



END OF YEAR IMPACT REPORT



WORKING TOGETHER IN 2025



**TOTAL ESSITY
DONATION IMPACT**

PAGES 3 – 6



**ANNUAL IMPACT
BY BRAND**

PAGES 7– 23



**TESCO
BURST 5 CAMPAIGN**

PAGES 14 – 15



**EMPLOYEE
ENGAGEMENT**

PAGES 24 – 25

TOTAL ESSITY DONATION IMPACT

Your support helps us to reach over 930,000 people each week, enabling us to continue being the UK's leading product giving charity.



2025 DONATION HIGHLIGHTS:

1,482,379

TOILET ROLLS *

863,408

TENA PRODUCTS

343,446

NAPPIES

190,331

KITCHEN ROLLS

3,619,616

BODYFORM PERIOD
PADS **

10,761

PACKS OF BODYFORM
PERIOD UNDERWEAR

3,653
CHARITABLE
ORGANISATIONS
REACHED
+10% YOY



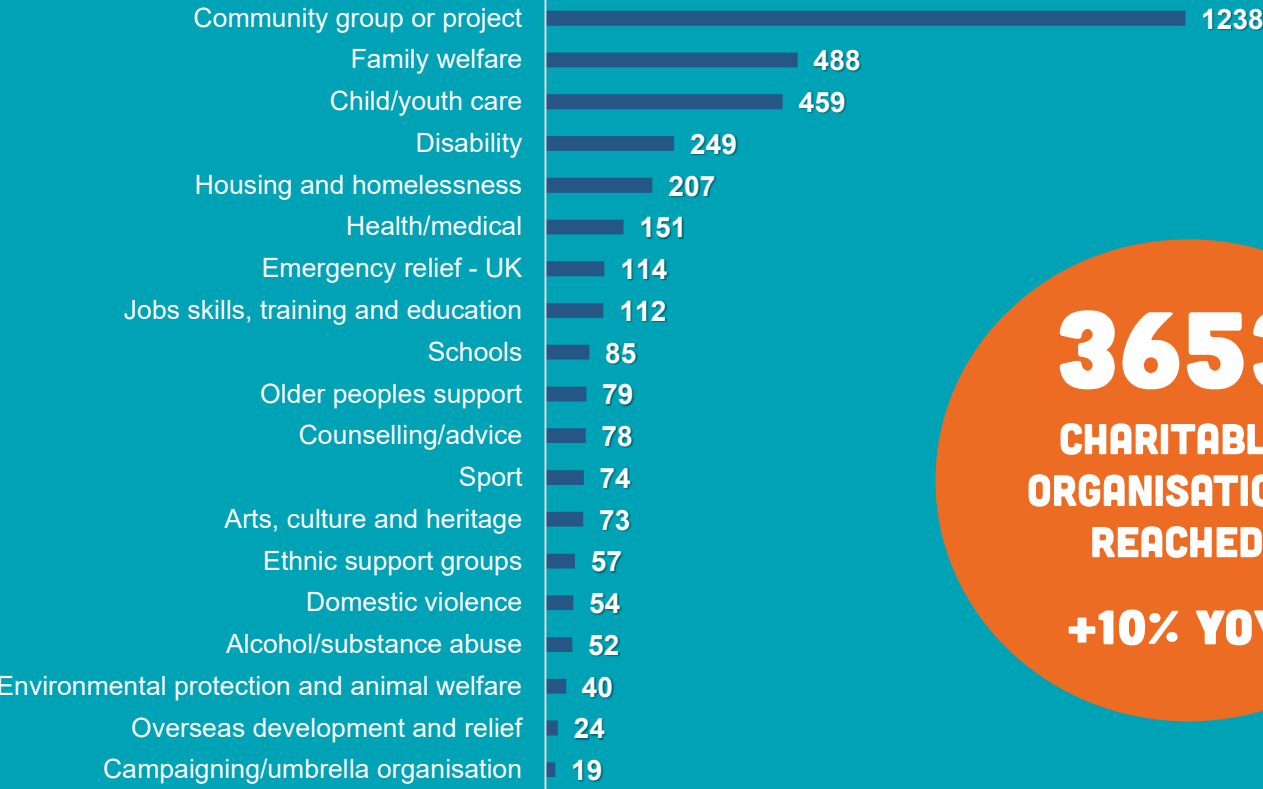
*Includes Tork quarterly fit out donations

