



IN KIND DIRECT

(a company limited by guarantee)

**Trustee Report and Financial Statements
for the year ended 31 December 2023**

Registered Company no: 03155226

Registered Charity no: 1052679

Report and Financial Statements

for the year ended 31 December 2023

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REFERENCE AND ADMINISTRATIVE DETAILS

Directors and Trustees

Teresa Tideman (Chair)
Ajay Kavan (Deputy Chair)
Vishal Bansal (appointed 4th April 2023)
Scott Barton

Graham Burridge
Ayshea Farooq

Alec Grant
Tim Hinton

Graham Inglis (resigned 28th September 2023)
Tom Moody
Martin Newman

Chirag Patel
Debra Allcock Tyler
Richard Wolff

Senior Advisor, Quarto Advisors
Senior Advisor KKR, Piper Equity
VP & CFO Amazon Transportation
MD, Corporate & Institutional
Coverage, Lloyds Banking Group
CFO, Pentland Brands
Development Director, The Oak
Foundation
CTO, C-Tech
Head of Corporate & Commercial
Banking, Santander UK
Retired
VP & MD, P&G Northern Europe
Founder, The Customer First
Group
CEO, Pentland Brands
CEO, Directory of Social Change
Founder, Javelin Group

Chief Executive

Rosanne Gray (returned 17th July 2023)
Paul Buchanan, Interim CEO (to 21st July 2023)

Independent Auditor

Haysmacintyre LLP
10 Queen Street Place
London
EC4R 1AG

Bankers

Lloyds Banking Group
109 Finsbury Pavement
London
EC2A 1LB

Status

In Kind Direct is:

- ◆ a company limited by guarantee, number 03155226.
- ◆ a charity registered in the United Kingdom, number 1052679.

It is governed by a Memorandum and Articles of Association dated 16 January 1996, as amended by subsequent Special Resolutions.

Who we are

We are a UK charity who work with charitable organisations and companies to ensure everyone has access to the products they need to live well.

Our Purpose

Creating powerful partnerships, enabling more communities to thrive.

Our Belief

Everyone deserves access to life's essentials, and no usable product should go to waste. Product giving is a practical way to address the widening gap in need across society.

What we do

We distribute products including personal hygiene, household items, clothes, toys and technology, donated by manufacturers and retailers, to charities, community groups, food banks and schools across the UK. By the end of 2023, we were supporting 445,000 people each week. In 2023, we unlocked over £26m in savings into the voluntary sector. This helped charitable organisations meet the increasing need in their communities, at a time when their own resources were stretched.

Alongside this practical response to immediate need, we deliver new research, public campaigns and convene cross-sector partnerships to push for long term, systemic change. Increasing awareness of social issues and reducing the shame too many people feel is key.

Our role

We are a practical response to the widening gap in society. We help meet today's need and use our insights to reduce tomorrow's. 2023 was the third year of our ambitious five-year strategy to triple our impact by 2025. We will do this by:

- Continuing our 25+ year history of distributing products to people that need them today
- Connecting charities, companies and other organisations to find new solutions
- Building a strong evidence base of real-time local insight
- Amplifying the voice of local organisations and advocating for change on behalf of communities
- Delivering targeted projects that meet the needs of those we exist to serve

Since 1996

Since being founded at the end of 1996 by HM King Charles III, we have distributed over £350m of essential products, diverted 38,000 tonnes from waste, and supported over 15,200 charitable organisations.

Our Values

Kindness

It's in our name. We are compassionate and always working for the greatest good to increase equity and justice.

Togetherness

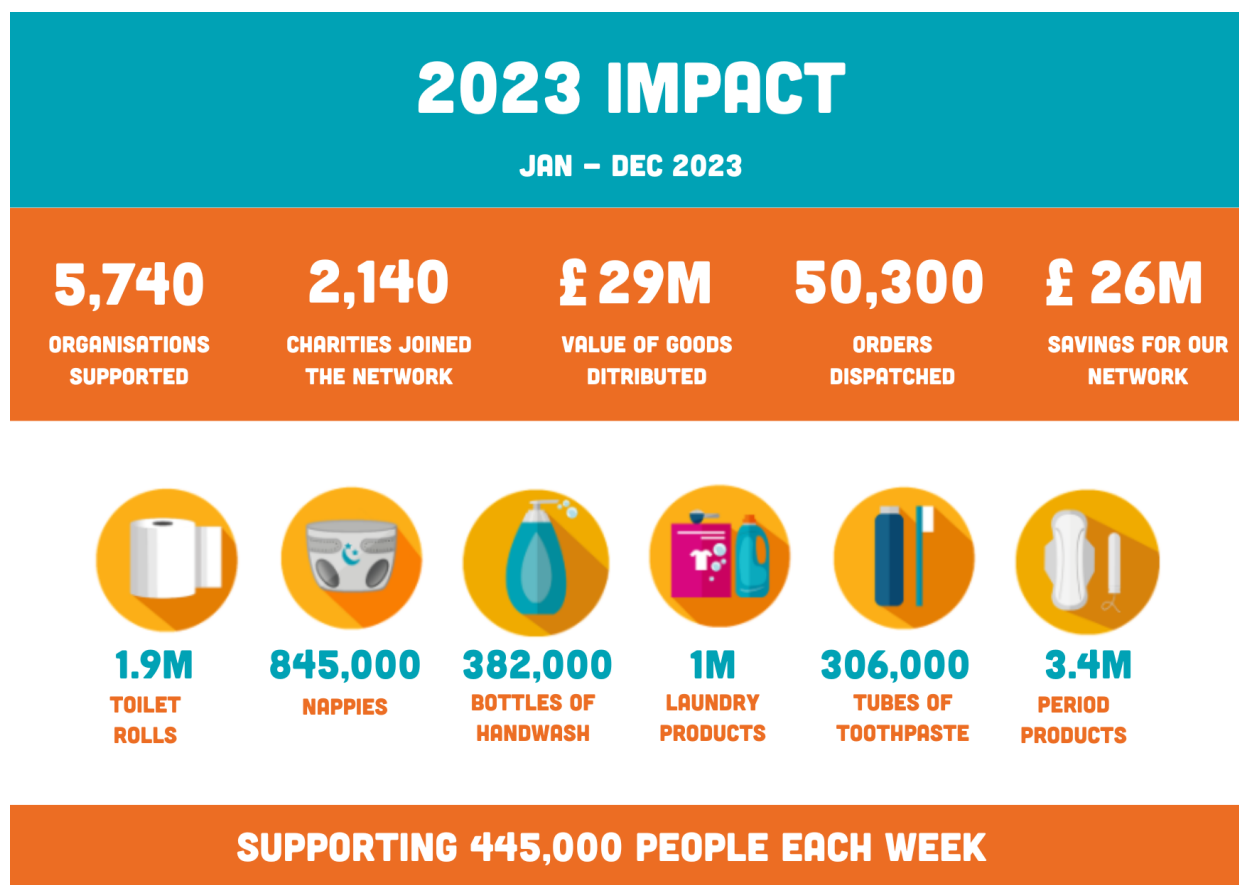
Positive change in society is not the job of one individual, group, or organisation. Our impact is greatest when we collaborate, act as one and all move forward together.

Integrity

How things are done is as impactful as what is done. We are open, accountable, and transparent and always strive to do the right thing.

Innovation

Just as our founder challenged the status quo, we are always looking to evolve and improve. Our curiosity, creativity and resilience enable us to think big and adapt at pace.



[View our 2023 Impact Report.](#)

2023: a year in focus

In 2023, In Kind Direct worked tirelessly to tackle hygiene poverty across the UK, ensuring essential products reached those in need. Through partnerships with manufacturers, retailers, and charities, we supported 5,740 charitable organisations and their communities.

UK poverty continues to deepen with the growing cost-of-living. Households are struggling to meet their basic needs as inflation soars, and monthly budgets cannot keep up. Too many families are making choices between heating their homes, putting food on the table, and maintaining personal hygiene.

In addition to rising living costs, the UK is grappling with a significant increase in energy and raw product prices, further straining household budgets. The impact of these economic pressures is evident in the growing demand for food/product banks, welfare assistance, and charitable support. In Kind Direct plays a vital role in alleviating pressure by providing essential products. Our updated research in 2023 showed 9 million adults are in hygiene poverty across the UK.

Our national campaign, "Not A Choice," helped increase public awareness of hygiene poverty. Securing extensive media coverage, the campaign evidenced the scale and impact of hygiene poverty, and worked to reduce the shame and stigma too many people feel every day. In response to the rising cost of living, we distributed over 262,000 hygiene packs, helping families maintain their dignity and confidence. Our efforts supported 445,000 people weekly. 73% of our network told us these products helped people feel valued and cared for.

We received donations from 133 corporate partners, distributing these essential items to our network of charitable organisations, and unlocking £26m in savings. This helped them do more for less and reach more people in their communities. As a charity ourselves, we faced our own challenges with team recruitment, and fundraising as a medium-

sized infrastructure organisation. Our ability to demonstrate our impact has been vital in attracting others to join us, and in unlocking the potential of new and existing corporate partnerships. Our commitment to our values and inclusive culture saw us recognised as a Great Place to Work in October.

We also launched a pioneering multi-supplier campaign in Tesco stores with major brands Unilever, Kimberly-Clark, Essity, and Haleon. This initiative engaged shoppers to donate products, significantly bolstering our supply of hygiene essentials. Additionally, our "Summer of Play" campaign, in collaboration with Save the Children, provided toys, books, and games to children, enriching their lives and supporting their development.

Our commitment to environmental sustainability saw us divert 2,700 tonnes of products from landfill, reinforcing our belief that supporting people cannot cost the earth. In July, we created a new Quality & Sustainability Manager role, to continue our work introducing greener practices in our own operations, as well as with our partners. This included using a logistics partner with ambitious decarbonisation goals, and packaging improvements.

We also made significant improvements to our IT infrastructure, migrating our Enterprise Resource Planning (ERP) system to the cloud-based Business Central, enabling better operational efficiency and flexibility.

2023 was the third year of our five year strategy to go further in meeting the needs of the communities we serve. Compiling new evidence and stories allows us to raise public awareness, reduce the stigma felt by too many people, and unlock more of the most needed products, at the right time. We continue to meet the immediate need of thousands of charities, families and individuals, whilst pushing for the long-term change to the systems that keep so many people going without. Our work is only possible with the support of our phenomenal partners. Thank you.

Our Supporters and Partners

In Kind Direct gratefully acknowledges support in 2023 from many individuals and organisations by way of encouragement, donated goods or services and funding. This support is provided by the people and organisations listed below, as well as those who wish to remain anonymous.

Our Patrons

In Kind Direct's Patrons are a group of like-minded individuals and organisations who understand and recognise the unique impact that In Kind Direct's work has in communities.

Our Patrons' generosity is absolutely core to what we do. They have been instrumental in helping us respond to the particular challenges of the increasing cost of living for households, communities and our network of charitable organisations. Their support has also given us the confidence to invest in our infrastructure, to enable sustainable growth for our 2025 strategy.

Without their support, our work would simply not be possible. We thank all those who have supported us in the year, including those named in this report.

Patrons

Mr & Mrs Kenneth & Fiona Acheson
Amazon UK
Mr Tomas Cupr
Dunelm
Kenvue
LEGO
Lloyds Banking Group

Massachusetts Financial Services
Mr & Mrs Anthony & Eleanor Nutt
The players of the People's Postcode Lottery
The Privy Purse
Mr Andy Rubin
Santander
The Warwick Trust

Other Financial Supporters

The Cecil Pilkington Charitable Trust
Disney
The Maud Elkington Charitable Trust
Mondays
The Morgan Charitable Trust
Procter & Gamble
PZ Cussons

Rothschild & Co
The Simon Gibson Charitable Trust
Streamline Merchandise
The Tartan Blanket Co.
Mrs Teresa Tideman
Unilever

Donated Services

Abamentis
Amazon Web Services
The Customer First Group
Data Aid
Essity
JC Decaux
Google
Great Place To Work
Javelin

John Lewis Partnership
Lloyds Banking Group
Microsoft
Mitie
The OR Society
Santander
Sainsbury's
Nectar
Voipfone

Donated Goods

Household and Health

Aesop UK Limited
 Anglo American Plc
 Atassi Foundation
 Axil Integrated Services Ltd
 Balsam Brands
 Baylis and Harding
 Beiersdorf UK
 Boots Group
 Bower Collective Ltd
 Bulldog Natural Skincare
 Burt's Bees
 By Sarah London
 Childs Farm
 Colgate Palmolive
 Consuma Paper Products
 DECIEM
 Denman International Limited
 Dermal Laboratories Ltd
 DIP
 Escentual
 Essity
 Estée Lauder
 Ethique
 Ethosa
 Faith in Nature
 Gama Health Care
 Genesis Biosciences
 Gerrard International
 H and A
 Johnson & Johnson
 Lil-lets Group
 Lindt & Sprungli (UK)
 L'Occitane Group
 Look Good Feel Better
 L'Oreal
 Luxoft UK
 Mama Bamboo
 McBride
 Merumaya
 MIBELLE Ltd
 Mondays
 MonthLies
 Rascal + Friends
 Shave Kit
 Starface
 Streamline
 Superdrug

The Tartan Blanket Co. Limited
 TOTM
 TSL Healthcare
 Vispring

Household appliances, Tools & Electronics

4Imprint UK
 Bitmore
 Duracell UK
 Frog Bikes
 Poddy & Black
 Versuni (Philips DA)

General Retail

Amazon.co.uk
 ASDA Stores
 Haleon
 Kenvue
 Kimberly-Clark
 Kimberly-Clark Professional
 Procter & Gamble
 Pentland Brands plc
 PZ Cussons
 Tesco
 Unilever UK

Toys, Baby & Educational

Aurora World
 Beano Studios
 Character Group
 For Aisha
 Genie Toys
 Great Gizmos
 Hasbro
 Hornby Hobbies Ltd
 Hornit
 Imooore
 Keel Toys Ltd
 Lapland UK
 LEGO
 Manhattan Toy
 Mattel
 Micro Scooters
 Orchard Toys
 Persan
 Sacoma Global LTD
 The Disney Store

Toikido
Vivid Imaginations
WOW Toys

Work & Office

Edding
EVO Group
JCB
Karst Stone Paper
Martha Brook
Oxford University Press
Papier
Premier Paper Group
Ricoh
Sainsbury's

Clothing, Footwear & Sports

Banner UK
Bombas

Cancha Bags
ChattyFeet
Decathlon UK Ltd
Healthy Bean Ltd
Hotmilk
JD Foundation
John Lewis & Partners
London Marathon Events
Modibodi
Nike UK
Pangaia
Primark
Printberry
SERGO
The All England Lawn Tennis Club
Urban Gilt
VF Corporation
William Lamb Group

Trustees' report for the year ended 31 December 2023

The Trustees, who are also the directors of the charity for the purposes of the Companies Act, present their annual report and audited financial statements for the year ended 31 December 2023.

