



# UK ANNUAL REPORT 2025

APRIL 2024 TO MARCH 2025

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Goods  
FOR Good



# EXECUTIVE SUMMARY

Against a backdrop of rising food, fuel and housing costs, Goods For Good had a profound impact on people living in crisis and poverty in the UK. We kept families in temporary accommodation warm through winter, helped parents under severe financial strain send children back to school, and supported those who couldn't afford the most basic toiletries.

Every delivery to the 42,000 people we supported eased pressure on households pushed to the limit and helped tackle the environmental cost of overproduction: proof that social impact and sustainability can work together. This report shares the story of that dual impact and the collective effort that made it possible, this year.

## HIGHLIGHTS

1

Through our Winter campaign, we helped thousands of people, including older people stay warm and well during the coldest months, as well as supporting refugees with clothing and footwear that helped them feel cared for, respected, and ready to begin rebuilding their lives in the UK.

2

Our Essentials For Good programme eased the financial strain on families unable to afford basic toiletries and hygiene products, supplying thousands of nappies, period products and other essentials that are often costly but urgently needed.

3

During the festive season we made sure children growing up in hardship had gifts to open at Christmas, restoring a sense of normality and celebration at a time that can feel especially isolating.

PEOPLE SUPPORTED

 **42,000+**

INCREASE IN NEED FOR SUPPORT

 **27%**

ESTIMATED CO<sub>2</sub> SAVED

 **58,000 KG**

**Goods** FOR **Good**



# TURNING PARTNERSHIP INTO ACTION

This impact was only possible because of the power of partnership. Our frontline charity partners ensured essentials reached those in crisis. Our volunteers gave their time to sort, pack and deliver thousands of items. And our corporate partners enabled us to scale our response. Their donations of new clothing, footwear, bedding and toiletries meant we could act quickly, meet growing need, and provide quality goods that restore dignity as well as meet demand.



“

Before this, I'd just be hanging around the streets with my mates and getting into trouble. Now I've got a place to go, coaches who push me to believe in myself, and do better. Having something positive to focus on has changed everything for me.

PARTICIPANT, THE FRIDAY NIGHT PROJECT

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Behind every item we deliver is a human story: In Cowley Hill, one of Hertfordshire's most deprived areas, our continued support, through donations of sports kit to the Friday Night Project helped 636 young people take part in positive, structured activity.

Delivered with the Herts Sports and Physical Activity Partnership (HSP), the initiative didn't just reduce antisocial behaviour, it gave young people confidence, purpose and a sense of belonging.

As Sporting Inspirations, one of the project partners, told us, "The donations demonstrate that we truly value them. This support not only enhances participation but boosts self-esteem and sends a powerful message that their well-being and development matter."

For many participants, this ongoing support has quite literally changed the course of their lives, steering them away from risk and towards opportunity.





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# HUMANITARIAN AID UK RESPONSE

This year, we responded to unprecedented demand for essential goods across the UK. As the cost-of-living became more pressured, many frontline charities — already stretched by limited resources, including those within our Kind Network — increasingly relied on us to help meet rising need. We saw surging requests for clothing, schoolwear, warm bedding, footwear, toiletries and hygiene products as families, individuals and newly arrived refugees faced hardship on a scale we've not seen before.

In response, we delivered 40% more goods than the previous year, providing high-quality essentials that supported people through moments of real crisis and helped ease financial pressure for those already living on the edge.



**42,000**  
PEOPLE SUPPORTED

## SCHOOLS FOR GOOD

In the lead-up to the new school year, we delivered essential schoolwear, stationery and classroom supplies to children living in hardship across the UK. More than 40 pallets of new school supplies were distributed, helping thousands of pupils start the term equipped and included.

For struggling families, these items lifted a huge financial burden at a critical time. For children, they offered the chance to return to school with confidence; dressed like their peers, ready to learn, and able to take part without feeling left out.

## SPORT FOR GOOD

This year, we provided branded sportswear, footwear and equipment to support participation in local sports initiatives, holiday clubs and school-based programmes. Through our long-standing partnership with the Herts Sports and Activity Partnership, over 400 children attending Fit, Fed and Read holiday camps received sport kits and trainers, enabling them to take part in physical activity with confidence. We also supported grassroots football clubs, school PE departments, and community sports initiatives in areas including London, Birmingham and Manchester, helping more children feel included, equipped and ready to engage.

## ESSENTIALS FOR GOOD

Toiletries and hygiene products remain one of the greatest unmet needs for families in poverty. Thanks to donations from our community, both directly and through local drop-off points across Watford, this year we delivered thousands of nappies, baby wipes, period products and other essentials to people who simply couldn't afford them.

These items not only protect health but also relieve financial pressure, freeing up income for other essentials like food and heating. Demand for hygiene goods continues to rise, making this a critical area we must address in the year ahead.



