

A photograph of two women in a community center. An older woman with blonde hair, wearing a grey hoodie and a beige jacket, is looking down at a white tote bag. A younger woman with dark curly hair, wearing an orange shirt and a grey hoodie, is holding the bag and smiling. The background shows a brick wall with a banner that reads '2018 2019 2021 2022 2024+' and various posters and notices.

TOTAL ESSITY X IN KIND DIRECT FULL YEAR IMPACT REPORT 2024



Impact of
Your
Donations

Slide 3



Supporting
Communities
Where
You Operate

Slide 5



Donation
Highlights

Slide 6



Impact Over
The Years - A
Record Year!

Slide 22



Donation Unit
Summary
2002 - 2024

Slide 23

IMPACT OF YOUR DONATIONS



Nearly 10m UK adults are currently experiencing Hygiene Poverty, your support enables more communities to thrive.

5,530,501

Product Units Donated

3,322

Charitable Organisations Supported +9% YOY

Top Donated Products:

4,111,764 Bodyform Period Pads *

1,218,546 Toilet Roll**

50,178 Surface Cleaner

19,221 Bodyform Period Pants

9,918 Plenty Kitchen Roll

Essity Paper Brands have supported
2,460 organisations

TORK product donations have
supported 2,258 organisations

Essity Period Products have supported
1,850 organisations



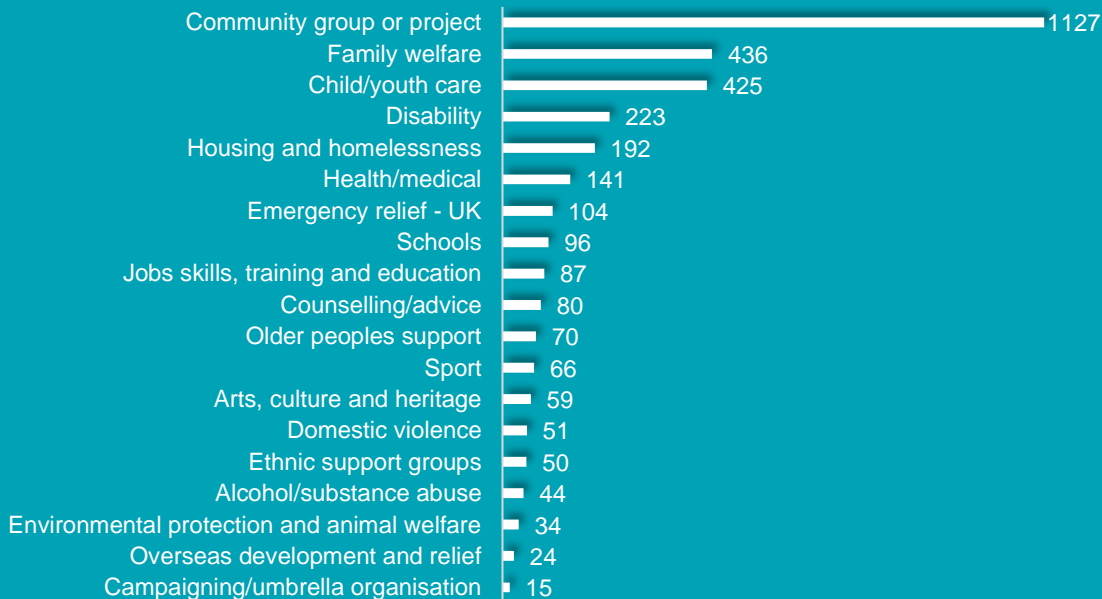
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,068 adults. Fieldwork was undertaken between 28th February – 1st March 2023. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

*Includes Tesco Burst 3 & 4 Donation, ** Includes TORK quarterly fit out donations
ESSITY INTERNAL