Public benefit, objectives and activities

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission on determining the activities undertaken by a charity. The Trustees are satisfied that the aims and objectives of the charity, and the activities reported on can achieve the aims and principles of public benefit.

The charity's objects are as follows:

- 1) to apply funds or make donations to or for such charitable institution or institutions or for such charitable purposes as the Trustees shall decide, in particular, but without limitation, by the distribution of donated goods;
- 2) to encourage environmentally efficient, sustainable waste management and recycling practices through the advancement of education by the collection and dissemination of information and/or the promotion of research and/or development relating to waste management and recycling.

In Kind Direct distributes products donated by companies to UK charitable organisations working in the UK and overseas. Founded in 1996 by HM King Charles III, we offer a simple solution to connect companies and their products to thousands of charities, community groups, foodbanks and schools supporting our communities.

In Kind Direct makes it easy for companies and brands to have a positive social impact with the products they make and sell. We have the logistics infrastructure and expertise to store and handle large and varied quantities of stock and distribute it to charitable organisations. We inspire confidence in companies to donate, by working with charitable organisations in our network to ensure the most needed products reach communities.

We enable charitable organisations to do more for less and put their local knowledge at the heart of our work. Charitable organisations register for free, and request goods via our online catalogue. They pay a small charge for products, which includes UK delivery. This contributes to our operational costs and protects companies from incurring VAT on their product donations.

The result is an efficient, practical solution which diverts usable goods from going to waste and unlocks huge additional resource into the sector. In 2023, we unlocked £26m in savings and reached 445,000 people each week. Charitable organisations in our network used these savings to cover core costs, deliver new services, and reach an average 50% more people with the products they need during the ongoing cost of living crisis.

In addition to our service distributing donated products from companies, In Kind Direct, along with our trading company, helps charitable organisations to access valuable resources by negotiating discounts on new and refurbished essential products and services through affiliate schemes.

Since our inception, we have distributed £350m of essential products, supporting 15,200 charitable organisations and millions of people, and diverting 38,000 tonnes of usable goods from waste.

The Trustees have identified the following public benefits that flow from the charity's objects and activities:

- **Unlocking savings for charitable organisations:** Our service means partners can secure the goods they need for a fraction of the usual cost, freeing up valuable funds. Most of the organisations we support are small, local organisations with limited resources, who have been particularly affected by increased need for their services and increased operating costs. In 2023, we welcomed 2,140 new organisations into our network, a 50% increase on 2022.
- **Helping charitable organisations improve and extend their services:** By opening up access to high quality products for those with limited budgets, we enable charitable organisations to improve the services they offer and do more for the people they support. 22% say products help them to reach more diverse groups of people with the products they receive.
- **Relieving hardship, building confidence, self-esteem and bringing joy:** The products we distribute are helping to alleviate poverty and hardship across the UK. With high quality products, charities can provide essential practical support, restore dignity and self-esteem to people in crisis as longer-term solutions are put in place.
- **Reducing waste and environmental damage:** Providing companies with a practical and trusted way to donate usable product reduces external recycling and landfill, enables a more circular economy of resource use, and supports social responsibility goals.
- **Amplifying and sharing local insight to power systemic change:** Building on over 25 years of experience and insight, we recognise the need to understand and challenge the systems that force people and communities to need our service. We consolidate and amplify insight from our network, as well as delivering new research; to evidence and advocate for long-term change.

Our Achievements and Performance in 2023

2023 was the third year of our five-year strategy. Our ambition is to triple our pre-pandemic impact by 2025, driven by the needs of communities. Having embedded learnings in 2022, 2023 was the second year of the “invest and enhance” phase of our strategy. We continued to grow the team and pilot new initiatives, as well as realising efficiencies from our 2022 warehouse move. Our efforts to provide a consistent supply of essential products for communities, as well as specific products at the right time have been recognised by our network and continues to be a priority as we grow.

The items we receive are so important to the people we work with. Those in the asylum system get £40 per week to cover food, clothing, travel, phone top ups and toiletries. Any help we can give means that money can go a little bit further and makes a huge difference. Giving people the dignity to be able to choose what they spend their money on is so important. Regular deliveries from In Kind Direct allows us to do that.

Refuweege, a refugee welcome charity, led by the community in Glasgow

Cost of living crisis

The cost-of-living crisis in the UK has placed unprecedented strain on households, with many struggling to afford basic necessities. This challenging economic climate has amplified the need for support from charities like In Kind Direct, highlighting the vital role we play in providing essential goods to those in need. This year, we have concentrated on offering the most essential items to help our charity partners accomplish more with less and to fulfil the increasing demand as family budgets are stretched. 9 million individuals in the UK are projected to be living in hygiene poverty, based on our polling in Spring 2023.

The charity has grown, despite this difficult environment, and at the end of the year, we were helping 29% more people each week than in 2022. We also had a 45% growth on the value of products we were distributing, unlocking significant savings to our charitable network. These are generally used to cover running costs, reach more people, or provide more support per person through their services. 50% more partners have joined our network than in 2022, highlighting the impact the ongoing impact of the cost-of-living crisis. **We are fulfilling more requests for the most essential goods and working with more charities.** In recognition of our impact and approach, we were delighted to be shortlisted for the 2023 Better Society Awards for Circular Economy and Charity Partnerships.

Impact measure	2023 Achieved	2023 Target	2022 Achieved	% Growth on last year
People supported each week	445,000	389,000	345,000	+29%
Value of products distributed	£29m	£26m	£20m	+45%
Organisations receiving products	5,740	5,200	3,995	+44%
Orders distributed	50,300	42,500	35,977	+40%
New partners joining the network	2,140	1,970	1,429	+50%
Average saving for each organisation	£4,530	£4,520	£5,006	-10%

[Essential support for local communities](#)

In Kind Direct's network is diverse and inclusive, supporting charitable organisations of all sizes, and supporting all communities. This includes community centres, foodbanks, disability support groups, schools, health and wellbeing charities, housing projects, child and youth support groups, and community nurseries. The majority are small and locally focussed, with annual incomes under £100,000 per year. **The products we provide, and the savings we generate for them, are an essential part of their model and funding mix.** 82% of our network partners are based outside London, and 64% are supporting school aged children.

We're really grateful for the chance to be able to access toothpaste from you so cheaply as we just wouldn't be able to afford it otherwise. As it is one of life's necessities, we do really want to be able to give it out with our food parcels as we consider basic toiletries such as toothpaste and soap to be just as necessary as food, and they are often the things that people have to do without if they're struggling financially. And, we are well aware of the wider impact that poor dental hygiene can have on overall health and wellbeing.

Foodbank, Burngreave

For a breakdown of all organisations receiving products in 2023 by geographic area and focus area see figures A and B.

In 2023, we continued to prioritise 17 core product lines, covering essential hygiene and cleaning supplies, based on feedback from our network. We ended the year with 51% product availability, realising our commitment for greater consistency of the most needed products. We distributed 50,300 orders to organisations in the UK, over 14,000 more than in 2022. We also delivered a further £4.6m worth of products through other initiatives including placements and bespoke projects. For a breakdown of goods distributed, see figure C.

Our aspiration is for every charitable organisation we support to pass through our verification and monitoring processes, receive our communications and be included in our impact measurements by being registered with us – whether they receive products directly or indirectly from us. We launched a community sharing scheme last year to better track and monitor the sharing of In Kind Direct’s products among communities in our network, with the aim to bring these additional organisations into our network. 1,527 organisations were supported via community sharing in 2023.

Understanding our impact

In Kind Direct exists to enable communities to thrive. We regularly gather national data, and stories of the impact we generate across the UK. This includes surveys, visits, focus groups and end of order feedback. In our biannual impact surveys, at least 85% of our network consistently reported an increase in demand for their services, and 72% reported the number of people they were supporting had increased. Our Insights Panel is engaged monthly, with 128 network partners during 2023. In the year, this enabled in-depth feedback to support the co-design, testing and delivery of our communications, campaigns, and approach to advocacy.

We believe everyone deserves access to life’s essentials. In 2023, due to the continuing cost of living crisis people were still being forced to make the decision between heating, eating and keeping clean. Throughout the year, In Kind Direct stepped up to deliver even more support to our charitable network and their local communities. We also commissioned new research to deepen our understanding of hygiene poverty, informing brand new initiatives that increased awareness of hygiene poverty, reduced stigma and secured more product for those who need it.

We connect the corporate and charity sectors for public good, working with manufacturers and retailers to unlock essential products which we then distribute to local charitable organisations. Together, we helped ensure everyone can access the product they need to keep clean and well. We also evolved how we share this impact, to explain what these products really mean for the people who receive this. In the year, this included:

- 3.4m period products, enabling 172k periods with dignity
- 1m laundry products, enough to support over 211k families for a month
- 845k nappies, a week’s supply for 15k happy babies
- 1.9m toilet rolls, enough to help 122k families for a month
- 305k tubes of toothpaste, keeping 95k people smiling for 3 months.

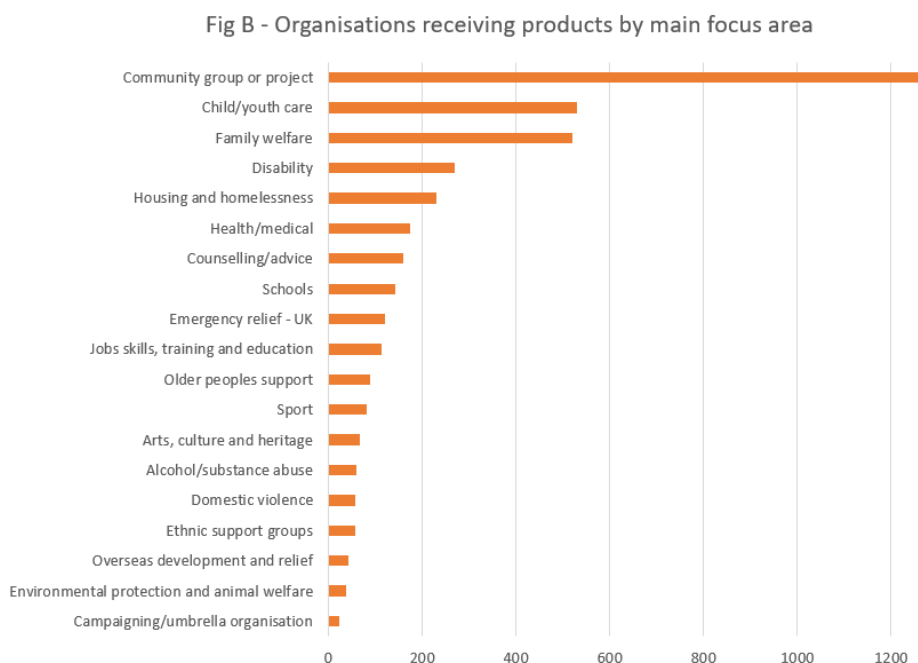
“We would not be able to support our community to the extent we do without In Kind Direct.”

Cranhill Development Trust, Glasgow

This year, we were proud to join the National Delivery Committee of the Digital Poverty Alliance, working alongside a range of organisations to help end UK digital poverty by 2030. We continue to learn from our Tech4Schools pilot, which provided over 600 students with devices, skills and support and we launched a new partnership with Foxway, providing our charitable network access to refurbished laptops. We donated 1,050 tech products throughout the year, keeping hundreds of people and communities connected.