** Tesco & Annual donation commitment

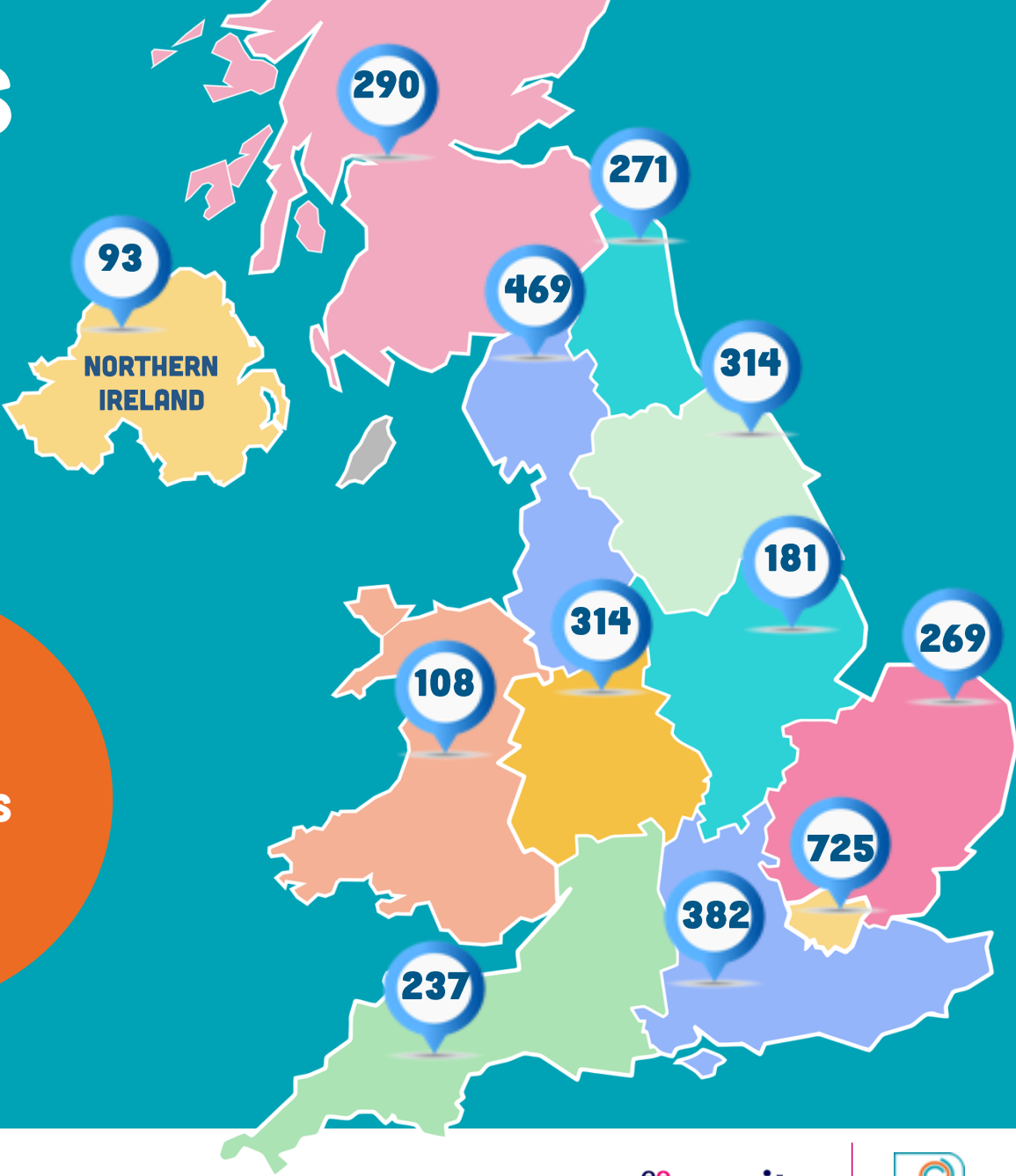


SUPPORTING COMMUNITIES ACROSS THE UK

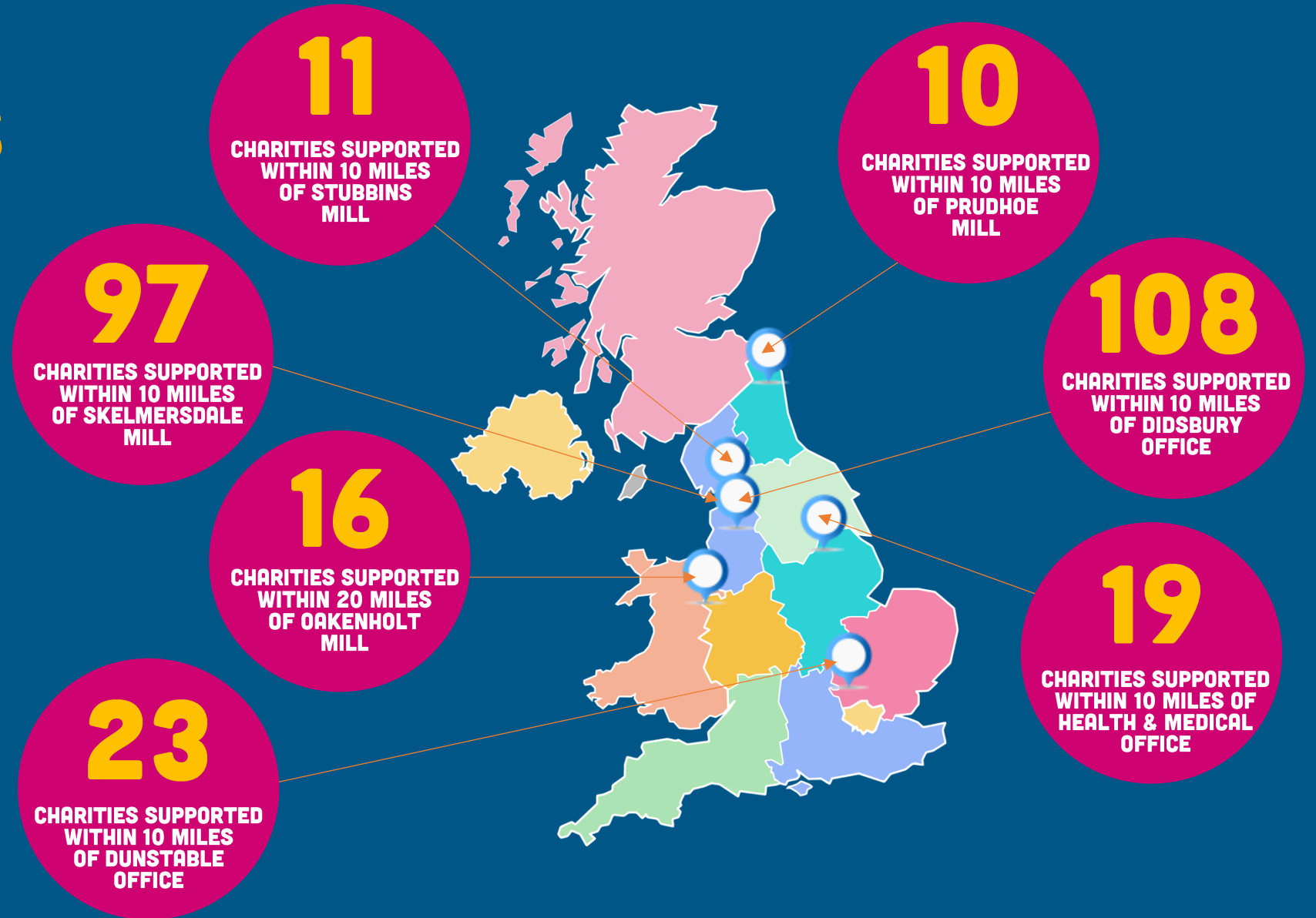
Top focus areas of benefiting organisations



