



ANNUAL REPORT 2024

APRIL 2023 TO MARCH 2024

Goods
FOR Good



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A Decade of Charitable Impact

ANNUAL IMPACT REPORT APRIL 2023 TO MARCH 2024

Executive Summary

This year marks a milestone for Goods For Good as we celebrate 10 years of delivering hope and essentials to those in need. Despite global uncertainties, our mission to provide vital aid to vulnerable communities while promoting sustainability has remained steadfast. Over the past year, our work has supported over 185,895 individuals across the UK and internationally.

In 2023-2024, we delivered just over £6 million worth of goods, focusing on essential aid for those affected by poverty, displacement and crisis. Our efforts have ensured that critical supplies reach those who need them most, providing immediate relief and supporting long-term recovery and resilience.

From delivering clothes and school supplies to orphans to supporting displaced families in conflict zones, our efforts have brought critical relief those who needed them, when they needed them most.

27

COUNTRIES
REACHED

152

CHARITIES
SUPPORTED

£6M

WORTH OF
GOODS

153

TONNES OF
ESSENTIALS

ACTIVITIES & IMPACT

UK RESPONSE

In the UK, we strengthened our relationships with local charity partners, responding to the rising demand for essentials such as school uniforms, toiletries and winter clothing. Through these partnerships, we supported thousands of families, individuals and children, particularly during key moments like back-to-school and the holiday season.

Our response has been both proactive and compassionate. Our focus has been on helping individuals and families in deprived areas, ensuring children and vulnerable groups have access to the resources they need to thrive. Notable contributions include:



01. Back to School Initiative

Recognising the financial strain on families, we worked with corporate partners like Nike and Uniqlo to provide school uniforms and supplies for children from disadvantaged communities. These initiatives ensured that thousands of children returned to the classroom with dignity and confidence.

02. Seasonal Support

Our Christmas toy appeal, supported by donations from organisations such as Hobbycraft and Heathside Trading, brought joy to children who otherwise might have gone without. Corporate donations of winter clothing and toiletries also ensured families could meet basic needs and navigate the colder months with greater security.

03. Sport For Good

In partnership with Herts Sports Partnership's Fit, Fed and Read programme, we provided 400 children from deprived areas with Nike sports kits and footwear, empowering them to stay active and healthy while fostering a sense of belonging. Since the launch of Sport For Good in 2021, this initiative has reached almost 5,000 children across 33 camps, demonstrating the enduring value of sport in bringing communities together.