“The laptop, with our digital access support and assistive technologies, will enable our beneficiary to overcome his dyslexia and become digitally active helping him with shopping, engaging with family and friends, accessing benefits, training and other opportunities.”

Symbiont CIC, Liverpool



Human Right to Hygiene – One Year On

In Kind Direct's mission is to ensure that no one in the UK has to choose between heating, eating, and keeping clean. In October 2022, we released our first "[Human Right to Hygiene](#)" report, which mapped the systemic causes of hygiene poverty and proposed a Roadmap for Change. [One year on](#), we shared our progress against our Roadmap in tackling hygiene poverty along with updated national research into the scale of the issue.

Key Achievements outlined in the One Year On report include:

- The "Not A Choice" campaign raised national awareness about hygiene poverty, reaching a significant audience through media coverage and educational resources.
- New data was gathered to strengthen the evidence base for tackling hygiene poverty, estimating that 9 million UK adults are affected – 1 million more than 2022.
- We formed a multi-supplier partnership, resulting in the donation of up to 2.4 million hygiene products and the distribution of over 262,000 hygiene packs.
- In Kind Direct supported broader campaigns and participated in government consultations to address hygiene poverty within wider social and economic strategies, bringing this issue to the main stage.

The "Not A Choice" campaign marked a significant milestone in raising awareness and reducing the stigma associated with hygiene poverty. This year, we formed a first-of-its-kind multi-supplier partnership to tackle hygiene poverty. Bringing together Unilever, Tesco, Kimberly-Clark, Essity and Haleon, we engaged shoppers across 700 Tesco locations, sharing information about hygiene

poverty and the opportunity to donate product through a 'buy 2, donate 1' campaign. The partnership unlocked a donation of 2.4m hygiene products throughout the campaign.

In Kind Direct continues to advocate for policy changes and financial support for households and charities. We are committed to delivering targeted support through innovative projects and maintaining strong collaborations with corporate partners to address hygiene poverty effectively. In 2024, In Kind Direct aims to support 6,500 charitable organisations, improve the lives of 486,000 individuals, achieve £30 million in sector savings, and distribute 360,000 hygiene packs. We continue to call for support from organisations, companies, and individuals to further our mission to eradicate hygiene poverty in the UK.

We have been partners with In Kind Direct for 24 years to get our products into the hands of families and individuals furthest away from being able to go into a shop and buy them. We believe clean is a feeling everyone should have, and we're proud to stand with In Kind Direct in being a force for clean. Alongside donating a million toilet rolls this year, we are committed to being part of the change to the systems that make this necessary.

Matt Stone, Marketing Director – Family Care, Kimberly-Clark (including the Andrex brand)

[Sector partnerships](#)

At In Kind Direct, our values of togetherness and innovation drive our approach to working in partnership. Throughout the year, we engaged in collaborative campaigns, launched initiatives to broaden our network, and submitted evidence for shaping national policy. Across the year, we have piloted opportunities to be a logistics solution for the sector, providing support to other charities that struggle to handle high volumes of product donation. Some examples of these partnerships include:

- In 2023, the **Tech4Schools** initiative, in partnership with the Learning Foundation, Amazon UK and Teach First, delivered £360k of devices and data to over 600 students across 25 schools.
- We launched new **research into period equity** during the year, to quantify the scale, scope and impact of period inequity in the UK, and showing the significant societal harm these issues will cause if not addressed. We drew on expertise from others in the period equity sector by forming a cross-sector advisory group. Our 2024 report will strengthen and support existing recommendations and advocacy, develop new recommendations for change and drive forward action at a national level on period equity and dignity.
- In 2023, we joined the **Digital Poverty Alliance's National Delivery Committee** – aiming to end digital poverty by 2030. Access to devices, digital skills and connectivity are key barriers to overcome with digital poverty identified as a key driver of hygiene poverty in our 2022 report. We supported the first End Digital Poverty Day on 12th September.
- We made submissions of evidence to the House of Lords Digital Communications Committee and the Centre for Social Justice on the **lesser-known facets of poverty such as digital and hygiene poverty**. We also submitted responses to UK Government consultations on the cost-of-living support payments, prevention in health and social care and made a submission to the Scottish Governments consultation on their circular economy bill.
- We worked for a second year with **Save the Children** to deliver a Summer of Play campaign, securing new product donations of toys to help children be happy, healthy and active over summer and go back to school or nursery equipped and ready to learn.
- **Network recruitment initiatives** were progressed with Trussell Trust, Charity Digital, FareShare, Business in the Community (BitC), Feeding Britain and Your Local Pantry, as well as many local infrastructure organisations, supporting the voluntary and community sector. Efforts in the year saw 2,139 new charitable partners join our network (up from 1,429 in 2022).

[Affiliate partnerships](#)

Organisations registered with In Kind Direct also get discounted access to other products and services through our trusted partners. Last year, we completed a full review of current affiliate partners. Our streamlined offering is focussed on providing the greatest value to our network partners and providing a source of income for In Kind Direct. Continuing schemes include working with Office Depot, Ricoh, and Directory of Social Change. These deliver savings on office supplies, refurbished photocopiers, and training and resources for charities. During the year, we supported 257 organisations with products from our affiliate partners.

“Without the items we access from In Kind Direct at such a reduced price, we would not be able to offer them to the many vulnerable families who are still struggling with the effect of Covid as well as the rise of the cost of living. Families are not able to afford basic toiletries and hygiene products and are struggling to keep clean and safe. When they come to us or when we sometimes deliver, they are delighted to receive good, branded items and are very grateful. We have also used some of the toys and arts items in our family community activities and coffee mornings. These items have helped us deliver some great activities.”

Feed the Poor (ISRA-UK), a befriending service for older people in Doncaster

[Support for overseas relief](#)

Our primary focus remains distributing essential goods to UK charitable organisations for use in the UK. In addition, we also distribute products to UK emergency relief and development charities working overseas in Eastern Europe, the Middle East and Africa. £3.3m (2022: £4.1m) in value of stock was distributed to UK charities supporting emergency relief and development work over the course of the year.

[Supporting victims of sexual violence](#)

Caring for people who are at their most vulnerable is at the heart of this programme. We have worked in partnership with Her Majesty The Queen to provide a wash bag to victims of rape and sexual abuse. Each bag contains personal care items donated by Boots such as shampoo, shower gel, toothpaste and a toothbrush and will be given out through 58 Sexual Assault Referral Centres (SARCs) across the UK. In 2023, we distributed 4,330 wash bags to SARCs in the UK.

“I can say that handing over the wash bags is always a high point of our interaction with our clients. They are hugely grateful, and it helps them leave us in a far more positive frame of mind than when they arrived.”

Blue Sky Centre SARC, Nuneaton

[Refurbished Tech](#)

In March 2023, In Kind Direct partnered with Foxway (formally Global Resale) to launch a refurbished tech project aimed at providing discounted refurbished laptops to our network of charities. This initiative prioritises sustainability and supports our commitment to reducing digital poverty. By offering refurbished laptops, we not only extend the lifecycle of valuable technology, reducing electronic waste, but also empower charities with the tools they need to bridge the digital divide. The project underlines our dedication to both environmental responsibility and increasing digital access for charities and communities. By the end of 2023, we had distributed 248 refurbished laptops to local communities.

“It has helped our clients to access and complete necessary forms and applications when they do not have access to a computer.”

Isaiah Project, Southend-on-Sea

Corporate Partnerships

In the year, the charity received donations from 133 companies, 34 of which were new to us. For a summary of the volume of essential products that reached communities across the UK, see page 5.

In Kind Direct collaborates with and receives goods from a diverse array of manufacturers, retailers, and other organisations. We build long-lasting relationships that often go beyond product donation. We assist them in pinpointing where surplus stock suitable for donation may be found within their operations. We work to be their main route when they have products to donate, through surplus or planned delivery. We inform partners about the two main benefits of donating products: increasing social impact for communities across the UK and supporting the circular economy. By working with us, many can fulfil their CSR and ESG responsibilities, and meet their own environmental targets.

Working with In Kind Direct we've been able to reach more charities with more of our products so we can make more of an impact. Their insight, expertise and vast network of charities across the UK means our products can support the most vulnerable and affected by hygiene poverty. Reaching local charities at this scale is something we'd not be able to do on our own. We're immensely proud of our long-standing partnership and what we achieve together.

Chris Barron, VP Beauty and Personal Care, Unilever UK & Ireland

In 2023, product donations from businesses led to £29 million worth of products being distributed to those in need. We also hosted six corporate packing days, collaborating with employees at Kimberly-Clark, L'Oreal, Kenvue, Amazon, and Unilever. Excitingly, In Kind Direct started working with 54 new corporate partners in 2023 as foundations were laid for future product pipeline.

A key part of delivering our 2025 ambition is the ability to unlock regular, planned donations of the products most needed by communities. In the year, 16 companies made planned commitments, increasing the consistency of supply for our network. This included core product ranges such as period products, toilet roll, toys, cleaning products, baby food and copier paper. In the year, activity also focused on unlocking support and stock from retailers. We entered the third phase of our multi-supplier campaign with Tesco. Building on success in 2022, two further bursts in the year unlocked another 1.8m products. Significant media coverage and in-store visibility was also achieved.

Key highlights and commitments in 2023 included:

- Superdrug donated a **year's supply** of handwash.
- March 2023 partnership with Morrisons **to donate 100,000 period products** as part of their International Women's Day - Live in 250 stores.
- P&G committed 1 million Always period products and launched a retailer campaign in ASDA stores which resulted in a **£75,000 donation**.
- Kimberly-Clark donated **1 million Andrex toilet rolls** and ran a 'Buy a pack, donate a roll' campaign in 2,500 Co-op stores across the UK.

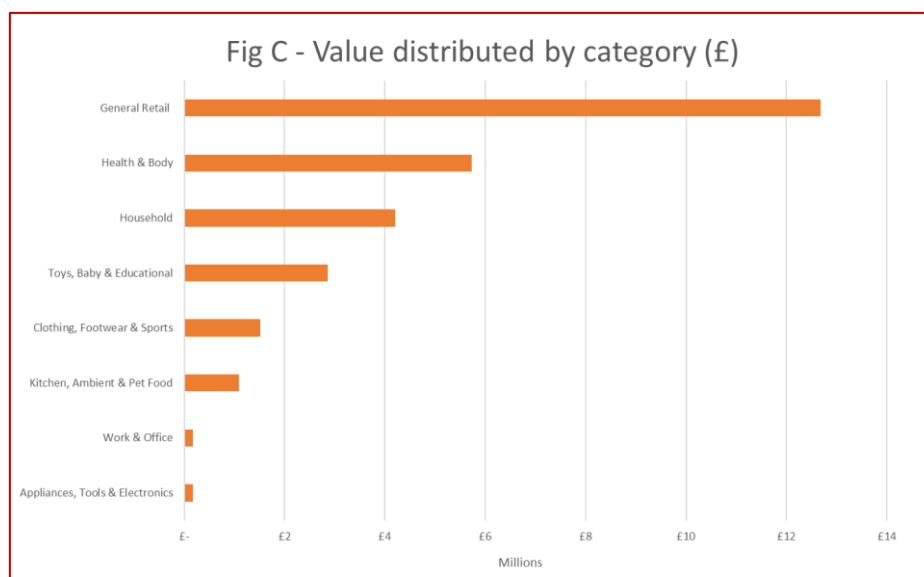
- Essity committed to an annual donation of **1 million toilet rolls & 1.2 million Bodyform period pads** in addition to quarterly donations of Tork Professional Hygiene Products to coincide with their charity Tork fit out scheme for 4 charity network partners.
- Micro Scooter made **monthly donations of refurbished scooters** through their Scooter Aid scheme.
- TOTM continued their year-round online “Buy One, Donate a Pad” initiative & Christmas Giving Campaign generating a donation of **25,000 period products**.
- Colgate campaign in Tesco unlocked **500,000 toothbrushes: 400,000 children’s toothbrushes and 100,000 adult toothbrushes**.
- IKD named as official partner for LEGO on the Replay project launching in the UK. **Distributing 7,000 boxes of recycled sets to children** across the UK through 2024

“Our customers love hearing about our philanthropic giving, and In Kind Direct make it so easy to reach hundreds of charitable organisations with just one delivery. They also provide feedback from their network and impact stats so we can bring to life how our donations are supporting families in need. We’re proud to have donated over 50,000 meals to date and supported over 300 charitable organisations with In Kind Direct”

Rachael Best - Brand Manager, For Aisha

The charity increased efforts in the year to engage more companies through trusted intermediaries. Opportunities were created with a number of Trade Associations, including British Footwear Association, 1% for the Planet, B Corp, and the Sustainable Hospitality Alliance.

For a full list of organisations donating product in the year see page 7.



Campaigns & Brand

Throughout the year, our campaigns focused on three key areas - raising awareness of hygiene poverty, supporting children and families during the summer holidays and bringing warmth to people at winter.

The Human Right to Hygiene report underpinned all activities. The disruptive ‘Not a Choice’ campaign raised awareness of hygiene poverty, start the conversation to help reduce stigma, so

more people felt comfortable to ask for help. The campaign also had a public fundraising element, helping us secure coverage with Sky News, Free radio and The Mirror.