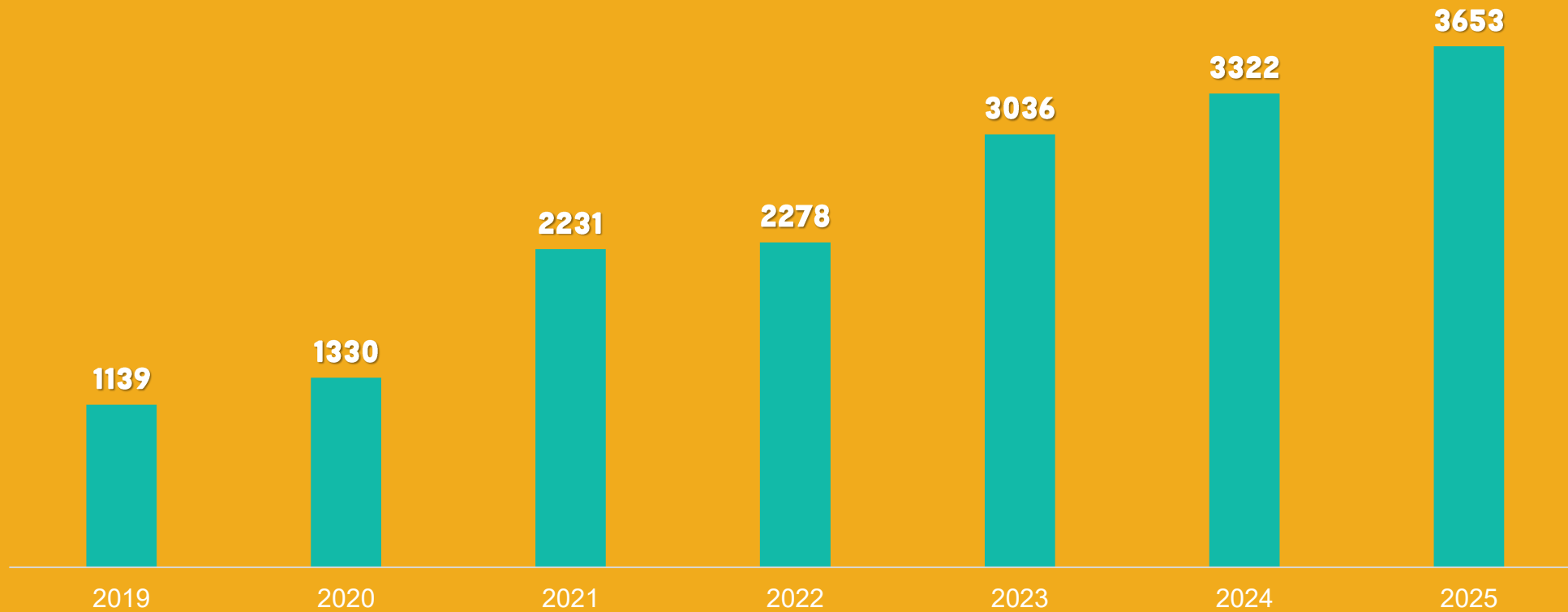
3653
CHARITABLE
ORGANISATIONS
REACHED
+10% YOY



SUPPORTING COMMUNITIES WHERE YOU OPERATE



YOUR IMPACT OVER THE YEARS



5,806 CHARITIES SUPPORTED SINCE 2019



2025 IMPACT BY BRAND



**1 MILLION TOILET
ROLL IMPACT
SUMMARY**

PAGES 8–9



**BODYFORM
IMPACT
SUMMARY**

PAGES 10 –15



**TENA
IMPACT
SUMMARY**

PAGES 16 – 17



**PLENTY
IMPACT
SUMMARY**

PAGES 18 –19



**TORK FIT OUT
& DONATION
SUMMARY**

PAGES 20 – 23

1M TOILET ROLL **IMPACT**

Together we supported **2731** charitable org's

Top focus areas of benefiting organisations



Enough to support **62,500** families!*

*16 rolls per family, per month



THE IMPACT OF YOUR DONATIONS



"Each week we pop toilet rolls into our food parcels, they are of exceptional quality and are gratefully received. We support a local refugee housing project and there are 155 apartments in there, we were able with your help and that of the Essity to offer each a packet of toilet rolls. During the distribution a lady explained to me that she usually separates the toilet paper layers to make it stretch more, I said that for this week or 2 she didn't have to do that! "

MESOPOTAMIA

"Our dedicated Handy Women visit homes to conduct energy assessments, gaining deeper insight into the poverty many families face. By providing essential items like the toilet rolls (Velvet / Cushelle/ Tork) which are invaluable to families, easing the burden of essential costs that often go overlooked."

LANCASHIRE WOMEN

"Toilet rolls has made a particularly meaningful difference to many of the families we support. These items, though often taken for granted, are staple household essentials that can have a considerable impact on a family's weekly budget. At a time when many households are facing increased living costs, access to such items can provide real relief and dignity to those most in need."