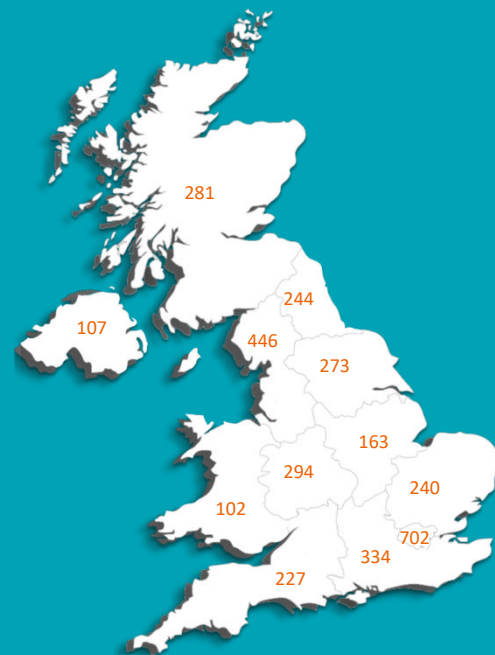
SUPPORTING COMMUNITIES ACROSS THE UK



Top focus areas of benefiting organisations



Geographical breakdown of organisations supported



SUPPORTING COMMUNITIES WHERE YOU OPERATE



essity



16

Charities supported within 10 miles of Stubbins Mill



14

Charities supported within 10 miles of Skelmersdale Mill



5

Charities supported within 20 miles of Oakenholt Mill

13

Charities supported within 10 miles of Prudhoe Mill

74

Charities supported within 10 miles of Didsbury Office

17

Charities supported within 10 miles of Health & Medical Office X

18

Charities supported within 10 miles of Dunstable Office

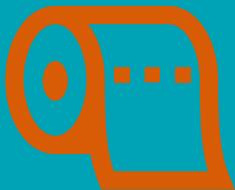


WORKING TOGETHER

ESSITY 2024 DONATION HIGHLIGHTS



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1 MILLION
Annual
Toilet Roll
Commitment



Period
Underwear
“**BUY 1,GIVE 1**”
Campaign



1.2 MILLION
Annual
Bodyform
Commitment



Quarterly
TORK
Donations



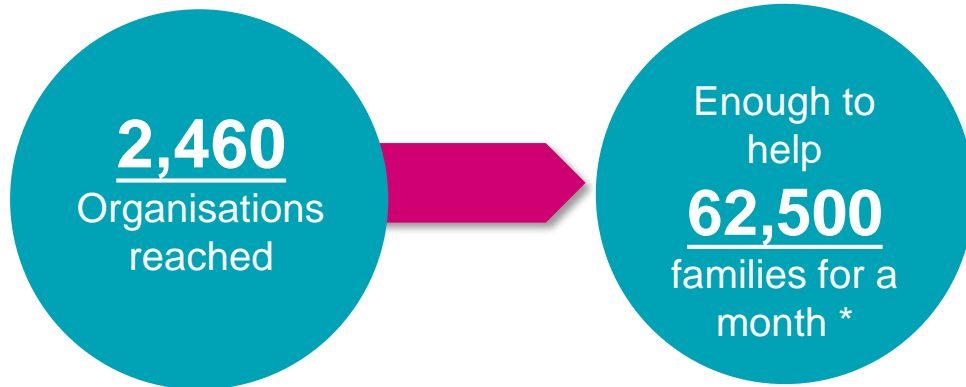
TESCO
Burst 4
Campaign

DONATION HIGHLIGHTS

1 MILLION ROLL COMMITMENT



In 2024, Essity kindly committed to continue to donating an annual supply of 1 million toilet rolls for our network.....



Providing more than
'just' toilet roll...

- Confidence
- Support
- Self-esteem



'Our daytime sanctuary is for women experiencing multiple complex needs and we try and keep it as homely as possible. Small touches of luxury, like Cushelle toilet roll instead of scratchy stuff from a locked dispenser, helps the women feel cared for and valued.'
Joanna Project

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

DONATION HIGHLIGHTS

PERIOD UNDERWEAR



For 2024 Essity continued to support out network with quarterly donations of period underwear arising from their online “Buy One, Give One” campaign

19,221

Units of Period
Underwear
Donated



537

Organisations
reached
+89% YoY

The period underwear
donations have enabled

3844

Periods with Dignity *

*Based on assumption of 5 period underwear per period



‘We have had positive feedback from clients who were keen to try these reusable period pants but the cost had put them off. They have also mentioned that it stops them from feeling stigmatised as they no longer need to keep returning to us to ask for the period pads, although we have always tried our best to try to make clients feel welcome to pop in any time they are in need of these. We have found that clients do like to try eco-friendly things and be more aware of the environment.

Cumbernauld Poverty Action

DONATION HIGHLIGHTS

1.2 MILLION BODYFORM PERIOD PADS



In 2024, Essity kindly committed to continue to donate 100,000 units of Bodyform period pads monthly to our network...