The campaign helped raise awareness of both hygiene poverty and In Kind Direct. It increased product donations and recruited hundreds of new charitable organisations into our network. We are grateful to JC Decaux, who showcased our Not A Choice adverts on billboard across the UK for 6 weeks across October and November. We supported 1,959 organisations during this time and reached 127m people through media coverage.

We believe every child should have the opportunity to learn and play during the summer months, returning to school equipped to learn. With this shared vision, we continued our partnership with Save The Children to support local charities, community groups and parents/carers with product donations and free resources. The Summer of Play campaign achieved donations from 14 brands, generating £6m in savings for our network. During the campaign, we supported 2,552 charitable organisations, with 578 new organisations joining our network.

We continued our relationship with our ambassador, Jawahir Roble, the UK's first female Muslim football referee. Throughout 2023, she visited many partners in our network, highlighting their growing need for support and volunteering her time to coach children.

In November and December, the Warmth this Winter campaign focussed on supporting making tough decisions whether to eat, heat or keep clean every day. Our national polling data indicated a quarter of families on a low income would be forgoing presents for festive celebrations to make ends meet. The campaign successfully drove donations from 34 corporate partners of the most needed products, including clothing, toiletries and toys. 200 charitable organisations into our network.

“Winter is the worst time for families living in crisis. Bills soar and warm clothing and footwear is always difficult to source. Products we access from In Kind Direct help us support so many families.”

Threehills Community Supermarket.

Warehouse & Logistics

At the start of the year, we established ambitious targets to ensure our logistics capacity could meet our anticipated growth and that we consistently had the right products available at the right times. Achieving this required a concerted effort to engage more deeply with Telford Transport Solutions (TTS), our warehouse management company. Throughout the year, we focused on improving operational effectiveness by working closely with TTS, enhancing communication, and strengthening their on-site team. This collaboration was pivotal in streamlining our processes, and we are particularly grateful for their dedicated support in helping to pack the SARCs washbags.

By the end of the year, we had shipped 50,104 orders via the warehouse, which is 11% more than the targeted figure and an increase of over 35% on 2022's output. Our efficiencies have positioned us well to continue meeting and exceeding our growth targets during 2024.

In 2022 we moved to a larger, more versatile warehousing space, allowing us to extend our capacity. The number of pallets worked through and made available at the warehouse in 2023 was 7,181, which was an almost 27% increase on the total for 2022 (5,669), highlighting the needed extra capacity at the new premises. The move also meant improved office space, including more desks and a dedicated meeting room. This created an operational hub, accessible to all staff. The majority of the customer support team are based in Telford, alongside the fulfilment team. All new starters based from the London office visit the Telford site in their first three months. In July, the whole IKD

team spent time at the new premises and took part in strategic planning exercises. This was followed by the Board of trustees in October for an away day at the warehouse.

Throughout the year, our warehouse and logistics operations played a crucial role in supporting our mission. Thanks to broader planning and innovative strategies, logistics costs were effectively managed, unlocking efficiencies despite accelerated growth. Our dedicated team ensured that resources were optimally utilised, allowing us to handle increased volumes without compromising on service quality. This streamlined approach not only maintained cost-effectiveness but also enhanced our overall operational performance, enabling us to better serve our network. The successful implementation of the logistics element of the move from Dynamics 365 Navision to the new Business Central system went smoothly but crucially, this has laid the foundations for the Warehouse Management System integration in 2024.

We also delivered on our sustainability commitments of:

- Using FSC cardboard as minimum
- Improving pre-used cartons sourced and utilised where available, paving the way for the step change expected in 2024, this will be sourced from Reuseabox.
- Using only shredded excess cardboard for void-fill material and where not available from inbound donations.
- Our plastic wrap containing a minimum of 30% recycled plastic, and our plastic bags containing a minimum of 95% recycled plastic.
- We switched plastic tape to paper-based tape.
- We continued the use of a carton courier with ambitious carbon reduction targets for 93% of deliveries.
- We continued to keep the percentage of orders sent as pallets below 7% (4.58% for the year, and 3.67% in H2). Pallet deliveries have a much higher carbon footprint than using carton deliveries.

Systems & IT

In Kind Direct has a reputation for high-quality IT systems, enabling a small staff team to deliver excellent and efficient service to our partners. Our primary business applications, infrastructure, web platforms, and data services are managed internally with support from key suppliers. All aspects of the service are monitored for availability, scalability, and security.

Throughout the year, traffic and volumes on our e-commerce and operational systems continued to increase annually, yet customers still received the stable and consistent service they are accustomed to. Two new roles were recruited in 2023 within systems & IT, one to assist with the ERP migration to Business Central, and another to assist with IT maintenance and service desk help.

A key activity this year was migrating our internal Enterprise Resource Planning (ERP) system from Dynamics Navision 2018 (NAV) to the fully cloud-hosted Business Central, funded by trustee-designated reserves. This move significantly enhances our operational efficiency and data and financial management capabilities, offering greater flexibility and scalability. The advanced features and user-friendly interface of Business Central have streamlined our processes, improved data accessibility and cybersecurity, and will support the planned Warehouse Management System (WMS) migration to the cloud in 2024. By moving to a continual upgrade and subscription model, we can better support business development and growth.

Enabling internal teams to better self-serve, especially with business insights retrieval, has been a priority. The Systems team collaborated with the Corporate Partnerships team to visualise their lead-to-opportunity process, allowing for data visualisation through dashboard creation. Improved reporting has been enabled with better product category attributes.

Quality and security of data are critical to In Kind Direct, with data processes continually reviewed throughout the year. The Data Protection Code of Practice guides the organisation in handling all types of data.

Improving project management is a new priority. During 2023, Monday.com was successfully rolled out to all staff. Its visual project tracking and integration with various third-party applications have facilitated better communication and efficient task delegation, proving beneficial across all departments.

Thanks to prior investment in cloud technology, the charity maintained a hybrid working approach. All office-based staff were equipped to work remotely, promoting flexibility, and recognising the increased costs of commuting. To support effective remote work, ongoing internal staff training across systems ensures real-time reporting and understanding of data protection principles.

[Equality, Diversity and Inclusion, HR](#)

In Kind Direct is committed to all aspects of Equality, Equity Diversity, and Inclusion (EEDI), and we seek to create an environment where everyone can thrive. We are wholly against unlawful and unfair discrimination of any kind. We believe that EEDI goes beyond the basic legal requirements and understand that embracing EEDI principles and practices is vital for us to be the best we can be by ensuring that we have a richness of thinking, views, opinions, and experiences, as well as supporting the creation of an environment of respect and openness.

In autumn 2021, the charity carried out an Equality, Diversity, and Inclusion (EDI) review with all staff and trustees, supported by external consultants, Social Justice Collective. In March 2022, the recommendations of the review were shared internally, and a EEDI policy was created. During 2023, we released EEDI guidance and training for new starters and managers at In Kind Direct as well as continuing with our EEDI and Wellbeing & Togetherness working groups.

In Kind Direct were proud to have become a Great Place to Work certified employer in October 2023. 89% of all statements in the employee survey were positive, which is considerably higher than the 64% required to achieve certification. 100% of responses said that people are treated fairly, regardless of their sexual orientation, race or gender.

Everyone employed by the charity can access a range of benefits including performance related remuneration, insurance, learning and development opportunities, volunteering leave, health reimbursement scheme, cycle to work and childcare voucher schemes. A single benefits platform to further remove barriers to accessing these benefits was made available during 2023.

In 2023, 7 new roles were recruited across the organisation. This allowed us to address skills gaps, support the creation and stewardship of impactful partnerships, prioritise fundraising, ramp up our efforts across our environmental impact and establish our voice externally. In addition, our paid internships provide experience within a dynamic work environment, usually for individuals looking to start a career in the sector. In the year, one internship was created, assisting our Ecommerce Manager to deliver a system benefiting our internal operations and network of charities. With support from John Lewis Partnership, one employee also began a 14-month Level 4 Data Apprenticeship in the year.

[In Kind Direct International \(IKDI\) Network](#)

At the end of 2023, IKDI had four network members: In Kind Direct, the founder member; Innatura, a German licensee; Dons Solidaires, a French licensee and a Swiss licensee, MateriaBona.

Collectively, to the end of 2023, IKDI network members have distributed goods with an estimated retail value of over £915 million, received from more than 1,928 corporate product donors, to over 22,290 charitable organisations.

Work continued during 2023, to support the establishment of a new network member in Italy with monthly support and follow-up calls.

Demand for the services of established IKDI network members continued in the year. IKDI network members continued to work collaboratively, sharing know-how, experience, innovation, and donations, when appropriate. Regular online meetings took place between IKDI network members throughout the year and new working groups were established in 2023, monthly network Directors calls and the introduction of a Sustainability Working Group. In May 2023, an in-person IKDI conference took place in London.

Since the IKDI network was formed in 2013, IKDI network members have shared donated goods between network members with an estimated retail value of over £18 million. Goods are shared between network members if they are surplus to the requirements of the receiving network member or because a particular type of product is better suited to use in another country, for example due to need, size, labelling or configuration. IKDI continues to review opportunities for potential expansion of the IKDI network in additional countries.

During the second half of 2023, IKDI recruited an IKDI Network Manager to take over the network management from the Chief Operating Officer (Valerie Jaffe) who stepped down and was thanked by the Board for her longstanding commitment to IKDI. In December 2023, during a IKDI Board Meeting, Trustees also approved and confirmed that Ajay Kavan would become IKDI Trustee in replacement of Graham Inglis who ended his Board tenure mid-2023.

The financial results of IKDI have been consolidated in the Statement of Financial Activities and balance sheet of the In Kind Direct group, as In Kind Direct is the sole legal member of IKDI. This was the tenth full year of operating for IKDI.

During 2023, IKDI received the following income:

	Unrestricted	Restricted
Licence fees	£21,750	-
Other income	-	-
Donations and gift aid	£25,000	-
Total income	£ 46,750	-

IKDI's expenditure was as follows:

	Unrestricted	Restricted
Staff costs	£38,217	-
Audit and accounting services	£200	-
Licence fees to IKD	£2,756	-
Legal fees	£1,833	-
Other costs	£5,235	-
Total expenditure	£48,241	-

IKDI's reserves at the end of 2023 were:

	Unrestricted	Restricted
Balance on 1 January 2023	£76,166	£16,333
Movement during 2023	(£1,491)	-
Balance on 31 December 2023	£74,675	£16,333

Fundraising & Income Generation

In Kind Direct has a diversified income base comprising the following streams:

1) Contributions paid for our service by benefiting charitable organisations

It is free for charitable organisations to join our network. On ordering, charitable organisations pay a small charge which is a contribution to our costs for the provision of goods and includes UK delivery. This revenue is a crucial part of our unrestricted income mix. In addition, we are required to levy a charge to protect donor companies from otherwise incurring VAT on the value of their donated goods. In 2023, we received contributions from recipient organisations of £3.3m, an increase of 42% on the previous year (£2.3m). As inflation continued to significantly increase retail prices in the year, the charity maintained charge levels at a lower level and covered its own increasing costs through other sources of income, include trade and the utilisation of designated funds from reserves.

2) Trading income

In 2009, In Kind Direct established Trading IK, a wholly owned trading subsidiary, to create revenue streams for the charity. Taxable profits from Trading IK are entirely gift aided to In Kind Direct.

One aspect of Trading IK's operations involves selling donated goods that aren't suitable for direct distribution to charity partners or are surplus to their needs, but still hold commercial value. These products are marketed through platforms like eBay or other third-party avenues or sold directly to consumers or through partner organisations. Permission from the donating corporate partner is always sought before considering any product for this channel, and the needs of charitable partners are prioritised.

Additionally, Trading IK facilitates various affiliate marketing initiatives, providing discounted products and services to charitable organisations, particularly in areas where In Kind Direct struggles to acquire enough donated goods.

At the end of 2023, Trading IK Limited generated £402k profits, up 40% from 2022 (£240k).

3) Fundraising

To deliver our work, In Kind Direct needs to raise funds from a variety of different sources. Support from companies, trusts & foundations and individuals are crucial in delivering our mission. Maintaining a diverse funding stream helps to ensure that we can meet our organisational aims and deliver our work sustainably and minimises the risk of overdependence on any single funding source. Working in partnership with companies and funders to secure products and financial donations is fundamental to ensure our service remains accessible to smaller charitable organisations who rely on the products we provide. Without our Patrons and other funders' support, our ability to maintain our service and trial new initiatives would simply not have been possible.

In 2023, the UK charity sector faced significant challenges in fundraising due to various economic pressures. The ongoing cost-of-living crisis severely impacted the public's disposable income, leading to a reduction in charitable donations. Many people had less money to spare for charitable giving, which significantly strained our fundraising efforts. We secured £522k from fundraising activities during 2023, which was below our target of £690k. The charity invested to grow the team, from 0.6FTE to 2FTE in the year, to increase our ability to unlock multi-year philanthropic support from 2024 onwards.