BROADGATE FOOD PANTRY



BODYFORM DONATIONS

GEOGRAPHICAL IMPACT

Bodyform donations supported
2187 charitable
organisations

+18% YOY



1. NORTHERN
IRELAND

58

3. NORTH -
WEST

294

5. YORKSHIRE
& HUMBER

211

2. SCOTLAND

143

4. NORTH -
EAST

177

6. WALES

58

7. WEST
MIDLANDS

192

8. EAST
MIDLANDS

114

9. SOUTH -
WEST

130

10. SOUTH -
EAST

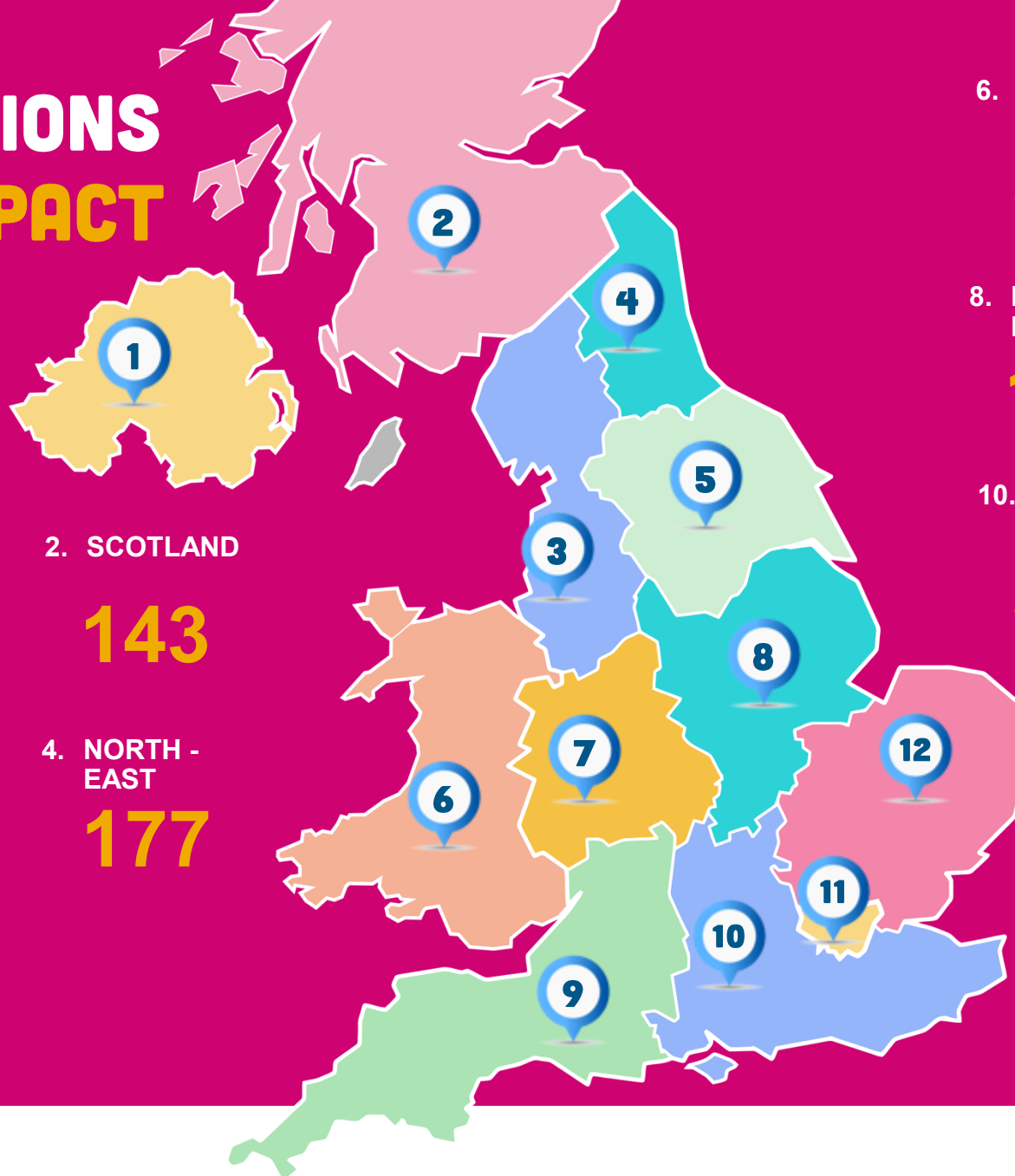
214

11. LONDON

444

12. EAST OF
ENGLAND

152



1.2 MILLION PERIOD PAD ANNUAL COMMITMENT

Enough to support
60,000
dignified periods!*



796

**CHARITABLE
ORGANISATIONS
SUPPORTED
SO FAR!**

“From In Kind Direct we access Bodyform period pads which will go into our period boxes supporting individuals and families referred by their school, social worker, GP or other community professional.

This service has helped so much as I have a really heavy and painful period so it gets really expensive as I can use up to a package of pads a day and when my period last for two weeks that's a lot of products and money I don't have.”

ALL YOURS PERIOD BOX CIC

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



10K PERIOD PANT ANNUAL COMMITMENT



Enabling
2,000
dignified
periods!*



492
**ORGANISATIONS
SUPPORTED
SO FAR!**

“We have just found the SEND female pupils struggle with period pads, removing them often at very challenging times. We have therefore accessed the Bodyform period pants. The school were in tears when we initially provided just 13 pairs of pants. The transformation was incredible, as parents cannot afford these very expensive products.”

OASIS COMMUNITY HUB – WATERLOO

*Based on assumption of 5 period underwear per period



THE IMPACT OF YOUR 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

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

**CAME WOMEN AND GIRLS
DEVELOPMENT
ORGANISATION**

"We have a "pick & mix" of hygiene products free to choose from in our toilets which includes a variety of Bodyform period pads. When we first started to put these out, they tended to disappear quite quickly. The ladies now know that this is always available at no cost so only take what they need, however, we never object if an individual requires more and will give a box or pack where required for home use."

EQUALITY TOGETHER



TESCO HYGIENE POVERTY CAMPAIGN; BURST 5 (FEBRUARY–APRIL)

1.3M

**DONATION UNITS
UNLOCKED FROM ALL
6 SUPPLIERS!**

3,323

**CHARITABLE
ORGANISATIONS
SUPPORTED TO DATE!**
(20% OF DONATIONS STILL
TO BE DISTRIBUTED)

1.7M*

**DONATION OF
BODYFORM
PERIOD PADS***
(*1,775,472
+77% YOY)

1334

**CHARITABLE
ORGANISATIONS
SUPPORTED WITH
YOUR PRODUCTS
+115% YOY**

Enabling
88,774
Dignified
Periods!

“The donations we receive from In Kind Directhave 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 essentials such as toilet roll, shower gel, soap, deodorants, 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



TESCO HYGIENE POVERTY CAMPAIGN; BURST 5 (FEBRUARY–APRIL)

EXPRESS



Millions more Brits are experiencing hygiene poverty this year as cost of living worsens



enyacurran Omg this is amazing!! Will deffo be taking part

adedoyin11 Tesco here I come, thank you for sharing this

homewithshan This is amazing!! What a brilliant campaign

Click to view!