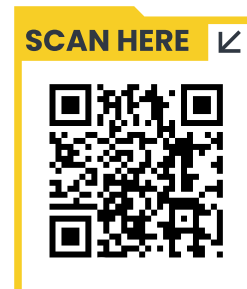
BENEFICIARIES
33,000+



CHARITY PARTNERS
73



GOODS DELIVERED
£590,629

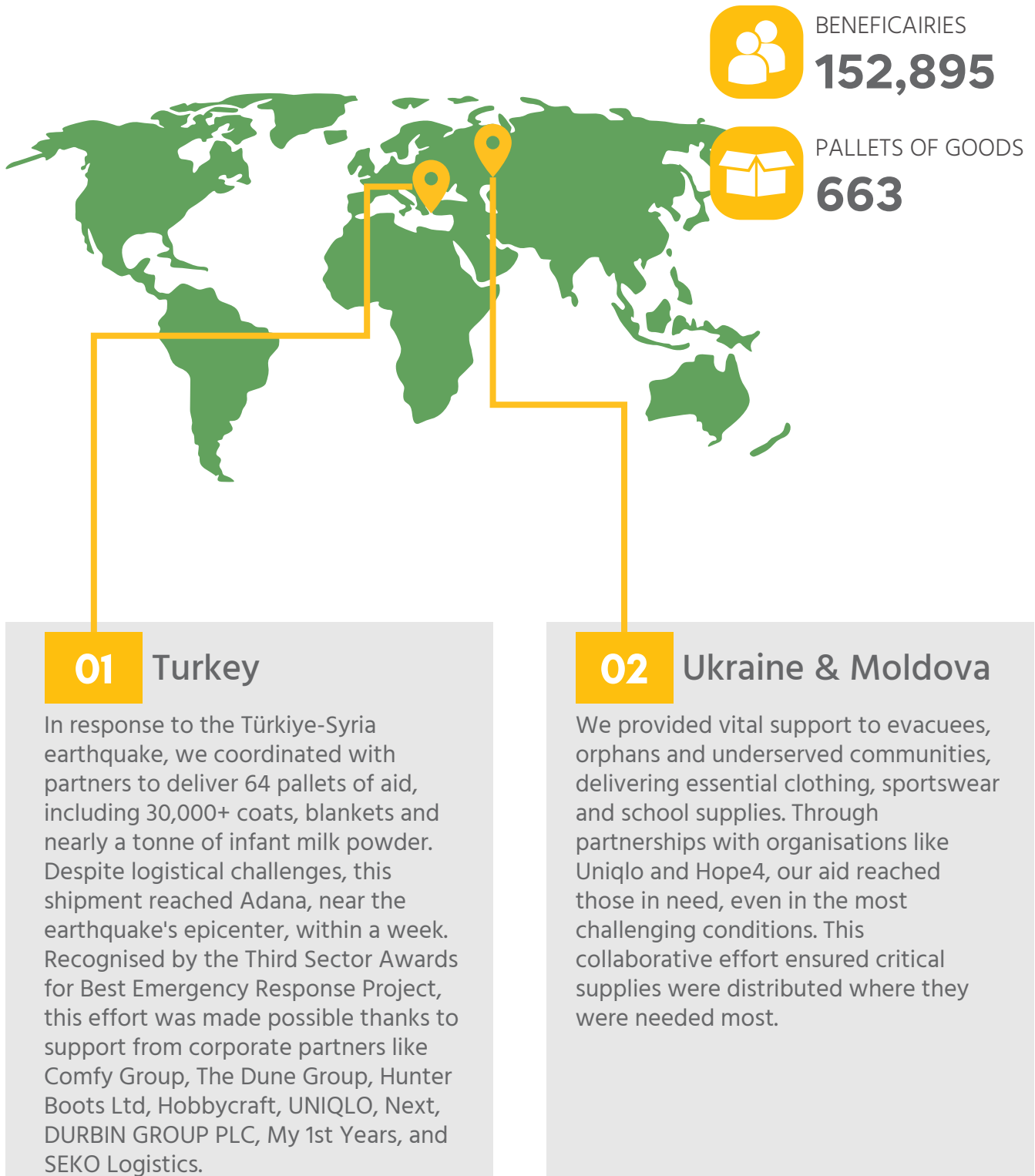


SCAN OR TAP TO LEARN MORE
ABOUT THE IMPACT OF OUR WORK

ACTIVITES & IMPACT

INTERNATIONAL RESPONSE

Across the globe, Goods For Good delivered essential aid to some of the most vulnerable communities, with 663 pallets of goods (135 tonnes) reaching over 152,000 beneficiaries. Key achievements include our response efforts in Ukraine, Moldova, Israel and Turkey.



PARTNERSHIPS

CORPORATE PARTNERS

Our partnerships demonstrate the importance of collective action, showing how businesses and charities can work together to maximise impact and meet both immediate and ongoing needs. This year, collaborations with My 1st Years, Focus Brands, BlackRock, Virgin Atlantic and SEKO Logistics were instrumental in our success.

MY 1ST YEARS



Their support has been transformational, providing not only financial contributions through online sales but also critical logistical support. Their warehouse space and handling capabilities have allowed us to manage significant volumes of goods, including donations of children's clothing and essentials for families in need.

FOCUS BRANDS



Focus Brands played a pivotal role by offering warehouse space and facilitating corporate volunteering events. These sessions have been vital in sorting, packing and preparing goods for distribution. Their flexibility in storage and logistics helped us efficiently deliver aid both in the UK and overseas.

BLACKROCK



Through corporate volunteering days, BlackRock's teams helped sort and prepare shipments, ensuring aid reached its destination quickly. Their involvement also raised essential funds and fostered meaningful connections among employees, highlighting the value of giving back as a team.

SEKO LOGISTICS



This partnership was instrumental in our Türkiye-Syria earthquake response. Virgin Atlantic provided a flight for 64 pallets of essential supplies, while SEKO Logistics coordinated shipments to ensure timely delivery to affected regions, bringing vital aid to those facing immense hardship.

Humanitarian Aid Partners

We are especially grateful to our Humanitarian Aid Partners — The Dune Group, UNIQLO, Focus Brands, William Kessler Charitable Trust, The Jordan Max Goodman Charitable Trust and My 1st Years — whose ongoing commitment has enabled us to provide a reliable and trusted source of essential supplies during crises. Their support has been vital in reaching vulnerable communities across the UK and globally.