In Kind Direct's fundraising in 2023 was carried out by employed staff. We did not use professional agencies to carry out fundraising activities in the year. Several corporate partners provided significant financial support during the year in tandem with product donations, including Amazon,

Essity, LEGO, Kenvue, Dunelm, Unilever, P&G, PZ Cussons, Mondays, Streamline Merchandise, Disney and the Tartan Blanket Co. Our thanks also go to Lloyds Banking Group, our longest standing funder, for their continued stalwart support, and to Santander for their support to address the UK's digital divide. We require signed agreements from all of those who fundraise on our behalf controlling any use of our logo or branding. Where we do work with third parties such as corporate partners to raise funds, we have agreements in place with close monitoring of performance in line with these agreements.

In December 2023, In Kind Direct hosted a Winter Supporters & Patrons fundraising event at the Highgrove Shopping event in Chelsea, London. The event brought together supporters, partners, and beneficiaries in a festive atmosphere, celebrating the spirit of giving and community support. We are grateful to the current funders and network partners who joined us and shared their experience of working with In Kind Direct. In what has been a particularly challenging time for many, we are hugely grateful and extend our thanks to everyone who provided support to the charity throughout the year.

Volunteers & Pro Bono Support

In Kind Direct's long-running warehouse volunteer scheme was updated in 2023 to unlock the greatest impact for our network. We welcomed 12 groups across the year from a large range of corporate partners to local businesses in Telford. We extend particular thanks to the two groups who helped pack the Boots toiletry products into washbags that were distributed to the Sexual Assault Referral Centres, and to TTS for their pro bono support on this project as well.

We were fortunate to receive the support of several companies and individuals who provided their services pro bono during the year. Our particular thanks go to The Giving Department, who support us to participate in two data "hackathons" with DataAid and Sainsbury's in 2023. Both hackathons helped us understand our environmental data, starting us on the journey to monitor and reduce our carbon footprint. We also wish to thank Jawahir Roble, JJ, for her committed support to raising awareness of hygiene poverty and the charity's work as our ambassador in the year.

During the year, we benefited from John Lewis Partnership's generous pro bono support, enabling one of our employees to undertake a 14-month Level 4 Apprenticeship in Data Analytics. In 2024, two more employees will enrol on the same course. This initiative will significantly enhance In Kind Direct's capacity to make informed, data-driven decisions.

The Trustees are hugely grateful to everyone who supported the charity through volunteering and donating time and expertise this year.

Financial review of 2023

	2023	2022	Variances	
	£	£	£	%
Charges for distributing goods	3,261,603	2,301,450	960,153	42%
Unrestricted donations	308,011	329,622	(21,611)	-7%
Restricted donations	85,000	151,335	(66,335)	-44%
Total donations	393,011	480,957	(87,946)	-18%
Trading company gross income	484,998	313,363	171,635	55%
Gift aid donation from trading company	401,976	240,192	161,784	67%
Charitable activity costs	4,244,915	3,398,552	846,363	21%
Support costs	2,597,684	2,189,998	407,686	21%

2023 was a very strong year for In Kind Direct, with our catalogue revenue and trade income exceeding the original budget by £522k and surpassing 2022 figures by over £1 million. This overperformance resulted in £82k of additional variable logistics costs, yet the net contribution remained robust at 47%.

Trade income met its target for the year, with a reported income of £485k, up from £313k in 2022. This meant that the gift aid payment from the trading company to In Kind Direct also increased from £240k in 2022 to £402k in 2023. In Kind Direct also absorbed additional staff costs from IKDI, with a net impact of approximately £10k.

Logistics costs were effectively managed, unlocking efficiencies despite accelerated growth. Some costs covered by designated funds such as the new Warehouse Management System (WMS) will primarily be realised in Q1 2024. Savings on central costs were achieved through Essity funding for research, well-managed business continuity costs, and capitalised development costs. Additionally, the operational contingency of £30k was not utilised.

Cashflow remained very strong, with £1.73 million in the bank at year-end, £174k more than forecast. Over £29m of In Kind Direct's expenditure was the value of the products distributed which is offset by the same amount recognised as an income for accounting treatment purpose. The nature and complexity of the products donated to In Kind Direct make it near-impossible to value goods at the point of receipt. See note 6 for an analysis of our expenditure.

Plans for the Future

In 2021, we created our 2025 vision, building on the extensive review and planning process initiated in 2020. Our ambition is to triple our impact through to 2025 (on a 2019 base). Our broad strategic priorities are summarised below. Each year we will review our organisational objectives to ensure we remain on track to meet this ambitious target.

[Our Strategic Priorities](#)

1. Transform our corporate partnerships

We build partnerships of equals with our corporate partners. We will develop bespoke programmes with our donors which lead to consistent and increasing supply of core products. We will communicate the impact of partnerships in an engaging, valuable and real-time manner.

2. Meet more of the needs of our communities

We will use data effectively to map need, fill gaps and drive decisions. Consistent product supply is key. We will add value for our partners and spread best practice. We will better target new partners with focused sector partnerships and improved, impactful storytelling.

3. Drive operational efficiency

We will review our operating model to build in flexibility and enable growth. We will automate and streamline key systems and use data to inform decisions across teams. We will understand our costs and ROI and implement cost savings where possible.

4. Develop a more consistent and broad-based funding model

We will grow sustainable and long-term support from our corporate partners. We will reduce concentration risk by growing our pipeline of funders and shift to a proactive fundraising strategy. We will innovate and develop packages of funding for projects and impact.

5. Build a strong, fit for purpose organisation with a thriving culture

We will invest in our team as the foundation of our success. We will continue to build a safe and inclusive organisation that lives its values. Data and insight will drive efficiency and resilience. Impact will underpin our strategy, developing our voice to push for systemic change.

Operational Plan for 2024

As we work toward our long-term strategic goals, our operational plans and objectives for 2024 are summarised below. All key metrics will feed into six organisational measures of success:

- 486,000 people supported each week
- 6,500 charitable organisations receiving products
- £27m in savings unlocked for our network partners
- Equivalent carbon emissions per 1,000 orders reduced
- >70% availability of six never out of stock (NOOS) lines across core product areas
- £4.9m income secured from all sources

We have embedded the “In Kind Direct Approach” across the organisation, ensuring the delivery of our operational plans and wider strategic ambition aligns with our purpose and values.

The In Kind Direct Approach

- An organisation that respects and reflects those we serve
- Insight powered by our systems
- Innovation unlocked by asking WHY and HOW
- Improving lives cannot cost the earth
- To be heard, we must make a noise

Objective	Summary Plans
1. More of the right product at the right time	<ul style="list-style-type: none"> • Maintain growth of key product category availability • Grow offering with affiliate partners to unlock more value for our network partners • Initiatives to increase access to specific categories e.g. tech, and to engage specific community groups e.g. schools • A focus on building strong relationships with retailers
2. Better understand those we serve and our impact	<ul style="list-style-type: none"> • Research delivery, focussed on period equity and UK polling • Deliver user-developed initiatives that increase uptake of IKD’s service and meet local needs • Impact dashboard and reporting expanded to include environmental metrics • Network development strategy driven by end user needs
3. Grow our profile and supporter base	<ul style="list-style-type: none"> • Strategic campaign delivery to raise awareness • Define and develop IKD’s advocacy voice • Develop IKD’s storytelling approach, engaging those with lived experience • Patron’s programme, focussed on multi-year support
4. Operational excellence driving insight and efficiency	<ul style="list-style-type: none"> • Systems migration, automation and improvements • Provide logistics support to wider sector • Rollout IKD project management approach • Improve customer onboarding and key journeys
5. An organisation that lives its values	<ul style="list-style-type: none"> • Team development and learning, including 5 new roles • EEDI and Wellbeing, and Togetherness working group activity plans • Environmental, Social, and Governance (ESG) framework and report published, outlining future activity

Structure, governance and management

In Kind Direct was founded in 1996 by our Royal Founding Patron, HM King Charles III. At the end of the year, there were thirteen trustees who meet quarterly as a Board, as does the Finance and Governance Committee. The latter Committee also constitutes the Remuneration Committee. There is also a Nominations Committee which meets as required. New trustees are recommended by the Nominations Committee and appointed by the members in general meetings. The Board may appoint trustees to hold office until the next AGM where the appointment is approved by the members. Trustees are subject to retirement by rotation.

New trustees are given copies of the charity's legal documents, management information and accounts, together with general reading material about the charity and Charity Commission literature. This is followed by meetings with the Chief Executive and at least one other trustee as part of the induction process. Trustees are sent training updates as appropriate throughout the year and are encouraged to visit and learn from the organisations benefiting from In Kind Direct's work and their beneficiaries. Network partners regularly share their impact and feedback at Board meetings.

In Kind Direct is also a company limited by guarantee. When a term of appointment as trustee/director ceases, membership of the company also ceases. In the event of winding up, the liability of each member of In Kind Direct is limited by guarantee to £10.

Day-to-day management of the charity is delegated to the Leadership Team led by the Chief Executive. Formal reporting by the Chief Executive to Trustees takes place regularly throughout the year. At the end of the period under review there were 28 full-time and 3 part-time staff. There were no reportable safeguarding or data compliance incidents identified in the year.

In the year, one trustee resigned, and one trustee was recruited from the corporate sector. Trustees recognised the need to increase diversity on the Board, to represent the wide range of individuals and organisation In Kind Direct works with and for. Processes to ensure regular review of policies and practices continued in the year, helping to build transparent and inclusive practices that align with our People Plan.

Financial policies

Reserves policy

In 2018, the Board's review of the reserves policy concluded that the charity should aim to achieve unrestricted reserves equivalent to at least four months' operational cashflow with a longer-term aspiration that the Group achieve a minimum of six months' unrestricted reserves. This policy is assessed annually by the Finance & Governance Committee to ensure that it remains appropriate. The Group reserves as of 31 December 2023 were as follows:

Unrestricted reserves	£ 1,126,434
Restricted reserves	£ 470,656
Designated reserves	£ 140,000

Total Group reserves as of 31 December 2023 £ 1,737,090

The Group unrestricted reserves balance of £1,126,434 equates to 4 months of operating costs for In Kind Direct and represents an increase of £297,020 compared to the previous year (2022: £829,414).

This means that the Group ended the year having achieved reserves in line with its reserves policy. The designated budget approved by the Trustees included a new warehouse and systems upgrade & integration logistics platform, upgraded websites and commissioned research.

Within the restricted funds (note 15a), £416,056 relates to the grant income received and receivable from Lloyds Banking Group towards the cost of In Kind Direct's offices, less expenditure to date. This includes an accrual of the remaining grant income receivable. A further £39,600 is being retained as a separate restricted fund to pay for office dilapidations, should a break clause within the lease be exercised after 4 years.

Investment policy

In Kind Direct's investment policy is to place funds in excess of short-term commitments on deposit for one to three months, leaving a sufficient balance in the current account. It is the opinion of the Board of Trustees that the interest earned is paid at a competitive market rate and that these investments perform to an acceptable level. At year end, no funds were held on deposit. £500k was placed on deposit early in 2024.

In Kind Direct's policy with regard to donated shares is that they will generally be sold at the earliest opportunity subject to any restrictions on sale. Staff seek concurrence prior to any proposed disposal from a member of the Finance and Governance Committee before either proceeding with the sale or give an explanation for not realising the value as soon as the restriction has lapsed. Currently no donated shares are held.

Executive Pay and Remuneration

Our approach to pay is to provide fair remuneration packages for people who can help the charity to maximise its impact. To do this we seek to balance the need to attract, develop and retain individuals with a need to ensure value for money for the charity. We aim to provide remuneration packages and benefits that are competitive within the charity sector, proportionate to the complexity and scope of each role, and in line with our charitable objectives. We meet all national pay standards and provide all staff including interns with the Real Living Wage as a minimum.

The Remuneration Committee of the Board reviews and monitors senior staff pay, including the pay of the Chief Executive. Periodically, remuneration levels are reviewed and benchmarked by outside industry specialists. In the year, a gender pay review was carried out. Whilst this did not identify any issues on the sole grounds of gender, the review highlighted a number of roles that required benchmarking. The outcome of this exercise was approved by the Remuneration Committee and adjustments were made from 1st January 2024. Across the organisation, the ratio of our highest salary to our median salary was 3.6.

In the year, the charity's CEO Rosanne Gray returned from maternity leave. Paul Buchanan left the organisation in July, having been on secondment from the UK charity, Business in the Community.

Qualifying indemnity insurance

Subject to the conditions set out in the Companies Act 2006, in order to indemnify its directors and officers against liability in respect of actions brought by third parties against the Charity, the Charity has purchased Directors and Officers liability insurance, and such insurance remains in force at the date of approving the Trustees report.

Risk policy and management

The Trustees review the assessment of major risks to which the charity is exposed. The Leadership Team maintains a risk register, which is regularly monitored and updated. Risks are scored by likelihood and impact both prior and post mitigation measures taken. Management of risks is an ongoing task of the Leadership Team. Changes are reported to the Board at quarterly meetings.