161M

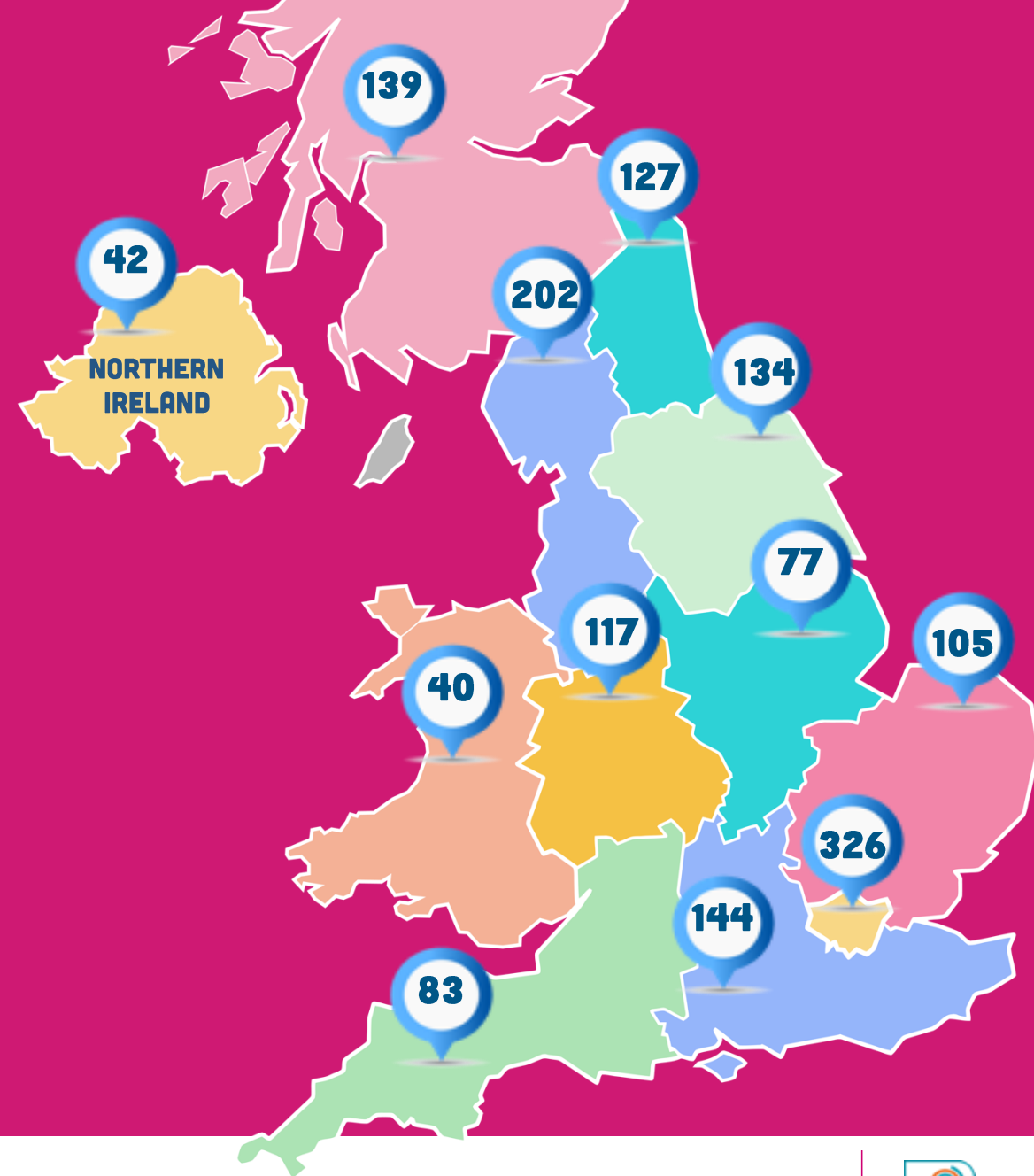
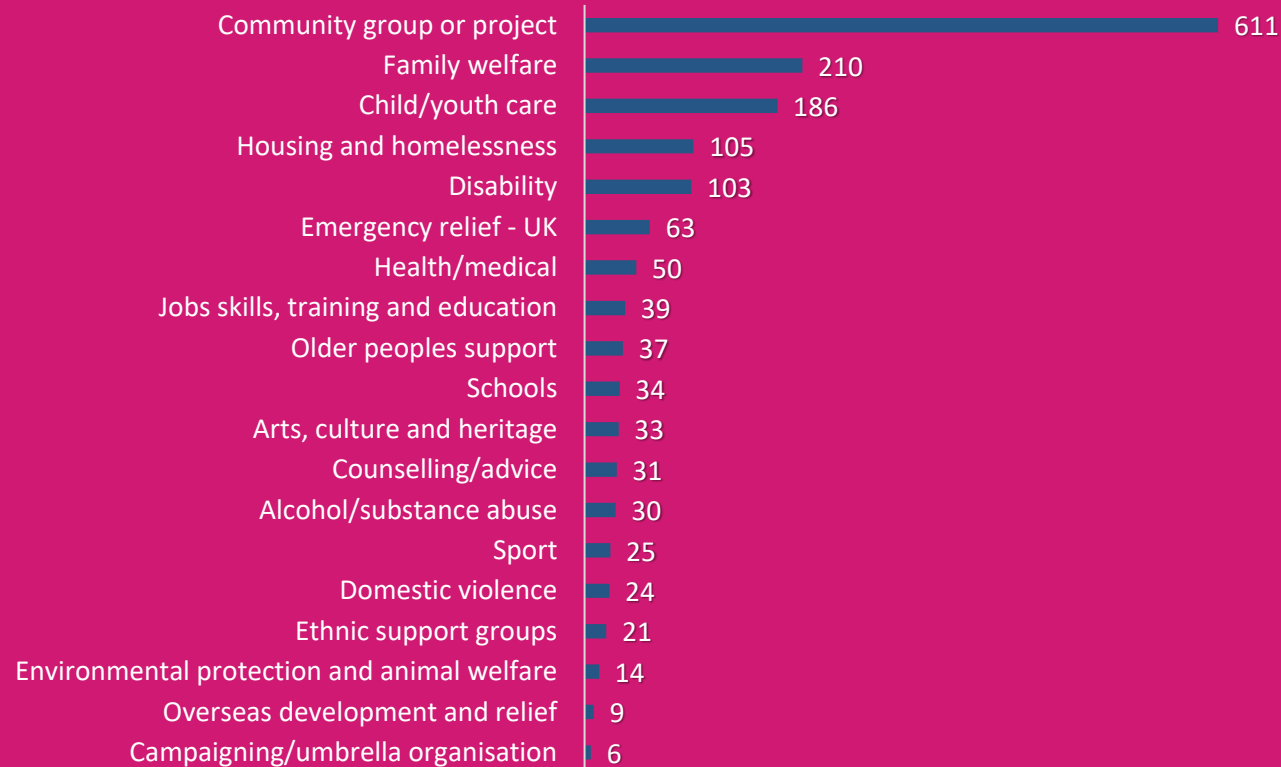
TOTAL MEDIA REACH



TENA TOTAL IMPACT

Together we supported **1536** charitable organisations

Top focus areas of benefiting organisations



THE IMPACT OF YOUR DONATIONS

“The Tena lady accessed we provide to a lady who otherwise wouldn't be able to afford to purchase these items. This is something we feel very strongly about, nobody should ever be in the embarrassing position that some people endure on a daily basis having no control of their bladder. Your continued support means so much”