861
Organisations
reached
+43% YoY

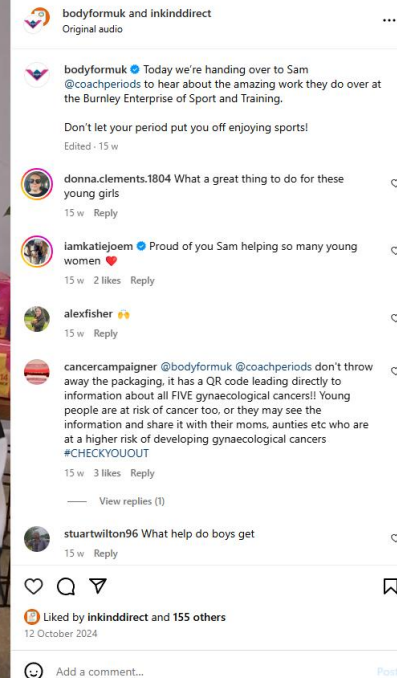
Enabling
60,000
periods with
dignity *

This vital donation is
providing access to
essential period products,
giving people who have
periods their **dignity**

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



Bodyform UK (@bodyformuk) • Instagram photos and videos



DONATION HIGHLIGHTS

QUARTRLERY TORK DONATIONS



Essity kindly committed to quarterly donations of TORK Professional Hygiene Products for our network along with ad-hoc surplus such as the incredible TORK Dettol Surface Cleaner

334,028
Units Donated

2258
Organisations
reached
+20% YoY

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



'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

HIGHLIGHTS TESCO CAMPAIGN



In 2024, we announced the launch of our 4th hygiene poverty campaign in Tesco with more partners than before: Unilever, **Essity**, Kimberly Clark, Haleon & Edgewell

We are immensely proud to see five of our incredible 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 there are 10 million adults living with hygiene poverty.

From 15th April to 11th June, the five 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 **over 700 stores across the UK** and aimed to drive donations of up to **1.5 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
- A range of shaving products from Edgewell



HIGHLIGHTS

TESCO BURST 4 IMPACT SO FAR...



TOTAL:

1.3 Million
Donation units
unlocked

3,484
Charitable
organisations
supported

ESSITY:

100,000*
Bodyform
Consumer Unit
Donated

618
Charitable
organisations
supported



'We constantly get women who are so thankful for being able to access period products and toiletries. This takes away a lot of stress financially as they can spend more on food etc. We would not be able to support the number of people without your donations'

Period Power

WHY IT MATTERS



'It is so great to be able to access the Plenty Kitchen Roll. It is such great quality and helps me so much with caring for my grandson. He is fed by a tube and this really helps with managing the spills that arise from day-to-day care.'

Emily's Star

'By being able to access branded quality hygiene products In Kind Direct such as Bodyform, Cushelle toilet roll, Plenty Kitchen Roll makes such a huge difference and allows us to now we are supporting our families to the best we can and helping them feel valued, contributing in whatever way possible we can to ease some of the day to day struggles they are facing'

Emily's Star



WHY IT MATTERS

'We used to go without period pads, brushing our teeth... My daughter was very upset. We are so thankful for the product donations – without them we can't survive.'

Carpenter's & Docklands

'My daughter who is 13 currently volunteers for the community centre and they let her take period products if they have any in stock. This is very useful to my family. As a single mother working on universal credit, things are tight for us.'

Greenway Centre

'The photo with the girls in shows their embarrassment with hygiene products, but they both offered to be in the photo, we give your products away, we leave them in our toilets and they both access them which is why they offered to be photographed'

*Langport and Huish Episcopi Youth Group
Carpenter's & Docklands*



WHY IT MATTERS

'Toilet roll is like gold dust, every time it's on the website it's like a race. Because being able to get decent stuff makes such a difference, rather than the cheaper, low-quality stuff.'

22nd Wimbledon Scout Group

'In Kind Direct has enabled us to source branded products. Our clients have liked the Dettol kitchen spray, Cushelle toilet rolls and the branded toothpaste and toothbrushes as they said that the quality of these products is better'

Emmanual Community Church

Our local area has a high number of adults in quiet,, and we struggle to engage with them; we offered free razors, shaving gel, deodorant sets and Tork toilet rolls to men locally. We offered an advisor/information and signposting - anyone coming along to the information session could chose free items. The first session was quiet but we have since engaged with 7 new clients. Letting people in our community know that we care about them and their issues makes a difference.

Winlaton Centre



WORKING TOGETHER

2024 ESSITY INITIATIVE HIGHLIGHTS



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Period
Equity
Research

Slide 17



Hygiene
Poverty
Fundraising
Appeal

Slide 18



TORK
Fit Out
Initiative

Slide 19



Volunteering

Slides 20- 21

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:



Irise International



BIRMINGHAM CITY
University



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.