The top three risks faced by the charity at December 2023 were:

Risk	Management & Mitigation Measures
Reliance on key staff to maintain business continuity	<ul style="list-style-type: none"> • Regular leadership team meetings • 3 months' notice period for new managers • Documentation of all operational processes • Handover across Leadership team for periods of leave • Change management process for times of transition • Training on key tasks shared across functions • Strong supplier relationships for ad hoc/outsourced support if necessary • Cross-team working groups to share knowledge
Economic downturn affects ability to deliver core services	<ul style="list-style-type: none"> • Diversify corporate network and new business team • Regular network engagement for early visibility of risk • Diversify funding sources and build fundraising team • Maintain reserves and regular review of designated funds, regular review of cashflow and budgets • Review and stagger new expenditure as required
Failure to provide goods requested/needed by charity partners	<ul style="list-style-type: none"> • Regular communication across teams to identify core product categories and quantify need • Strengthen relationships with current partners • Monitoring of type and quantities of products requested • Process for Goods Acceptance • Regular Trading and Operations meetings • New availability metrics to monitor key stock levels

Sustainability

Sustainability is at the heart of what we do. We believe improving lives shouldn't cost the Earth. In Kind Direct recognises that good environmental management is an essential part of overall good practice for a national charity. We work towards best practice for environmental standards in all areas of our operation. We focus on continual improvement and in 2024 will work towards setting targets for reducing our environmental impact.

Everyone working at IKD, and our partners has a part to play. Achieving a proportionate reduction in waste and carbon emissions as the scale of our activities grows is embedded in our approach. In 2023, work began to formalise our commitments and environmental targets, leading to a new organisational KPI of equivalent carbon emissions per thousand orders dispatched. In 2024, the charity plans to publish its baseline and initial plans. Next year, we will also establish an internal decision-making framework to assess actions and services that have a positive environmental impact, but which may require more resource to implement, as well as the impact of new projects.

Our direct impact on the environment primarily relates to our energy, material, and water use at our premises and staff travel, as well as our logistics operations. Indirectly, we impact the environment by helping companies provide an alternative to landfill and promoting best practices around waste, encouraging our UK network of charity partners to act responsibly, advocating for a circular economy with a reduce, reuse, and recycle approach.

In Kind Direct is committed to supporting a just transition to net zero and reducing the environmental impact of our operations and service delivery. We committed to monitoring our carbon emissions and resource usage, which we started in 2022 by establishing our baseline impact. We are working towards publishing an environmental impact report in 2024, outlining our transition plan and a

potential net zero target. This also includes our contribution to the relevant UN Sustainable Development Goals (SDGs).

Current progress:

- Quality & Sustainability Manager recruited to increase internal expertise and resource.
- Reductions in single-use plastic. Moving to paper-based tape saved 903 km of plastic in 2023.
- Recycled cardboard boxes replaced bubble wrap, saving 2,777 m² of plastic.
- Successful trial of pre-used boxes, which made up 25% of our carton deliveries.
- 93% of products were delivered using a logistics partner with ambitious decarbonisation targets. 20,000 deliveries in 2023 were made using electric vehicles (EVs).
- Refurbished tech project with Foxway. In 2023, we saved 78,000kg of CO₂e, the equivalent of taking 700 cars off the road.
- We're a proud environmental partner of 1% for the Planet, an international organisation whose members contribute at least 1% of annual revenue to environmental causes.
- We remained digital by default, minimising printing wherever possible.
- Preparatory work began on our wider sustainability strategy.

Our environmental statement and full environmental policy are available on our website.

Directors and trustees

The directors and trustees of In Kind Direct during the year and up to the date the accounts were approved were as follows:

Debra Allcock Tyler	
Scott Barton	
Graham Burridge	
Tim Hinton	
Graham Inglis	Resigned 28 September 2023
Ajay Kavan	
Tom Moody	
Martin Newman	
Teresa Tideman (Chair)	
Richard Wolff	
Alec Grant	
Ayshea Farooq	
Chirag Patel	
Vishal Bansal	Appointed 4 th April 2023

Changes in fixed assets

£105.2k was invested in fixed assets in 2023, £90.2k relating to investment in the Business Central accounting system and £15k relating to warehouse equipment and plant.

Statement of trustees' responsibilities

The Trustees, who are also directors of In Kind Direct for the purposes of company law, are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement of disclosure to the auditor so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

Related Parties

None of In Kind Direct's trustees are employed by a company with which In Kind Direct has a commercial relationship. Trading IK Ltd is the wholly owned trading subsidiary of In Kind Direct. Graham Burrige, who is Chair of the subsidiary, is also a director/trustee of In Kind Direct. Rosanne Gray, Chief Executive also served as a director of Trading IK Ltd during the year. Paul Buchanan, Interim CEO also served as a director for TIK, in the year.

In Kind Direct is the sole legal member of IKDI. Three director/trustees of In Kind Direct are director/trustees of IKDI. They are Teresa Tideman, Graham Inglis and Richard Wolff. In the year, Graham Inglis resigned as a trustee, and Ajay Kavan was accepted to serve as an IKDI trustee. Rosanne Gray, Chief Executive, replaced in the year by Paul Buchanan as Interim CEO, of In Kind Direct is also a director/trustee of IKDI.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Auditors

Haysmacintyre LLP is deemed to be reappointed under section 487(2) of the Companies Act 2006.

On behalf of the Board

T M Tideman

Teresa Tideman

Date: 06/09/2024.....

Independent auditor's report to the members of In Kind Direct

Opinion

We have audited the financial statements of In Kind Direct for the year ended 31 December 2023 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Company Balance Sheet, the Consolidated and Company Statement of Cash Flows and notes to the financial statements and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and of the charitable company's affairs as at 31 December 2023 and of the group's and charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group and charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine

whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Annual Report (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the group and charitable company; or
- the group and charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 31, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of

irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to company law and applicable employment regulations, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and consider other factors such as payroll taxes and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to posting inappropriate journal entries to revenue and management bias in accounting estimates. Audit procedures performed by the engagement team included:

- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, and
- Challenging assumptions and judgements made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Richard Weaver (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditor
Date: 9 September 2024

10 Queen Street Place
London
EC4R 1AG

**Consolidated Statement of Financial Activities (including income & expenditure account)
for the year ended 31 December 2023**

	Notes	Unrestricted Funds £	Restricted Funds £	Totals 2023 £	Unrestricted Funds £	Restricted Funds £	Totals 2022 £
INCOME							
Income from donations							
Value of donated goods distributed	4	29,154,370	-	29,154,370	20,277,481	-	20,277,481
Donations	3	308,011	85,000	393,011	329,622	151,335	480,957
Donated services for own use	4	137,053	-	137,053	116,459	-	116,459
Income from charitable activities:							
Retail donation registration fees		-	-	-	-	-	-
Charges for providing goods		3,261,603	-	3,261,603	2,301,450	-	2,301,450
Other charitable income		40,445	-	40,445	116,289	-	116,289
Income from other trading activities:							
Commercial trading operations	5	484,998	-	484,998	380,941	-	380,941
Bank Interest		0	-	0	2,173	-	2,173
TOTAL INCOME		33,386,480	85,000	33,471,480	23,524,415	151,335	23,675,750
EXPENDITURE							
Costs of Raising Funds:							
Costs of Raising Funds	6	104,794	0	104,794	154,174	-	154,174
Costs of Trading Activities	6	83,021	-	83,021	71,572	-	71,572
		187,815	0	187,815	225,746	0	225,746
Expenditure on Charitable Activities:							
Distribution of donated goods	6	29,154,370	-	29,154,370	20,277,481	-	20,277,481
Other Charitable Costs	6	4,118,192	126,723	4,244,915	3,293,597	121,419	3,415,016
		33,272,562	126,723	33,399,285	23,571,078	121,419	23,692,497
TOTAL EXPENDITURE	6	33,460,377	126,723	33,587,100	23,796,824	121,419	23,918,243
Net Income for the Year Before Transfers		(73,897)	(41,723)	(115,620)	(272,409)	29,916	(242,493)
Gross Transfers Between Funds		215,918	(215,918)	-	-	-	-
Net Movement in funds		142,021	(257,641)	(115,620)	(272,409)	29,916	(242,493)
Funds brought forward at 1 January		1,124,414	728,296	1,852,710	1,396,823	698,380	2,095,203
Funds carried forward at 31 December	15a	1,266,435	470,655	1,737,090	1,124,414	728,296	1,852,710

Consolidated Balance Sheet at 31 December 2023

	Notes	Unrestricted Funds	Restricted Funds	Total 2023	Unrestricted Funds	Restricted Funds	Total 2022
		£	£	£	£	£	£
Fixed assets							
Tangible assets	10	78,611	-	78,611	80,070	-	80,070
Intangible assets	11	85,778	-	85,778	66,175	-	66,175
Public benefit concessionary loan		-	-	-	-	-	-
Fixed Assets		<u>164,389</u>	<u>-</u>	164,389	<u>146,245</u>	<u>-</u>	146,245
Current assets							
Debtors	13	209,941	7,964	217,905	71,150	176,189	247,339
Cash at bank and in hand		<u>1,264,026</u>	<u>462,692</u>	1,726,718	<u>1,160,031</u>	<u>552,107</u>	<u>1,712,138</u>
		1,473,967	470,656	1,944,623	1,231,181	728,296	1,959,477
Creditors: amounts falling due within one year	14	<u>(371,922)</u>	<u>-</u>	(371,922)	<u>(253,012)</u>	<u>-</u>	<u>(253,012)</u>
Net current assets		<u>1,102,045</u>	<u>470,656</u>	1,572,701	<u>978,169</u>	<u>728,296</u>	<u>1,706,465</u>
Net assets		<u>1,266,434</u>	<u>470,656</u>	<u>1,737,090</u>	<u>1,124,414</u>	<u>728,296</u>	<u>1,852,710</u>
Funds							
Balance at 1 January		1,124,414	728,296	1,852,710	1,396,823	698,380	2,095,203
Movement in Funds		142,020	(257,640)	(115,620)	(272,409)	29,916	(242,493)
Balance at 31 December	15a	<u>1,266,434</u>	<u>470,656</u>	<u>1,737,090</u>	<u>1,124,414</u>	<u>728,296</u>	<u>1,852,710</u>

The financial statements were approved and authorised for issue by the directors and were signed on their behalf by:

Teresa Tideman

Teresa Tideman

Director and Trustee

Date: 06/09/2024

Company Balance Sheet at 31 December 2023

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Fixed assets							
Tangible assets	10	78,611	-	78,611	80,070	-	80,070
Intangible assets	11	85,778	-	85,778	66,174	-	66,174
Investments	12	1	-	1	1	-	1
		<u>164,390</u>	<u>-</u>	<u>164,390</u>	<u>146,245</u>	<u>-</u>	<u>146,245</u>
Current assets							
Debtors	13	261,275	7,964	269,239	279,846	176,189	456,035
Investments		-	-	-	-	-	-
Cash at bank and in hand		<u>1,024,389</u>	<u>462,692</u>	<u>1,487,081</u>	<u>773,343</u>	<u>552,107</u>	<u>1,325,450</u>
		1,285,664	470,656	1,756,320	1,053,189	728,296	1,781,485
Creditors: amounts falling due within one year	14	(342,203)	-	(342,203)	(235,095)	-	(235,095)
		<u>943,461</u>	<u>470,656</u>	<u>1,414,117</u>	<u>818,094</u>	<u>728,296</u>	<u>1,546,390</u>
Net current assets							
		<u>943,461</u>	<u>470,656</u>	<u>1,414,117</u>	<u>818,094</u>	<u>728,296</u>	<u>1,546,390</u>
Net assets		<u>1,107,851</u>	<u>470,656</u>	<u>1,578,507</u>	<u>964,339</u>	<u>728,296</u>	<u>1,692,635</u>
Funds							
Balance at 1 January		964,339	728,296	1,692,635	1,242,317	698,380	1,940,697
Movement in Funds		143,512	(257,640)	(114,128)	(277,978)	29,916	(248,062)
Balance at 31 December	15b	<u>1,107,851</u>	<u>470,656</u>	<u>1,578,507</u>	<u>964,339</u>	<u>728,296</u>	<u>1,692,635</u>

In Kind Direct has taken advantage of the exemption under section 408 of the Companies Act 2006 not to present the Statement of Financial Activities and Income and Expenditure Account of the parent charitable company in these financial statements. Income of the parent company amounted to £29,393,481 (2022: £23,675,750). The result for the year is a net movement of funds of (£114,128) (2022: (£248,062)).

The financial statements were approved and authorised for issue by the directors and were signed on their behalf by:

T M Tideman

Teresa Tideman

Director and Trustee

Date: 06/09/2024

Consolidated and Company Statement of Cash Flows

	Notes	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Cash provided/(used in) by operating activities	20	66,599	119,408	213,649	(100,027)
Cash flows from investing activities					
Interest income		-	-	-	-
Transfer of cash to current asset investments		-	-	-	-
Purchase of fixed assets		(105,162)	(145,429)	(105,162)	(145,429)
Cash (used in) investing activities		(105,162)	(145,429)	(105,162)	(145,429)
Cash flows from financing activities					
Increase/(decrease) in cash and cash equivalents in the year		14,581	(1,845)	161,631	(241,279)
Cash and cash equivalents at the beginning of the year		1,712,138	1,713,983	1,325,450	1,566,729
Total cash and cash equivalents at the end of the year		1,726,719	1,712,138	1,487,081	1,325,450

No analysis of changes in net debt is presented as the charity and group has no borrowings.