GOODS DONATED

£9.47M



KG SAVED FROM LANDFILL

3.8M



The Dune Group

PARTNERSHIPS

CHARITY PARTNERS

This year, we strengthened our network of charity partners, supporting a total of 85 charities in the UK and 67 overseas, delivering targeted aid to vulnerable communities both locally and internationally. In the UK, our Kind Network has become a core part of our UK operations, fostering closer collaboration with grassroots organisations addressing poverty, homelessness and other urgent needs.



UK CHARITIES

85



INTERNATIONAL CHARITIES

67



BENEFICIARIES

185,895



KG OF GOODS DELIVERED

153,000

Key collaborations include:

01. Hope4 and HRIF

These partnerships were instrumental in ensuring essential supplies reached Moldova, Ukraine and Turkey. Working together, we provided aid to displaced families, orphans, remote and underserved communities, amplifying the reach of our efforts.

02. Herts Sports Activity Partnership

Through the Fit, Fed and Read programme, we provided Nike sports kits to 400 children from deprived areas. Since its launch in 2021, this collaboration has benefited nearly 5,000 children across 33 camps.

03. Practical Tools Initiative

In collaboration with Practical Tools Initiative we delivered aid to Sierra Leone, helping children and families in Freetown as they rebuilt their lives after crises.

VOLUNTEER ENGAGEMENT

This year, 385 dedicated volunteers gave over 1,500 hours of their time to support our work. From sorting and packing goods for distribution to assisting with corporate volunteering events and running initiatives like our eBay shop, their contributions have been invaluable in helping us reach more people in need.



WORKING TOGETHER FOR A BETTER TOMORROW!

Working with like-minded charity partners, like Goods For Good, we are focusing on how we can contribute to society, to make sure we are contributing to a better tomorrow.

Maria Samoto le dous, Head of Sustainability, Uniqlo

385+
VOLUNTEERS

1,500
HOURS
OF SUPPORT

Corporate Volunteering

Our corporate volunteering sessions provided businesses with the chance to engage their teams in impactful activities, such as sorting and packing donations or supporting logistics. Key corporate partners like BlackRock, Viatris and My 1st Years participated in these sessions, helping to prepare vital aid for communities in need.

In addition to these efforts, UNIQLO worked with us to deliver clothing to vulnerable communities, including refugees in Moldova. Their significant contributions highlight how businesses can go beyond donations to actively support our humanitarian efforts on the ground.

Matt, Chris, Cheryl, and Nicola, from Viatris, share their experiences of giving back to communities in need through corporate volunteering.



TAP VIDEO TO PLAY

SUSTAINABILITY & INNOVATION

In line with our commitment to sustainability, this year, we repurposed over 153 tonnes of surplus goods, transforming potential waste into life-changing aid for people in need.



Repurposing Surplus Goods: Donations from partners like Nike, UNIQLO, and New Balance gave new life to excess stock - clothing, footwear, and bedding - redirecting items from landfill to support thousands across the UK and overseas.

Sustainable Shipping Practices: Partnering with Cardinal Logistics and NS Shipping, we used donated or pro bono containers for international shipments reducing costs and environmental impact. In Moldova, smaller, frequent deliveries optimised resources further.



OF SURPLUS GOODS REDIRECTED FROM LANDFILL

153 TONNES



Carbon Emission Savings: Our focus on repurposing goods and optimising logistics led to an estimated reduction of 3,825 tonnes of CO₂ emissions this year. These savings were achieved through efficient use of shipping routes, consolidation of loads and reliance on renewable energy-powered warehouses.



EQUIVALENT CO₂ SAVING

19,125 FLIGHTS

*LONDON TO NEW YORK FLIGHTS

A YEAR IN NUMBERS

These figures represent the scale of our work over the past year - the goods delivered, the people supported and the partnerships that made it possible. But more than that, they reflect the impact of every donation, every volunteer hour and every act of generosity that helped provide essentials to those who needed them most.



BENEFICAIRIES
185,895



COUNTRIES DELIVERED TO
27



CHARITY PARTNERS SUPPORTED
152



GOODS DONATED
£9.47M



GOODS DELIVERED
153 TONNES



CARBON EMISSIONS SAVED
3,825 TONNES



VOLUNTEERS
385

LOOKING AHEAD

A WORD FROM OUR CEO

A decade ago, I started Goods For Good with a simple vision: to ensure people in crisis have what they need, when they need it most. What began as a modest effort has grown into a movement - one that has now supported almost five million people worldwide. Every shipment, donation and partnership is about being there for someone in their time of need, delivering dignity, comfort and hope.

