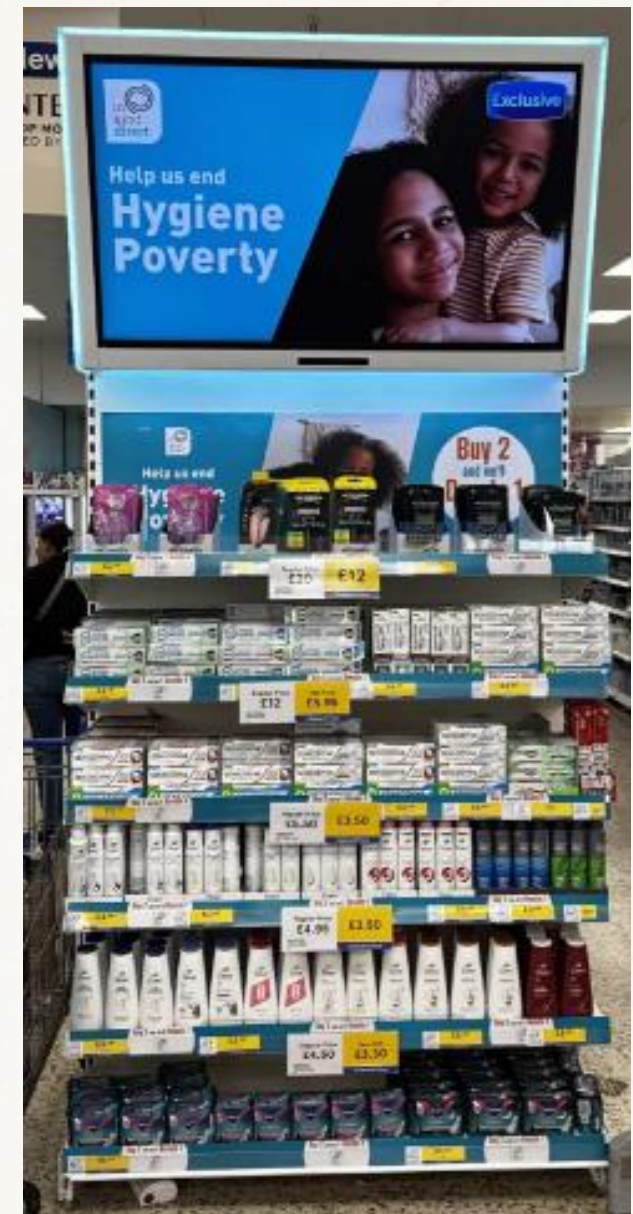
Your minimum donation will support in enabling

52,703 periods with dignity!

The campaign unlocked a further donation of

1,915,990 Bodyform period pads

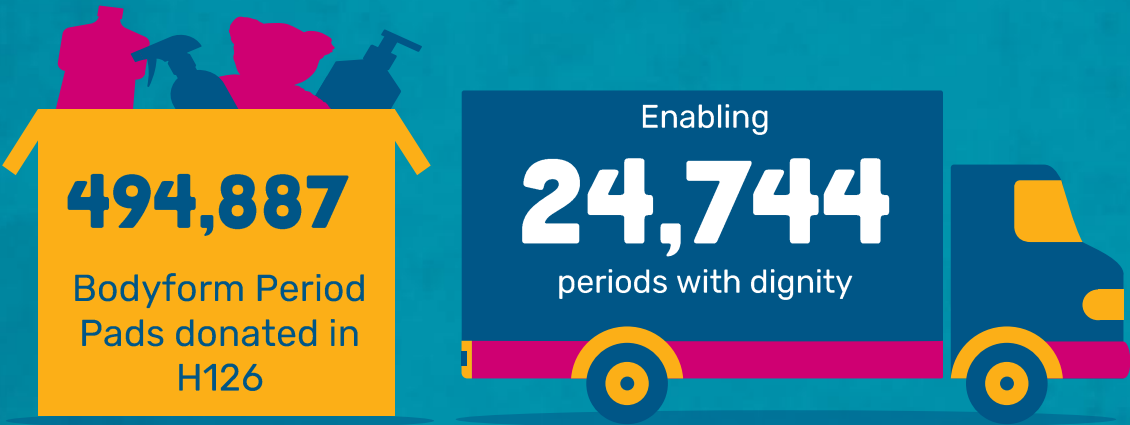
which will be delivered in H226 unlocking further impact!!





BODYFORM ANNUAL COMMITMENT

Your incredible annual commitment of 1.2 million Bodyform period pads helps us to provide a consistent supply of essential period products to our network!