FY25

With Funding from Essity we will be formalising the Period Equity Advisory Group to bring different organisations in the period equity space together to collaborate and co-ordinate policy and advocacy work in the period equity space

HYGIENE POVERTY APPEAL

27 – 30 SEPTEMBER 2024



On the 27th September we launched our first ever
72 hour Hygiene Poverty Appeal

Essity agreed to be a Champion of the campaign with employees raising **£718** and Essity rounding this up to a total contribution of **£3k!!!**

Overall we raised an incredible **£72,610**, which went to support over **42,000 families**



[Hygiene Poverty Emergency Appeal - Charity Extra](#)

[Thank you for your support!](#)

ESSITY INTERNAL

HIGHLIGHTS – TORK FIT OUTS

In 2024, Tork committed to continuing the invaluable free fit out scheme to selected network partners...

5
Fit Outs
in 2024

12
Total Fit Outs
to Date

13th Doncaster (Tickhill) Scout Group

Emmaus - Glasgow

Alfreton District Scouts

Emmaus Salford

Emmaus Dover

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



'Since the Tork products have been fitted in our washrooms there has been a very noticeable increased cleanliness in them. In the past, random paper towels, sheets of toilet paper and scraps of soap have been found littering each area. The paper towel dispensers, toilet roll dispensers and soap dispensers have virtually stopped this in its tracks. We used to consume paper towels and toilet rolls at a prodigious rate and had to replenish the dispensers almost weekly. The new Tork devices have reduced this action to at least once a month and even longer periods in between meaning that the washrooms are now much tidier and our running costs have been drastically reduced.'

13th Doncaster (Tickhill) Scout Group

HIGHLIGHTS VOLUNTEERING DAY AT TELFORD DC – 11th APRIL



The Essity Team volunteered as part of our SARCs Washbag Programme in partnership with Her Majesty The Queen.

The scheme provides victims of rape and sexual abuse with a wash bag at Sexual Assault Referral Centres across the UK. These washbags represent a small gesture of comfort during a highly distressing time for clients.



HIGHLIGHTS VOLUNTEERING DAY AT TELFORD DC – 26th JUNE



The Essity Team volunteered in sorting and organising a huge donation from Nike of Converse clothing and footwear.

It was an incredible team effort in supporting In Kind Direct to deliver impact to our network.



YOUR IMPACT OVER THE YEARS

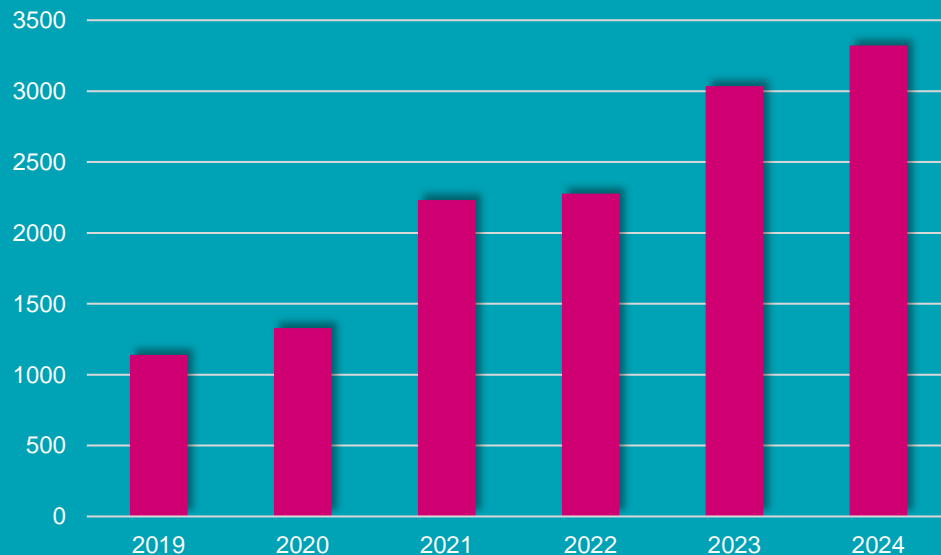
2024 IS A RECORD YEAR!