SUPPORT ANGELS

“We use period and incontinence products in our parent care packages, sometimes we get told about family members, especially with families who intergenerationally live, so products like Tena or Bodyform allow us to do a little extra and listen to specific needs. “

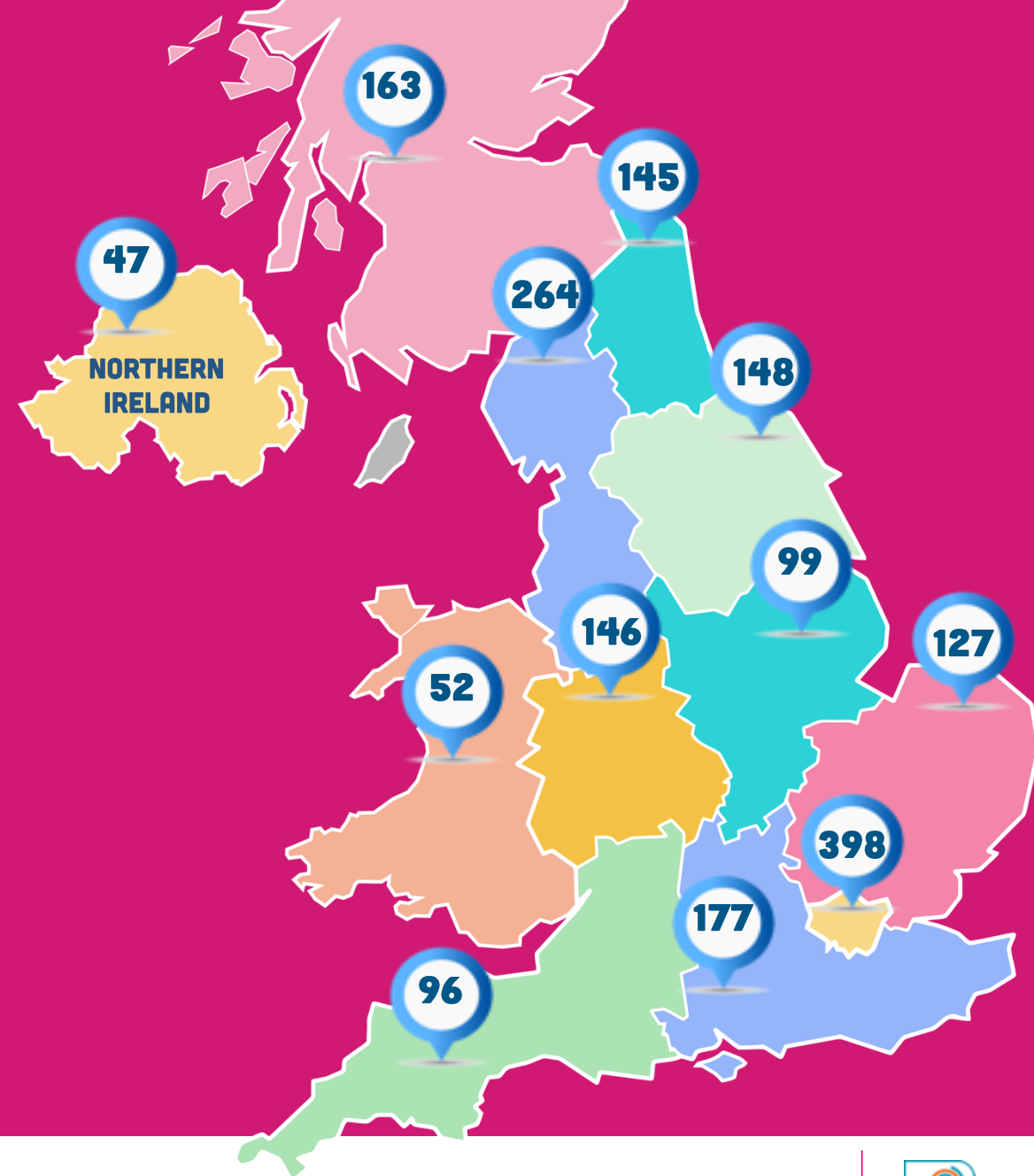
VILLAGE COMMUNITY NURSERY



PLENTY TOTAL IMPACT

Together we supported **1862** charitable organisations

Top focus areas of benefiting organisations



THE IMPACT OF YOUR DONATIONS



"Plenty kitchen roll helps to reduce our outgoing costs, We use kitchen roll in all aspects of nursery cleaning and in our community café and nursery kitchen."

DARNALL COMMUNITY NURSERY

"We've been able to share out the laundry detergent, washing up liquid and all the rolls of kitchen paper, it has freed up some "extra money" for the individuals and families who have accepted these products."

ARCHER COMMUNITY TRUST

"The products received from In Kind Direct were used to create Beyond Limits Care Packages — practical bundles of household and hygiene essentials supporting families and individuals across rural County Durham. These were distributed helping people experiencing hardship to live with greater comfort and dignity. The photo attached shows the care packages under the theme "Making Kindness Happen." Every item donated helps us build hope, warmth, and community for those most in need"