The power of products



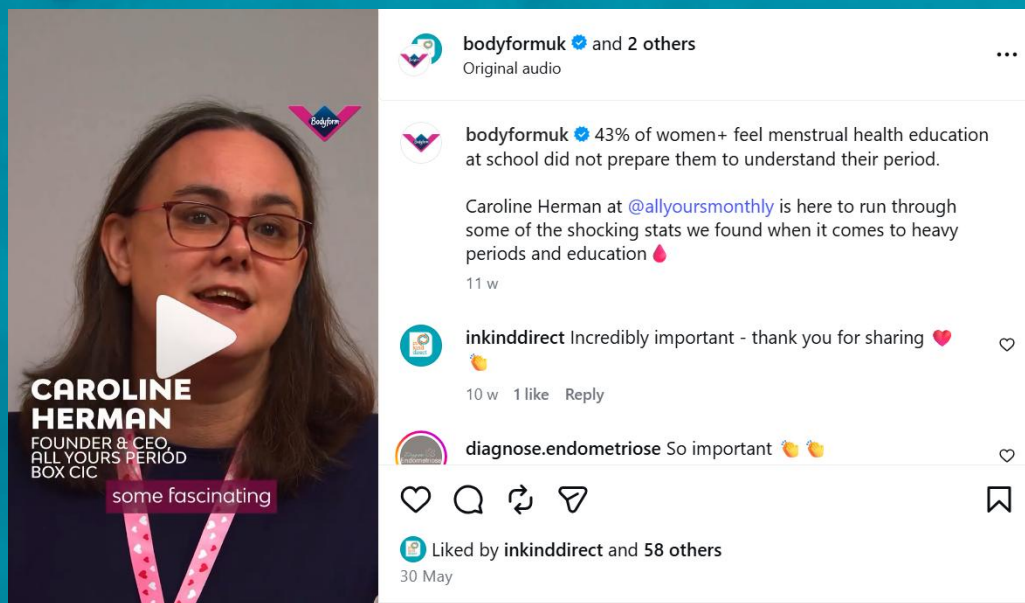


SCHOOL OF HEAVY PERIODS

As part of our partnership, we collaborated on a piece of digital content to build momentum around Bodyform's launch of the School of Heavy Periods.

The content complemented the NPD launched by Bodyform while amplifying the voices of people with lived experience through our network partner, All Yours Period Box a respected and influential organisation within the menstrual health sector, and a member of the Period Equity Alliance.

All Yours Period Box brought both authenticity and authority to the conversation, helping to drive awareness of heavy periods and their impact on everyday life.



2,547
VIEWS

50
LIKES





THE IMPACT OF YOUR BODYFORM DONATIONS

Some of these are for larger families and the majority are for female recipients. Many of those are Muslim and they tend to request Sanitary Pads rather than tampons so simply knowing that we have them, that we have enough is a huge weight off our shoulders. We also offer school children sanitary pads if they need them, we keep a basket of them in our ladies' toilet and this allows the children to take them without embarrassment.

Mesopotamia

People are super grateful when we have brands, they feel like they can trust. For example, we always see period products from brands like Bodyform go a lot quicker than other brands because they feel like know them and they're safe.

Good Company (Surrey)

Here are some pictures from one of our projects in Ukraine helping provide much-needed hygiene supplies to young ladies from deprived rural villages. We are cooperating with local social services, schools and primary medical points in that. Sometimes the young ladies are too shy to have their picture taken so it's their mothers who are holding the products sourced through

In Kind Direct.

Chernobyl Children's Lifeline - Head Office





THE IMPACT OF YOUR BODYFORM DONATIONS

Free access to period pads and tampons for those on low income means dignity, reduced financial stress, and the ability to manage menstruation safely without having to choose between essential needs.

Poole Waste Not Want Not

We are very grateful for the items we received – they were of great quality and truly made a meaningful difference. With this funding, we selected essential supplies that could directly support families in need. We distributed these items to several families, and the impact has been very positive.

Elayos

The donations we receive from In Kind Direct have had a profound impact on our ability to deliver key services, including:
Clean & Care Packs: Distributed to individuals experiencing homelessness and financial hardship. These include, period products and other hygiene items. These packs are not only practical but also restore a sense of dignity and self-worth to the recipients.

Nightlife Outreach



In partnership with





THE IMPACT OF YOUR BODYFORM DONATIONS

We access a lot of Bodyform period products which we can leave in all our WCs when we have underprivileged or disadvantaged young people using our centre. This means they can help themselves to whatever they need without having to ask.

Coldwell Activity Centre

We have been able to use the Bodyform period products to support our staff to make sure they have what they need when they are at work but also in general where some have been facing hygiene poverty themselves.