Notes to the Financial Statements – year ended 31 December 2023**1. Principal accounting policies****General Information**

In Kind Direct is a charitable company limited by guarantee, incorporated in England and Wales (company number 03155226) and registered with the Charity Commission (charity registration 1052679). The registered office address is: 11 – 15 St Mary at Hill, London, EC3R 8EE.

Basis of Preparation

The financial statements have been prepared under the historical cost convention, and in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts, the Companies Act 2006 and applicable accounting standards (FRS 102). In Kind Direct meets the definition of a public benefit entity under FRS 102.

Basis of Consolidation

The consolidated accounts of the group incorporate the accounts of the charity and its subsidiary undertakings as per note 5 of their accounts. The accounts have been consolidated on a line-by-line basis, after eliminating the intercompany balances and transactions in full.

Going concern

The trustees are confident that In Kind Direct will remain a going concern and that there are no known material uncertainties about the charity's ability to continue. A cash flow forecast has been prepared for the 12-month period following the date of signing of the accounts. This forecast includes all funding received to date as well as committed funding. Assumptions have been made around charges for goods income that show an increase in growth against the 2023 targets which is line with the 2025 strategy. Unrestricted cash balances remain positive for the whole period and are expected to exceed the minimum requirement of £100,000.

Fund Accounting

Unrestricted funds (both general & designated) include funds and goods donated for distribution. Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

The Board of trustees agreed in 2021 to designate £635k of the unrestricted reserve for specific projects to support the 2025 strategy growth. The funds were used for the warehouse move (£320k); systems upgrade (£150k) & marketing/research/support activities (£165k). The remainder is to be spent on facilities upgrades.

Restricted funds are funds and goods donated for distribution, which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for a specific purpose. The cost of raising and administering such funds is charged against the funds. The aim and use of each restricted fund is set out in the notes to the financial statements.

Income

All income is recognised in the SOFA when the charity has entitlement to the income, there is reasonable certainty of receipt, and the amount can be measured. Event income and charges for our service providing products are treated as income in the period to which they relate. Registration fees are generally non-refundable and are applied to income at the beginning of the year to which they relate. Interest receivable is treated as income of the period in which it accrues.

Goods and services donated for the charity's own use

Goods, office cleaning and printing facilities, consultancy work and other services donated for the charity's own use are recognised in the Statement of Financial Activities as both income and expenditure or capitalised if it is a capital item on the basis of the value of the gift to the charity.

Goods donated for onward distribution

Goods donated for onward distribution are included as both income and expenditure, at the time of distribution, at a reasonable estimate of their original market value, less adjustments to reflect condition where the goods are not in their original pristine condition. By their very nature, the product donations we receive from companies are often hugely mixed and difficult to identify and categorise without manual sorting and reworking. This makes it near-impossible to value goods on receipt.

Expenditure

Expenditure is classified in accordance with the Statement of Recommended Practice as shown below:

Charitable Activities - all expenditure directly relating to the objects of the charity including the direct cost of supporting charitable activities and covers the following activities as incurred:

Identification of potential donors, obtaining donated goods for onward distribution, the processes for distributing, reporting and accounting for those goods; the recruitment and registration of charities and maintenance of data relating to those charities.

Governance Costs – Being financial, legal, and administrative expenses incurred in connection with enabling the charitable company to comply with external regulations, constitutional and statutory requirements; and in providing support to the trustees in the discharge of their statutory duties. These costs are included within support costs.

Fundraising Costs - The costs incurred to obtain voluntary contributions to the charity including expenditure on increasing In Kind Direct's fundraising resources other than through obtaining registration income or goods for distribution and for improving general awareness of In Kind Direct within the overall community.

Support Costs - Expenditure incurred on activities falling directly within one expenditure classification is charged directly to that classification. Expenditure incurred on activities falling in more than one cost category is apportioned as follows:

According to the time spent by each member of staff on activities within that category.

Office expenses:	In the same overall ratio as staff costs.
Depreciation:	In the same overall ratio as staff costs

Taxation

As a registered charity, the company is potentially exempt from taxation of its income and gains to the extent that these are applied to its charitable objectives. The company is registered for VAT. Income Tax recoverable under Deeds of Covenant and Gift Aid is accounted for on a receivable basis.

Termination costs

All costs included in terminating employee contracts are accounted for on an accrual basis and disclosed in aggregate within staff costs. Termination benefits are measured at the best estimate of the expenditure required to settle the obligation at the reporting date.

Pension costs

Contributions to group personal money purchase pension schemes are charged to the Statement of Financial Activities on an accruals basis.

Operating leases

Operating lease rentals are charged to the SOFA over the term of the lease. Incentives received to enter into an operating lease are credited to the SOFA, to reduce the lease expense, on a straight-line basis over the period of the lease.

Tangible fixed assets

Fixed assets are capitalised in the balance sheet at cost or, for donated goods, at estimated market value, except for items costing less than £2,000, which are expensed in the year of purchase. Depreciation is calculated so as to write off the cost of tangible fixed assets, less the estimated residual values, on a straight-line basis over the estimated economic lives of the assets concerned. Computers and other capital equipment is written off over three years.

Intangible fixed assets

Intangible assets are initially recognised at cost and subsequently measured at cost less any accumulated amortisation and any accumulated impairment losses. In Kind Direct's intangible fixed assets consist of software development costs. Amortisation is charged on a straight line basis over the estimated useful economic life of the software (from two to six years) and is included in Finance & IT support costs in the SOFA.

Public benefit concessionary loans

The group provides a loan to further its charitable purposes at rates below prevailing market rates. In accordance with section 34 of FRS102 this loan has been classified and accounted for as a concessionary loan. Such loans are initially recognised and measured at the amount provided and subsequently adjusted to reflect any repayments, accrued interest and any subsequent impairments.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to

settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2. Critical accounting judgements and estimation uncertainty

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the group's and parent charitable company's accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Those areas subject to judgement and uncertainty are as follows:

- Valuation of goods distributed
- Valuation of other goods and services received in kind for the charity's own use.
- Accrued income and expenditure
- Cross charges of staff time spent between the 3 group entities.

Goods donated for onward distribution are valued at a reasonable estimate of their original market value, less adjustments to reflect condition where the goods are not in their original pristine condition.

Other goods and services received are valued either by the donor, or where no value is given, valued at the equivalent market cost were these to be purchased directly by the charity.

Accrued income and expenditure are estimated where no invoice has been provided. These estimates are based either on third party evidence or on known values as yet not invoiced by the group.

Cross charges of staff time spent are based on reasonable estimates of how much time staff employed by In Kind Direct spend working on matters related to Trading IK Limited or IKDI.

3. Other Voluntary Income

	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Charitable Trusts	82,756	45,000	127,756	31,084	110,000	141,084
Business donations	68,000	37,500	105,500	146,100	41,335	187,435
Donations by individuals	157,255	2,500	159,755	152,439	-	152,439
Total Donations	<u>308,011</u>	<u>85,000</u>	<u>393,011</u>	<u>329,623</u>	<u>151,335</u>	<u>480,958</u>

4. Donated goods and services

Donated goods and services were applied to the activities of the charity as follows:

	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Total Value of donated goods distributed	29,154,370	-	29,154,370	20,277,481	-	20,277,481
Total Value of Services donated for own use	137,053	-	137,053	116,459	-	116,459
Total Donations	<u>29,291,423</u>	<u>-</u>	<u>29,291,423</u>	<u>20,393,940</u>	<u>-</u>	<u>20,393,940</u>

5. Subsidiary undertakings

Trading IK Limited

Trading IK Limited (Company no. 06950193) is a wholly owned subsidiary trading company of the charity, established on 2 July 2009. Its registered office address is 11 -15 St Mary at Hill, London, EC3R 8EE.

Its principal activity is generating alternative sources of income such as eBay sales and affiliate marketing agreements. The company gift aids its taxable profits to the parent company. The results for the trading company for the year ended 31 December 2023 were:

	31 December 2023 £	31 December 2022 £
Turnover	484,998	313,363
Cost of sales	<u>(63,398)</u>	<u>(48,185)</u>
Gross profit	421,600	265,178
Distribution costs	(20,524)	(18,125)
Administration costs	900	(6,861)
Profit for the year	<u>401,977</u>	<u>240,191</u>
Gift Aid to In Kind Direct	(401,976)	(240,192)
Movement in Shareholder's Funds After Gift	<u>1</u>	<u>(1)</u>

Administration costs relate to audit fees and other professional fees from In Kind Direct to Trading IK Limited (2023: nil; 2022 £3,600) for the use of staff and resources. These have been eliminated on consolidation.

	£	£
Current assets	152,219	236,889
Creditors and accruals	<u>(152,218)</u>	<u>(236,889)</u>
Net Assets	<u>1</u>	<u>(0)</u>

At the balance sheet date the company owed a balance of £126,998 to In Kind Direct.

Subsidiary undertakings - Continued

IKDI

IKDI is a charitable company incorporated in England & Wales, (Charity no. 1157417; Company no. 08478660) of which In Kind Direct is the sole member. Its registered office address is 11 - 15 St Mary at Hill, London, EC3R 8EE. The results of the subsidiary charitable company for the year were as follows:

	31 December 2023	31 December 2022
	£	£
Income	46,750	94,075
Expenditure	(48,240)	(88,504)
Net surplus/(expenditure)	<u>(1,490)</u>	<u>5,571</u>
Funds brought forward at 1 January	92,498	86,927
Funds carried forward at 31 December	<u><u>91,008</u></u>	<u><u>92,498</u></u>

Total expenditure relate to audit fees, travel, legal fees and other charges from In Kind Direct to IKDI (2023: £38,217 ; 2022: £57,350) for the use of staff and resources . These have been eliminated on consolidation.

At the balance sheet date the charity owed a balance of £nil to In Kind Direct.

6. Expenditure

	Direct cost £	Support cost £	Total 2023 £	Direct cost £	Support cost £	Total 2022 £
Cost of Charitable Activities						
Distribution of donated goods	29,154,370	-	29,154,370	20,277,481	-	20,277,481
Other charitable costs	1,725,226	2,519,689	4,244,915	1,247,437	2,167,578	3,415,015
	<u>30,879,596</u>	<u>2,519,689</u>	<u>33,399,285</u>	<u>21,524,918</u>	<u>2,167,578</u>	<u>23,692,496</u>
Cost of Generating Funds						
Fundraising activities	26,799	77,995	104,794	62,790	91,384	154,174
Trading activities	83,021	-	83,021	71,572	-	71,572
	<u>109,820</u>	<u>77,995</u>	<u>187,815</u>	<u>134,362</u>	<u>91,384</u>	<u>225,746</u>
Total Expenditure	<u><u>30,989,416</u></u>	<u><u>2,597,684</u></u>	<u><u>33,587,100</u></u>	<u><u>21,659,280</u></u>	<u><u>2,258,962</u></u>	<u><u>23,918,242</u></u>

7. Support costs

Support costs are the costs of premises, facilities, staff and office overheads and are allocated to the activities of the charity as follows:

	Cost of Charitable Activities £	Total 2023 £	Total 2022 £
Management/Other	805,115	805,115	836,794
Finance & IT	264,932	264,932	109,977
Logistics	411,319	411,319	395,173
Charities	960,297	960,297	807,781
Fundraising	39,948	39,948	62,526
Premises	116,073	116,073	87,956
	<u>2,597,684</u>	<u>2,597,684</u>	<u>2,300,207</u>
Governance costs total		<u>79,432</u>	<u>86,471</u>
Fundraising costs total		<u>77,995</u>	<u>91,384</u>

8. Employees

Staff costs comprise:	Total	Total
	2023	2022
	£	£
Salaries and wages	1,430,845	1,182,025
Social security costs	134,526	126,668
Other pension costs	120,138	95,762
Org. restructure costs*	-	-
	<u>1,685,509</u>	<u>1,404,455</u>

* Organisation restructure costs comprise those costs associated with the termination of employee contracts

The average number of employees during the year, analysed by function, was:

	2023	2022
Distribution of donated goods	31	23
Governance	<u>4</u>	<u>4</u>
	<u>35</u>	<u>27</u>

The number of employees earning in excess of £60,000 is as follows:

£60,001 - £70,000	1	-
£70,001 - £80,000	2	1
£80,001 - £90,000	1	1
£90,000 - £100,000	-	1
£100,000 - £110,000	1	-
£150,000 - £160,000	-	1

The key management personnel of In Kind Direct, the parent charity, comprise the Chief Executive Officer and Executive Directors.

The total employee benefits (including employer's national insurance contributions) of the key management personnel of In Kind Direct were £571,217 (2022: £553,111).

The trustees did not receive remuneration for their services to the company during the period (2022: £nil).

Expenses of £7.29 incurred by a trustee were reimbursed by the charity during the period (2022: £199.20).