BEYOND LIMITS

Making Kindness Happen

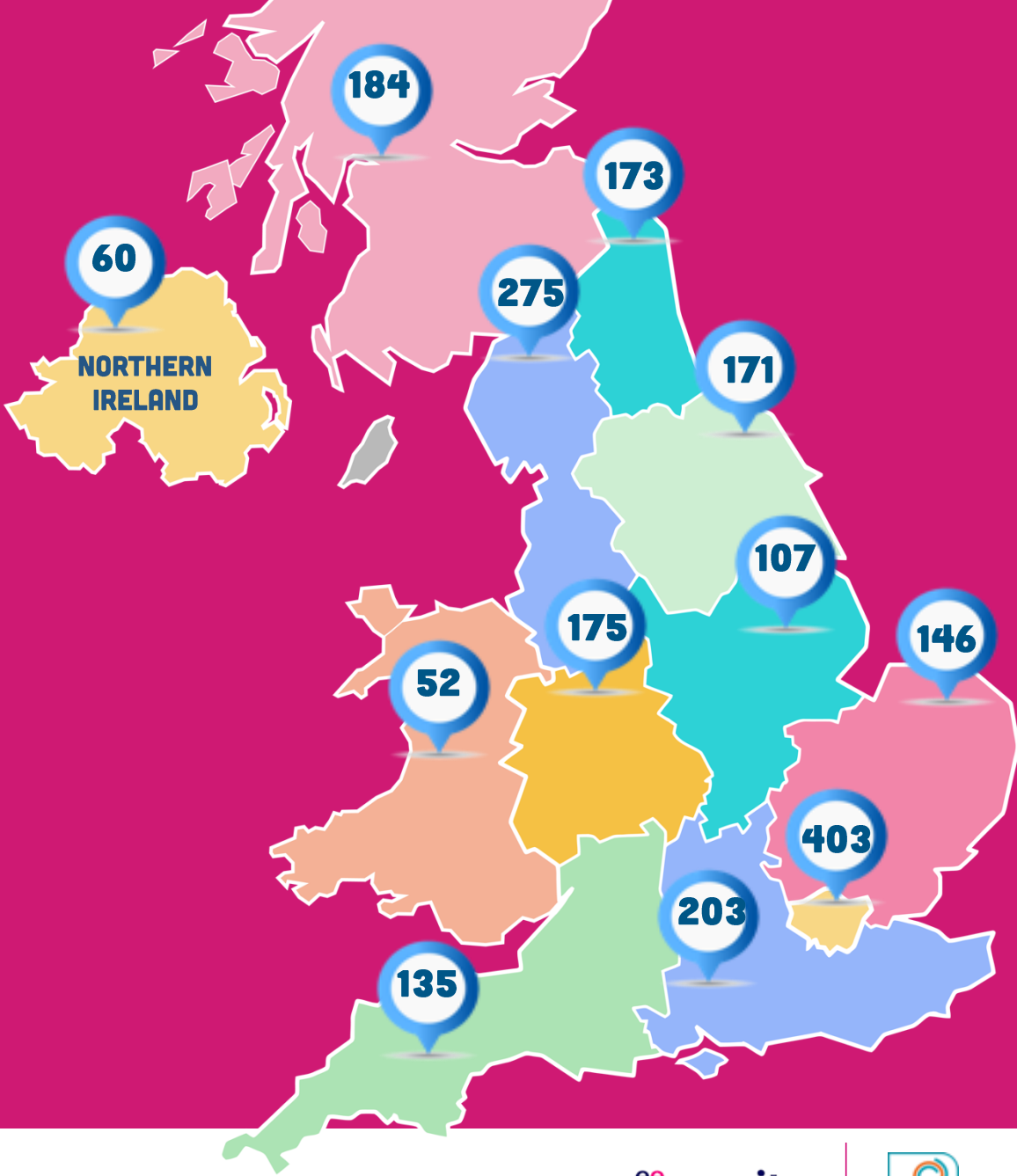
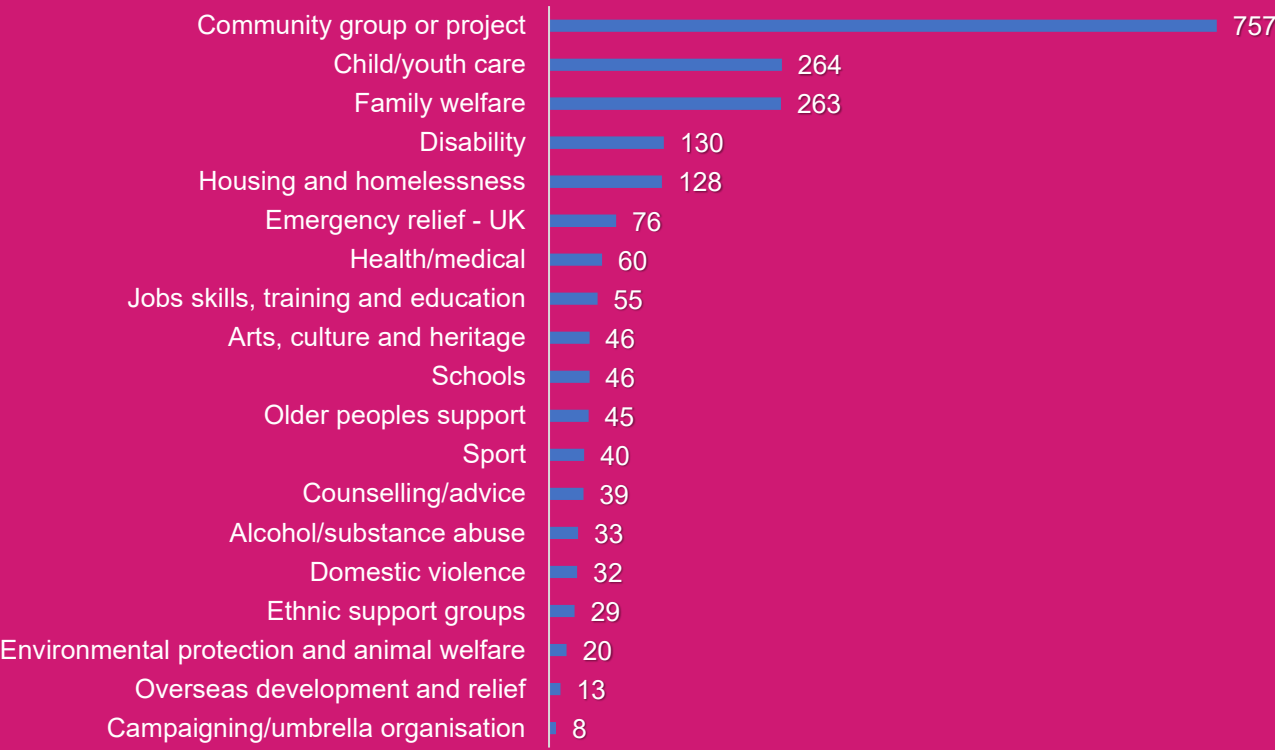


Together We're Building Hope, Warmth & Community

TORK TOTAL IMPACT

Together we supported **2084** charitable organisations

Top focus areas of benefiting organisations



TORK FIT OUT 2025 SUMMARY

6

FIT OUTS COMPLETED IN 2025

37th Ormskirk Scout Group
Caxton House Community Centre
Carpenter's & Docklands
5th North Watford Scout Group
3rd Cleethorpes Scout Group
Clothing Coventry

18

FIT OUTS COMPLETED TO DATE

13th Doncaster Scout Group	Salvation Army – Eastbourne Old Town
Emmaus - Glasgow	1st Wolverton Scouts
Alfreton District Scouts	Middle Park Community Centre Ltd
Emmaus Salford	Bus Shelter MK
Emmaus Dover	YMC Hasting and Rother
Salvation Army - St Leonards-on-Sea	Salvation Army Bicester

12

FIT OUTS PLANNED FOR 2026



THE IMPACT OF YOUR DONATIONS



“The Tork fit-out has made a huge difference to our community Centre, significantly benefiting both our premises and service users. Previously, our toilets frequently became blocked due to large amounts of tissue being used at once. The new toilet roll dispensers have completely eradicated this problem by limiting how much tissue can be taken at a time, preventing blockages.