Children's Centre At The Mall (Luton)

Rosemary was able to have 5 packs of Bodyform period pads and she's happy not to be using toilet paper as a period pads.

Came Women and Girls Development Organisation





TOILET ROLL ANNUAL COMMITMENT

Your incredible annual commitment of 1 million toilet rolls is vital in helping us work towards ensuring we have the “right product at the right time” for our network!

In Kind Direct <> Annual Toilet Roll Commitment 2026

1,744
organisations
supported



476,850
Toilet rolls
received in
H126

Enough to support
29,803
families for a month



The power of products



In partnership with





THE IMPACT OF YOUR TOILET ROLL DONATIONS

Toilet roll is one of those essential household items that every family needs but can quickly become unaffordable when budgets are stretched. Families are always grateful to receive these products as it helps free up money for other essentials

Happy Tears Foundation

Mavis, an older lady living on pension credit, faces ongoing financial pressure as she also cares for her adult son who has mild learning disabilities. Balancing her limited income with the responsibility of supporting them both can be overwhelming, but the community pantry has become a vital source of relief. Through access to free essentials and personal care items, Mavis is able to stretch her budget further and provide for her household with greater ease. She especially values the kindness and support she receives, and in the photo, she proudly holds a pack of Cushelle toilet paper - something she would otherwise struggle to afford - symbolising the practical and meaningful difference the pantry makes in her daily life.

1538 CIC - Ilkeston Community Pantry & Foodbank





THE IMPACT OF YOUR TOILET ROLL DONATIONS

With funding, we chose to access essential consumables for our community hub, where we run regular art and creative activities for children and adults, including those seeking asylum. As a grassroots organisation, these everyday items are exactly what help us keep the space welcoming, clean and running smoothly.

In particular, we stocked up on toilet paper – not the most glamorous item, but possibly one of the most appreciated! While it may not be as exciting as paint or glitter, it plays a starring role behind the scenes in keeping our creative hub comfortable and dignified for everyone. We like to say that creativity flows much better when the basics are covered.

Having these essentials provided means we can direct more of our limited funds towards art materials and workshop delivery, directly benefiting our community.

I've attached a photo of the brilliant young artists from our ArtVentures club proudly showing off their artwork... and, of course, the now-famous toilet paper. It may be the first time it has shared the spotlight in an art session!

We Restart





THE IMPACT OF YOUR TOILET ROLL DONATIONS

Tork Toilet Roll - A very popular product in the pantry because it's so long lasting and such good quality. Toilet roll is an essential item but is very expensive for people on a budget. A Tork toilet roll lasts much longer than a usual toilet roll. It's not available in the shops and is a much sought after item in the community pantry.

Gellideg Foundation Group

Providing a struggling family with essentials like free toilet roll may seem small, but it can have a powerful impact. These basic items relieve immediate financial pressure, restore a sense of dignity, and help families maintain hygiene and comfort during difficult times. By removing the stress of choosing between necessities, this simple act of support can free up limited resources for food, utilities or school needs and to remind people that they're not alone, strengthening both wellbeing and community connections

Branchton Community Centre





TORK FIT OUT SCHEME

Through our ongoing partnership with Tork, free washroom and hygiene dispensers have been installed in charities across the UK. Tork donates refill products on a quarterly basis, providing a reliable supply of essential hygiene products for both fitted charities and the wider In Kind Direct network.