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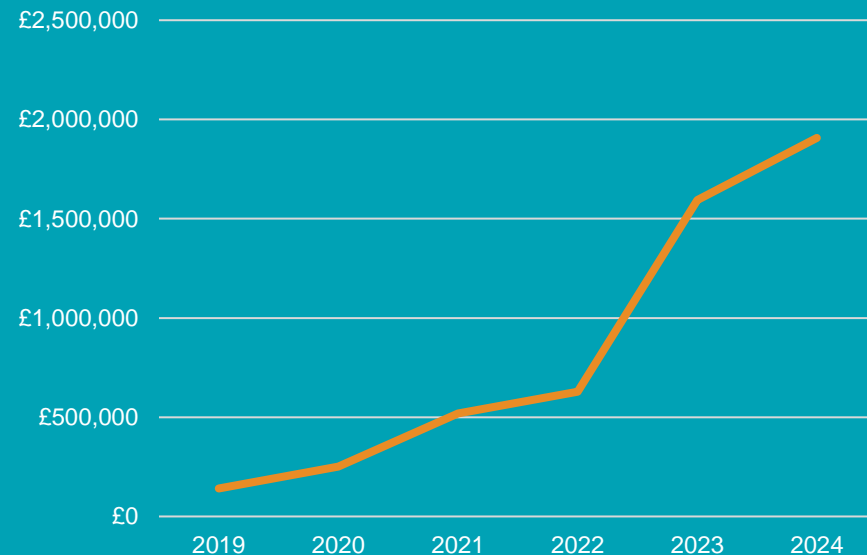


Number of charitable organisations supported



**5,068 CHARITIES SUPPORTED
SINCE 2019!**

Savings Unlocked For Charity Sector



**£5 MILLION SAVINGS UNLOCKED
SINCE 2019!**

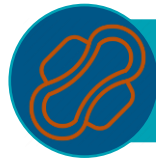
TOTAL ESSITY ALL TIME DONATION SUMMARY 2002 - 2024



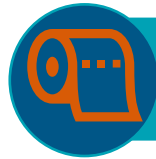
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19,585,100 Paper Hand Towels



13,701,544 Period Pads & Pantyliners



3,413,715 Toilet Rolls



50,178 Surface Cleaner



29,417 Period Underwear

2024 CAMPAIGNS RECAP



NATIONAL HYGIENE WEEK

This year we held our first ever hygiene poverty emergency fundraising appeal, raising over £72k to help us reach more people with essential products. We raised awareness of the detrimental effects that hygiene poverty is having on millions of families across the UK, reaching over 27 million people with our hygiene poverty campaign. We encouraged charity sign ups and product, 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.

SUMMER OF PLAY

The summer holidays should be a time for children to look forward to, having 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 and ready to learn. We worked with Save the Children and a range of other partners to ensure children and their families are supported with products, activities and ideas they need to play, learn and live well. This year, we supported over 3,000 charitable organisations and over £7m worth of savings were made for our network.



IN KIND DIRECT TOTAL 2024 IMPACT

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



WE HAVE SAVED THE CHARITABLE SECTOR A RECORD BREAKING £30M IN 2024



160

Donating
corporate
partners



£32.6m

Value of
goods
distributed



6,652

Charities
supported



521K

People
supported
each week



4,675,187 Tampons & Period Pads

1,741,568 Toilet Rolls

100,338 Bottles of handwash

enabling **233,000** periods with dignity
enough to help **108,000 families** for a month
enough to clean **6.2 million** pairs of hands

IN KIND DIRECT SUSTAINABILITY

We believe improving lives cannot cost the Earth



97%

of our deliveries are now distributed using reused cardboard boxes from Reusabox

The remaining 3% are larger pallet deliveries.



34%

decrease in our carbon emissions per parcel in 2024 compared with 2023.

2023: 0.88 kgCO₂e/parcel
2024: 0.53 kgCO₂e/parcel



100%

of our cartons are packaged using paper-based tape

Saving 712.8 km of plastic tape each year, the distance from London to Stuttgart!



0

Waste to Landfill

100% of the waste generated in our warehouse and offices is diverted from landfill, for either recycling or incineration for energy.

2025 CAMPAIGN TIMELINE



KEY ACTIVITY

January	Feb	March	April	May	June	July	August	Sept	October	Nov	Dec
			Hygiene Poverty campaign		Summer campaign				6-12 Oct National Hygiene week	Winter campaign	
	Children's Hygiene Poverty Research										
	Retailer Campaign										

2025 FOCUS AREAS



MENTAL HEALTH
& WELLBEING



GETTING PEOPLE
ONLINE



TACKLING HYGIENE
POVERTY



CHILDREN'S RIGHT TO
PLAY

THANK YOU

Frances Yeganeh

Frances.yeganeh@inkinddirect.org



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



@inkinddirect



In Kind Direct



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