Yet, the need continues to grow. Families are being pushed to breaking point, communities uprooted by crisis and too many people are going without the basics. That's why we've strengthened our partnerships, ensuring surplus goods are turned into support for those who need them most.

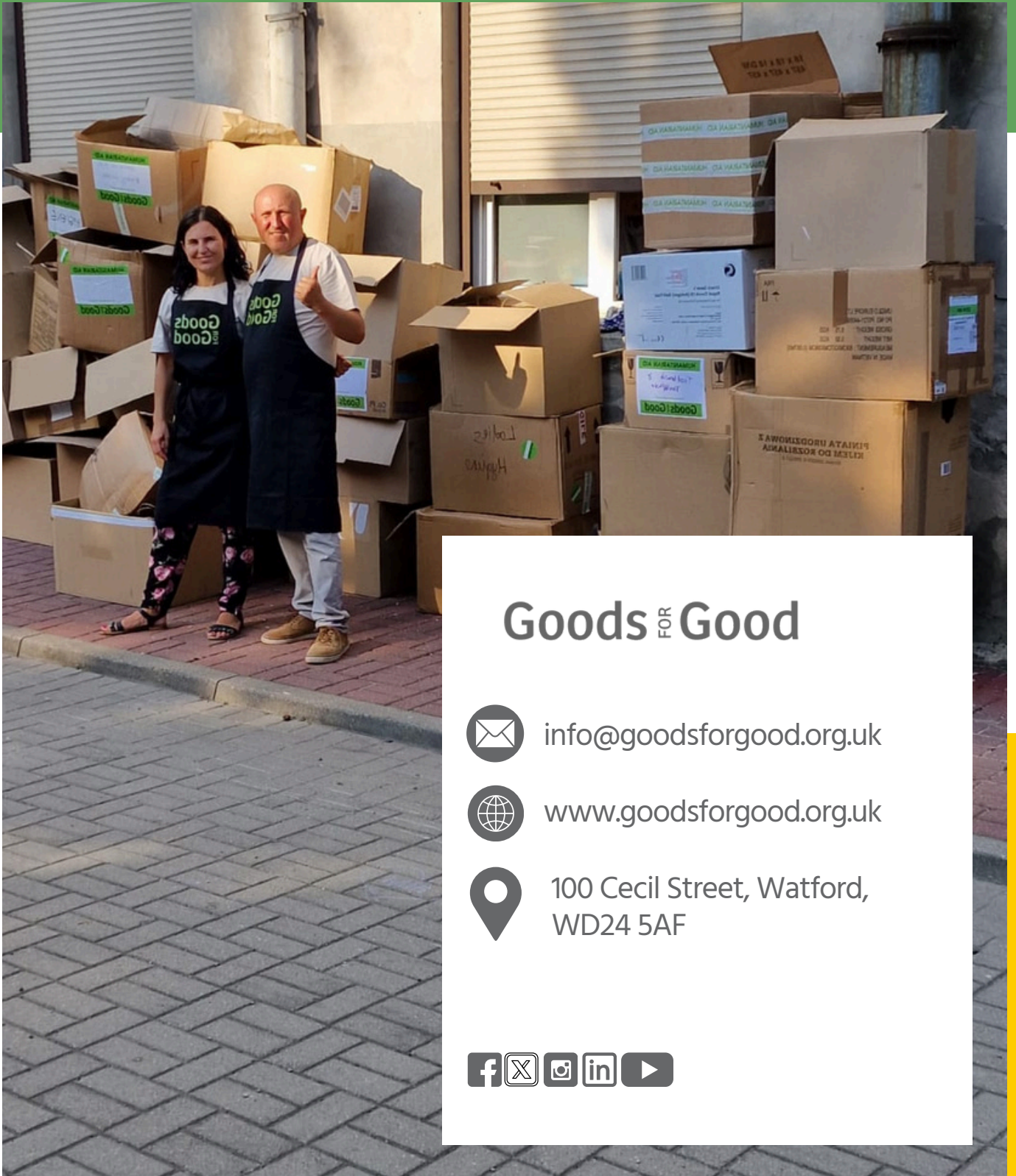
As we move into the next chapter of Goods For Good, we remain committed to deepening our impact, expanding our reach and ensuring help reaches those who need it most.

rosalind bluestone

CEO & FOUNDER



CONTACT US



Goods FOR Good



info@goodsforgood.org.uk



www.goodsforgood.org.uk



100 Cecil Street, Watford,
WD24 5AF