Another challenge we faced was that toilet rolls often ran out quickly because of the high volume of service users. We run a food program here at the Centre, providing meals to over one thousand people each week, so the demand is substantial. The new dispensers, which hold two toilet rolls, have resolved this issue by ensuring there is always a backup roll available.

I am very grateful for the Tork fit-out of five dispensers in our male and female toilets and cannot thank you enough for helping us solve these significant problems.”

CARPENTERS & DOCKLANDS

THE IMPACT OF YOUR DONATIONS



"Our Scout HQ is looking so much nicer since the Tork fit out (no more duck tape holding dispensers together!) and the loo rolls and paper towels fit everywhere! We couldn't source loo rolls to fit our very old dispensers and had to wrap some off before one would fit - both wasteful and time consuming for our volunteers. Parents have complimented saying the facilities are cleaner - we don't think they are but they certainly appear so"

5TH NORTH WATFORD SCOUT GROUP

"Being able to access Tork products has helped us reduce the costs and provide a service within our social enterprise"

EMMAUS DOVER

"Toilet tissue prices have risen dramatically, Tork toilet tissue is very popular, as good as leading brands, something that is an essential - having this product available for our large community centre and our local community releases money to enable us to supply other essentials.

WINLANTON CENTRE

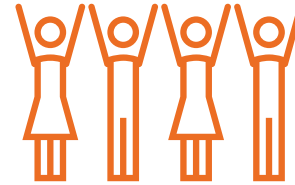


2025 HIGHLIGHTS

PERIOD EQUITY ALLIANCE



RECORD BREAKING VOLUNTEERING SESSIONS



6

BRONZE AWARD BEST CHARITY, NGO OR NFP PROGRAMME

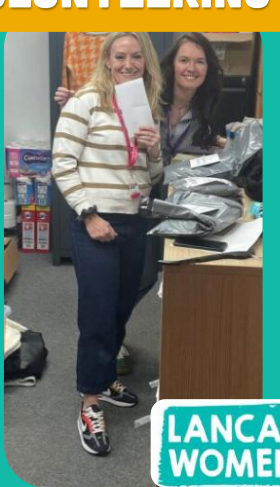


RECORD BREAKING VOLUNTEERING SESSIONS!!!

SARCS
WASHBAG



NETWORK CHARITY
VOLUNTEERING



LANCASHIRE
WOMEN

IKD TELFORD
WAREHOUSE



IKD TELFORD
WAREHOUSE



IN KIND DIRECT'S KEY ACTIVITY

JAN

MAY

NOT A CHOICE

Our latest research revealed that four children in every GB classroom are living in hygiene poverty, with families forced to choose between eating and staying clean.

In May, our *Not a Choice* campaign brought these experiences to life through a powerful public installation at Bluewater shopping centre, reaching nearly 59 million people through press, almost half a million onsite, and close to 70,000 on social media.



JUN

PARLIAMENT EVENT

In June, we hosted a parliamentary reception to launch our new research, *A Clean Start in Life*, sponsored by Helen Hayes MP. The event brought together over 120 parliamentarians, civil servants, charities and business leaders to address the urgent impact of hygiene poverty on children and young people.

We called on the government to urgently deliver an ambitious Child Poverty Strategy, including scrapping the two-child limit and abolishing the household benefit cap.



JUL

AUG

SUMMER OF PLAY

Play is essential for children's confidence, health and connection, yet rising costs mean many are missing out. New research shows just 3 in 10 children play out on the street, break times are shrinking, and outdoor play has halved in a generation.

That's why we ran our *Summer of Play* campaign, alongside charities, organisations and brands, to help ensure children can play this summer and return to school ready to learn. We secured 60 donating partners and supported over 1,300 organisations in our network.



NOV...

► DEC

WINTER CAMPAIGN

This winter we partnered with Warm Welcome UK, united by a shared belief that everyone deserves warmth, belonging and connection. Through access to warm clothing, hot drinks and welcoming spaces, we're helping people feel supported and less alone. So far, we have secured over 50 donating partners and welcomed over 30 new Warm Welcome spaces into our network. Together, we're supporting communities across the UK to stay warm and connected this winter.





930K

**PEOPLE
SUPPORTED
EACH WEEK**



31M

**VALUE OF
GOODS
DISTRIBUTED**

IN KIND DIRECT IMPACT IN 2025

145

**DONATING
PARTNERS**



9,280

**CHARITABLE
ORGANISATIONS
SUPPORTED**



2026 IN KIND DIRECT CAMPAIGNS

JAN

APRIL

JUN – AUG

OCT

NOV

DEC



Hygiene Poverty: Tesco burst 6

In April, we launch our 6th UK wide hygiene poverty campaign across hundreds of Tesco stores, with six major suppliers donating essential products to help families living in hygiene poverty, making it easy for shoppers to support the cause during their weekly shop



Summer campaign

With fewer children able to play due to rising costs and reduced opportunities, our Summer campaign running from June to August brings charities, organisations and brands together to ensure kids can play, stay active and return to school equipped ready to learn



National Hygiene Week

During October in partnership with The Hygiene Bank, we plan to launch our first campaign and roadmap to end hygiene poverty by 2030. While providing essential products so every child and family can access essential hygiene products to live clean and well.



Winter campaign

Starting in November, we'll help communities across the UK stay warm, connected, and supported by providing essential products, supplying warm spaces and creating opportunities for friendship and belonging

THANK YOU

EMAIL: FRANCESYEGANEH@INKINDDIRECT.ORG

ADDRESS: IN KIND DIRECT
C/O CANOPI, 82 TANNER STREET, LONDON SE1
3GN

WEBSITE: INKINDDIRECT.ORG



**SHARE YOUR
IMPACT TO
SOCIAL MEDIA**

*Don't forget
to tag us!*

 @inkinddirect

 @In Kind Direct

 @inkinddirect