828

organisations supported



517,925

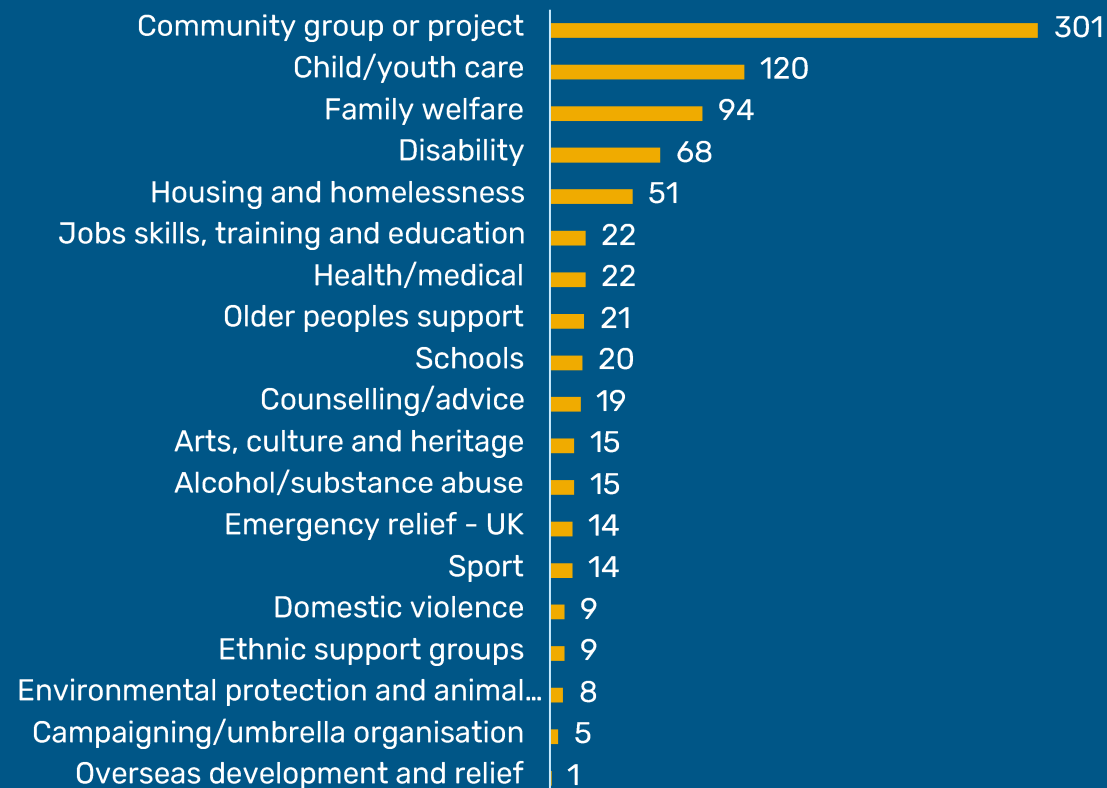
Product units donated so far

137

Pallets received



The power of products



In partnership with





EMPOWERING COMMUNITIES VIA THE TORK FIT OUT SCHEME

COMPLETED IN 2022 – 2025

Charity Name	Year of Fit Out
37th Ormskirk (St Annes) Scout Group	2025
Caxton House Community Centre	2025
Carpenter's & Docklands	2025
5th North Watford Scout Group	2025
3rd Cleethorpes Scout Group	2025
13th Doncaster (Tickhill) Scout Group	2024
Emmaus – Glasgow	2024
Alfreton District Scouts	2024
Emmaus Salford	2024
Emmaus Dover	2024
Salvation Army - St Leonards-on-Sea	2023
Salvation Army – Eastbourne Old Town	2023
1st Wolverton Scouts	2023
Middle Park Community Centre Ltd	2023
Bus Shelter MK	2022
YMC Hasting and Rother	2022
Salvation Army Bicester	2022

COMPLETED IN H126

Charity Name	Year of Fit Out
Clothing Coventry	2026
Southside Rehabilitation Association	2026
Supporting People In Need	2026
Windsor & Eton District Scout Council	2026
Perth Community Centre	2026

PLANNED FOR H226

Charity Name	Year of Fit Out
Happy and Healthy Trust	2026
20:20 Foundation Trust	2026
Family Unit Trust	2026
Baby Bank - Leeds	2026
St Cyril's Children and Youth Project	2026
West Heath Community Association	2026
Sinfin Community Centre	2026
Sedbergh Youth & Community Centre	2026
Blaenymaes Drop In Centre CIC	2026



THE IMPACT OF THE TORK FIT OUT SCHEME

The process from start to finish was smooth and straightforward. The team who came to install the dispensers were professional and efficient, and everything was fitted quickly across our three warehouse sites with minimal disruption to our work.

Day-to-day the dispensers are used constantly. Both Clothing Coventry and Baby Godiva operate busy warehouse spaces with staff and volunteers in throughout the week, so having reliable handwashing facilities in our kitchens and toilets is essential. The soap and hand towel dispensers make it easy for everyone to maintain good hygiene while working in the space.

The difference the upgrade has made has been huge. Previously we relied on reusable towels that volunteers had to take home to wash, which was not ideal and added extra work. Now everything is much more hygienic, efficient and easy to manage.

It has also made the spaces feel far more professional, they honestly make me smile when I walk into the facilities and see them! When volunteers, partners and families visit our warehouses, the facilities now reflect the high standard of care and organisation we try to maintain across our services.

Thank you again for supporting our work and helping us create safer, cleaner spaces for our staff, volunteers and the thousands of people who access our services each year.