9. Net income for the year is stated after charging:

	2023	2022
	£	£
Auditor remuneration - audit fee	20,100	19,000
Operating Lease rentals	72,719	51,766
Depreciation	<u>33,873</u>	<u>68,148</u>

10. Tangible Fixed Assets

	Warehouse Equipment	IT Equipment		
	Unrestricted Funds	Unrestricted Funds	Total 2023	Total 2022
	£	£	£	£
Cost as at 1 January 2023	105,139	12,580	117,719	23,995
Additions during year	14,996	-	14,996	86,713
Transfer to intangible assets	-	-	-	-
Cost as at 31 December 2023	<u>120,135</u>	<u>12,580</u>	<u>132,715</u>	<u>110,708</u>
Depreciation as at 1 January 2023	(25,764)	(5,589)	(31,353)	(22,602)
Charge for year	<u>(20,235)</u>	<u>(2,516)</u>	<u>(22,751)</u>	<u>(8,036)</u>
Depreciation as at 31 December 2023	<u>(45,999)</u>	<u>(8,105)</u>	<u>(54,104)</u>	<u>(30,638)</u>
Net book value as at 1 January 2023	<u>79,374</u>	<u>6,991</u>	<u>86,366</u>	<u>1,393</u>
Net book value as at 31 December 2023	<u>74,136</u>	<u>4,475</u>	<u>78,611</u>	<u>80,071</u>

11. Intangible Fixed Assets

	IT Systems		
	Unrestricted Funds		Total 2022
	£	Total 2023	£
Cost as at 1 January 2023	145,345	145,345	152,355
Additions during year	<u>90,166</u>	<u>90,166</u>	<u>58,716</u>
Cost as at 31 December 2023	<u>235,511</u>	<u>235,511</u>	<u>211,071</u>
Depreciation as at 1 January 2023	(138,611)	(138,611)	(84,784)
Charge for year	<u>(11,122)</u>	<u>(11,122)</u>	<u>(60,113)</u>
Depreciation as at 31 December 2023	<u>(149,733)</u>	<u>(149,733)</u>	<u>(144,897)</u>
Net book value as at 1 January 2023	<u>6,734</u>	<u>6,734</u>	<u>67,571</u>
Net book value as at 31 December 2023	<u>85,778</u>	<u>85,778</u>	<u>66,175</u>

**12. Investment
(Charity)**

	Unrestricted Funds	
	£	Total 2023
	£	£
Shares - subsidiary company Trading IK Ltd	<u>1</u>	<u>1</u>
Cost at 1 January 2023 and 31 December 2023	<u>1</u>	<u>1</u>

In Kind Direct

13a. Debtors - unrestricted

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Prepayments	97,772	70,629	97,772	70,629
Trade debtors	102,610	(14,479)	26,947	(35,955)
Intercompany debtors	-	-	126,998	230,172
Taxation and social security	-	-	-	-
Accrued income*	<u>9,559</u>	<u>15,000</u>	<u>9,558</u>	<u>15,000</u>
	<u>209,941</u>	<u>71,150</u>	<u>261,275</u>	<u>279,846</u>

*Donations recognised in the 2023 accounts but received early in 2024.

13b. Debtors - restricted

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Grant income debtor*	7,964	176,189	7,964	176,189
	<u>7,964</u>	<u>176,189</u>	<u>7,964</u>	<u>176,189</u>

*This represents the value of the grant receivable by In Kind Direct until March 2025 in respect of the charity's office accommodation.

14. Creditors: amounts falling due within one year - unrestricted

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Trade creditors	(91,248)	(39,411)	(90,247)	(144,476)
Accruals	(126,688)	(158,099)	(103,111)	(146,799)
Taxation and social security	<u>(153,987)</u>	<u>(55,502)</u>	<u>(148,845)</u>	<u>(43,027)</u>
	<u>(371,923)</u>	<u>(253,012)</u>	<u>(342,203)</u>	<u>(334,302)</u>

15a. Reserves (Group) 2023

	Balance at 1 Jan 2023	Income	Expenditure	Transfers between funds	Balance at 31 Dec 2023
	£	£		£	£
Restricted Funds:					
1 Lloyds Bank Premises Fund	531,928	-	(111,473)	(4,400)	416,055
2 Premises Fund 3 - dilaps	35,200	-	-	4,400	39,600
3 Peoples Postcode Lottery	27,000	30,000	(250)	(56,750)	-
4 Amazon	13,000	-	-	(13,000)	-
5 Kimberley Clark	30,353	-	-	(30,353)	-
6 Barclays COVID-19	10,815	-	-	(10,815)	-
7 Santander	25,000	25,000	-	(50,000)	-
8 Lego	5,000	-	-	(5,000)	-
9 JHRT	50,000	-	-	(50,000)	-
10 Essity	-	12,500	(12,500)	-	-
11 The Privy Purse	-	15,000	-	-	15,000
12 Teresa Tideman	-	2,500	(2,500)	-	-
					-
Total Restricted Funds	728,296	85,000	(126,723)	(215,918)	470,655
Unrestricted Funds - General	829,414	33,386,480	(33,460,377)	370,918	1,126,435
10 Unrestricted Funds - Designated	295,000	-	-	(155,000)	140,000
Total Unrestricted Funds	1,124,414	33,386,480	(33,460,377)	215,918	1,266,435
Total Funds	1,852,710	33,471,480	(33,587,100)	-	1,737,090

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards supporting charities helping people affected by emergency situations.
- (4)-(5) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
- (6) Funds towards helping charities in their community efforts against COVID-19.
- (7) Funds towards supporting IKD's operations (distribution)
- (8) Funds towards supporting IKD's operations in distributing other products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (9) Funds towards supporting IKD's core operations.
- (10) Funds towards Period Equity research
- (11) & (12) Funds towards the SARC's (Sexual Assault Referral Centres) project
- (13) Board agreed to designate £635,000 fund for the warehouse move(£320k), systems upgrade (£150k)& research/marketing/other (£165k) to support the 2025 strategy growth

15a. Reserves (Group) 2022

	Balance at 1 Jan 2022	Income	Expenditure	Transfers between funds	Balance at 31 Dec 2022
	£	£	£	£	£
Restricted Funds:					
1 Lloyds Bank Premises Fund	656,303	(32,018)	(87,956)	(4,400)	531,928
2 Premises Fund 3 - dilaps	30,800	-	-	4,400	35,200
3 Peoples Postcode Lottery	-	60,000	(33,000)	-	27,000
4 Amazon	-	13,000	-	-	13,000
5 Kimberley Clark	-	30,353	-	-	30,353
6 Barclays COVID-19	11,277	-	(463)	-	10,815
7 Santander	-	25,000	-	-	25,000
8 Lego	-	5,000	-	-	5,000
9 JHRT	-	50,000	-	-	50,000
Total Restricted Funds	698,380	151,335	(121,419)	-	728,296
Unrestricted Funds - General	761,823	23,524,415	(23,796,824)	340,000	829,414
10 Unrestricted Funds - Designated	635,000	-	-	(340,000)	295,000
Total Unrestricted Funds	1,396,823	23,524,415	(23,796,824)	-	1,124,414
Total Funds	2,095,203	23,675,750	(23,918,242)	-	1,852,710

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards supporting charities helping people affected by emergency situations.
- (4)-(5) Funds are for the purpose of enabling charities to benefit from the In Kind Direct service.
- (6) Funds towards helping charities in their community efforts against COVID-19.
- (7) Funds towards supporting IKD's operations in distributing technology products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (8) Funds towards supporting IKD's operations in distributing other products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (9) Funds towards supporting IKD's core operations.
- (10) Board agreed to designate £647,457 fund for the warehouse move(£320k), systems upgrade (£150k)& research/marketing/other (£165k) to support the 2025 strategy growth

15b. Reserves (Charity) 2023

	Balance at 1 Jan 2023 £	Income £	Expenditure £	Transfers between funds £	Balance at 31 Dec 2023 £
Restricted Funds:					
1 Lloyds Bank Premises Fund	531,929	-	(111,472)	(4,400)	416,057
2 Premises Fund 3 - dilaps	35,200	-	-	4,400	39,600
3 Peoples Postcode Lottery	27,000	30,000	(250)	(56,750)	-
4 Amazon	13,000	-	-	(13,000)	-
5 Kimberley Clark	30,353	-	-	(30,353)	-
6 Barclays COVID-19	10,814	-	-	(10,815)	-
7 Santander	25,000	25,000	-	(50,000)	-
8 Lego	5,000	-	-	(5,000)	-
9 JHRT	50,000	-	-	(50,000)	-
10 Essity	-	12,500	(12,500)	-	-
11 The Privy Purse	-	15,000	-	-	15,000
12 Teresa Tideman	-	2,500	(2,500)	-	-
Total Restricted Funds	728,296	85,000	(126,722)	(215,918)	470,657
Unrestricted Funds - General	669,339	33,316,115	(33,388,522)	370,918	967,850
13 Unrestricted Funds - Designated	295,000	-	-	(155,000)	140,000
Total Unrestricted Funds	964,339	33,316,115	(33,388,522)	215,918	1,107,850
Total Funds	1,692,635	33,401,115	(33,515,244)	-	1,578,507

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards supporting charities helping people affected by emergency situations.
- (4) - (5) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
- (6) Funds towards helping charities in their community efforts against COVID-19.
- (7) Funds towards supporting IKD's operations (distribution)
- (8) Funds towards supporting IKD's operations in distributing other products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (9) Funds towards supporting IKD's core operations.
- (10) Funds towards Period Equity research
- (11) & (12) Funds towards the SARC's (Sexual Assault Referral Centres) project
- (13) Board agreed to designate £635,000 fund for the warehouse move(£320k), systems upgrade (£150k)& research/marketing/other (£165k) to support the 2025 strategy growth

15b. Reserves (Charity) 2022

	Balance at 1 Jan 2022 £	Income £	Expenditure £	Transfers between funds £	Balance at 31 Dec 2022 £
Restricted Funds:					
1 Lloyds Bank Premises Fund	656,303	(32,018)	(87,956)	(4,400)	531,928
2 Premises Fund 3 - dilaps	30,800	-	-	4,400	35,200
3 Peoples Postcode Lottery	-	60,000	(33,000)	-	27,000
4 Amazon	-	13,000	-	-	13,000
5 Kimberley Clark	-	30,353	-	-	30,353
6 Barclays COVID-19	11,277	-	(463)	-	10,815
7 Santander	-	25,000	-	-	25,000
8 Lego	-	5,000	-	-	5,000
9 JHRT	-	50,000	-	-	50,000
Total Restricted Funds	698,380	151,335	(121,419)	-	728,296
Unrestricted Funds - General	607,317	23,426,619	(23,704,597)	340,000	669,339
10 Unrestricted Funds - Designated	635,000	-	-	(340,000)	295,000
Total Unrestricted Funds	1,242,317	23,426,619	(23,704,597)	-	964,338
Total Funds	1,940,697	23,577,954	(23,826,016)	-	1,692,635

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards supporting charities helping people affected by emergency situations.
- (4) - (5) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
- (6) Funds towards helping charities in their community efforts against COVID-19.
- (7) Funds towards supporting IKD's operations (distribution)
- (8) Funds towards supporting IKD's operations in distributing other products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (9) Funds towards supporting IKD's core operations.
- (10) Board agreed to designate £635,000 fund for the warehouse move(£320k), systems upgrade (£150k)& research/marketing/other (£165k) to support the 2025 strategy growth

16. Donation of services for own use

The financial statements include the following donated services

	2023	2022
	£	£
Office cleaning & printing charges	13,024	6,713
Web hosting & IT services	64,400	48,000
Marketing & PR	56,485	56,286
Consultancy	-	5,460
Staff costs/training	3,144	-
	<u>137,053</u>	<u>116,459</u>

17. Obligation under operating lease

At 31 December the charitable company had the following future minimum rentals payable in respect of non-cancellable operating leases for one office premises as set out below:

Minimum rentals falling due:	2023	2022
	£	£
Within 1 year	71,676	53,757
Between 1 and 5 years	35,953	107,629
More than 5 years	-	-
	<u>107,629</u>	<u>161,386</u>

Future payments have been adjusted for the effect of rent-free periods in years 5 & 7 included in the lease of In Kind Direct's offices.

18. Related party transactions

Due to the nature of the IKD group charitable activities which relies on donated goods by companies and the composition of the board of trustees being drawn from corporations, transactions may take place with businesses in which the trustees have an interest. All transactions involving such companies are conducted in accordance with the requirements of the SORP and followed the IKD financial policies & procurement procedures relating to connected and related party transactions. All Board members are required to sign a related party disclosure.

HM King Charles III is the founder of In Kind Direct.

The total amount of donations made by trustees to the charity in 2023 was £2,500 (2022: £0).

19. Capital commitments

There were no capital commitments at the end of 2023 (2022: £0).

20. Reconciliation of net income/(expenditure) to net cash flow from operating activities

	Group		Charity	
	2023	2022	2023	2022
	£	£	£	£
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	(115,620)	(242,493)	(114,128)	(248,062)
Adjustments for:				
Depreciation	33,873	68,148	33,873	68,148
Dividends, interest and rents from investments	-	-	-	-
Decrease/(increase) in debtors	29,435	252,243	186,796	35,715
Increase/(decrease) in creditors	118,911	41,510	107,108	44,172
Net cash provided by/(used in) operating activities	<u>66,599</u>	<u>119,408</u>	<u>213,649</u>	<u>(100,027)</u>

21 Post Balance Sheet Events

There are no events after the Statements of Financial Position date.