Clothing Coventry CIO



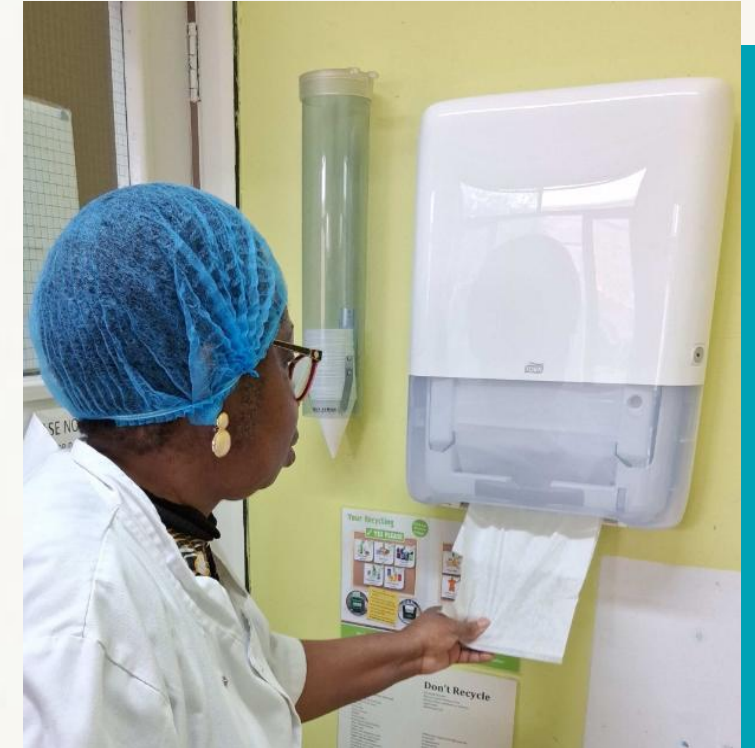


THE IMPACT OF THE TORK FIT OUT SCHEME



The dispensers and products have integrated seamlessly into our daily operations. Staff, service users and visitors are using them, and the improved reliability and hygiene standards have been noticeable. The systems are easy to maintain, with fewer refills needed and much less waste, which has been particularly helpful for our small team and more cost effective. The upgrade has made a meaningful difference. The dispensers have given our facilities a more professional, clean, welcoming feel, and the improved hygiene standards support the wellbeing of both staff and the service users who use our space. We've also received very positive comments from both staff and service users, who have noticed and appreciated the improved quality and ease of use of the new dispensers. In addition, it has reduced the time we spend troubleshooting or restocking, allowing us to focus more on service delivery. Overall, the fit out has been a very positive addition to our organisation, and we're very grateful for the support.

Southside Rehabilitation Association





THE IMPACT OF THE TORK FIT OUT SCHEME

Prior to the fit out, we faced significant challenges with our bathroom facilities. The existing facilities were outdated, broken, difficult to maintain, and were not suitable for many of the vulnerable people we support, particularly those with mobility issues or additional needs. This impacted the comfort, dignity and overall experience of residents accessing our services.

The new Tork facilities have made a huge difference. The improved environment is cleaner, more hygienic, easier to maintain and provides a much more welcoming space for both residents and staff. Staff are able to maintain high standards of cleanliness more efficiently, while residents have access to facilities that help them feel respected and valued during what is often a very difficult period in their lives.

Although the refurbishment has only recently been completed, the feedback has been extremely positive. Residents have commented on how much cleaner, brighter and more comfortable the facilities are, while staff have found them much easier to keep stocked and hygienic. The improvements have enhanced the overall environment within our service.

Access to high-quality hygiene facilities is incredibly important for the people we support. Many of our residents arrive having experienced homelessness, crisis situations or unstable living conditions, often without regular access to clean washing facilities. Being able to shower, wash properly and use clean, modern facilities helps restore dignity, improve confidence and supports both physical and mental wellbeing. Good hygiene also plays an important role in helping individuals prepare for appointments, employment opportunities and rebuilding their lives.

We are extremely grateful to Essity and the Tork team for their generosity and support. Their contribution has made a lasting difference to our service and to the people who rely on us every day.

Supporting Communities In Need

VOLUNTEERING HIGHLIGHTS

IKD WAREHOUSE



VOLUNTEERING @ NETWORK PARTNER



WHAT'S COMING

2026 will continue to be a landmark year for In Kind Direct, as we celebrate 30 years of impact!



Always-on

Hygiene Products

Because hygiene products are the first things people give up when money is tight, we're always looking for donations to support our communities to live with dignity.



Jun-Aug

Joy Of Play

Supporting playing and learning opportunities. Will you help us reach 1 Million children and young people?



Oct

National hygiene week

Shining a light on the realities of hygiene poverty and building an alliance to end it.



Nov - Feb

Warmth this Winter

Ensuring everyone feels warmth, connection and belonging through the cold months.



THANK YOU

In partnership with