**4,185**

PEOPLE SUPPORTED THROUGH WINTER

Our Winter Appeal, match-funded by Aviva, helped us respond to a sharp rise in need as temperatures fell and living costs grew. We delivered warm clothing, bedding and toiletries to older people, as well as refugees and families in temporary accommodation. Through our Christmas campaign distributed over £20,000 worth of toys and seasonal gift sets. In December alone, 4,185 people received support, ensuring individuals and families in crisis were not forgotten.

## PARTNERSHIPS

# CHARITY PARTNERS

This year, we supported 85 charity partners across the UK — a 13% increase on the previous year — helping them get essential goods directly to the people they support. From London to Manchester, Birmingham to rural Hertfordshire, these organisations include homeless shelters, women’s refuges, refugee support charities, NHS-linked services and grassroots youth services working in some of the most deprived communities.

WOMEN AT THE WELL	SUITED FOR SUCCESS	GROW HOSTEL	NEW CITIZENS GATEWAY
supporting women affected by sexual exploitation	helping unemployed people into work with professional clothing and coaching	supporting men transitioning out of homelessness in the Midlands	working with asylum seekers and refugees rebuilding their lives in London

From employment support in Birmingham to safe housing in Manchester, the range of partners above reflects the breadth of need we respond to. By supplying high-quality clothing, toiletries, bedding, and other essentials, we enabled frontline organisations to stretch their limited resources further; reducing pressure on stretched teams, improving the dignity of care they could offer, and allowing them to focus on what they do best — supporting people through complex, often life-changing challenges.



Our Kind Network remains central to this work. Launched in 2023, it continues to provide structure, peer connection and coordinated access to goods. As demand continues to grow, the Kind Network enables charities to access the right goods at the right time without added complexity. Over the last year, we have delivered essentials for people in refuges, families in temporary housing, people who are homeless, newly arrived refugees and older residents struggling with the rising cost of living.



 [ONE YMCA](#) [CLICK TO VIEW](#)



This year, many partners returned for repeat deliveries, reflecting a growing reliance on this shared infrastructure as a vital safety net. For small and overstretched charities, it removes the burden of sourcing and handling donations so they can focus on supporting the people who need them most. It is a practical, scalable solution that strengthens local services and ensures aid gets where it is needed.



## PARTNERSHIPS

# CORPORATE PARTNERS

What makes Goods For Good unique is our ability to maximise impact with limited resources. Every partnership we build is focused on turning generosity into results quickly and efficiently. Corporate support is central to that approach, driving the scale, speed and sustainability of our work. From product donations and funding to warehouse access, volunteering and logistics, these partnerships help us reach more people, respond faster and deliver greater impact.

In 2024–2025, our partners contributed goods, logistics, space, time, and funding. But more importantly, their support meant

- ✓ Families received help faster
- ✓ Children got warm clothing in freezing weather
- ✓ We had the space to store and dispatch goods at scale
- ✓ Our small team could stay focused on the front-line delivery

### MY 1ST YEARS



As a trusted distribution partner, their daily commitment to storing, preparing and dispatching stock played a key role in getting aid to families with babies and young children.

### HELA BRANDS



By providing warehouse space, logistics support and corporate volunteers, Hela Brands enabled us to double our processing capacity during peak months, allowing more aid to move, faster; directly improving the speed and volume of goods reaching people in crisis.

### BLACKROCK



Their financial support and hands-on volunteering helped fill critical funding gaps while also powering practical impact. Their team packed essentials that went straight to frontline charities within days, helping keep our distribution flow uninterrupted.

### THE DUNE GROUP



Their logistics support ensured that high volumes of stock were moved efficiently and without costly delays. That meant fewer bottlenecks and more timely access to clothing, bedding and essentials for people in urgent need.

### UNIQLO



Through the donation of thousands of HEATECH thermal items, UNIQLO played a vital role in supporting our winter efforts. These items brought warmth and comfort to people facing the harshest conditions, from those sleeping rough to families in homes they couldn't afford to heat.

### SKY STUDIOS

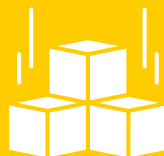


By providing meeting space and volunteer time, Sky Studios Elstree, gave our team the much-needed breathing room to plan and deliver projects; support that's often overlooked, but essential to keeping our operations running smoothly and strategically.



# 17,000 KG

OF DONATIONS DELIVERED



# 40 PALLETS

OF SCHOOLWEAR DISTRIBUTED

## PARTNERSHIPS

# OUR PARTNERSHIP MODEL

We work with businesses in two powerful ways: through our Humanitarian Aid Partnership scheme, which provides long-term, cross-cutting support; and through targeted Programme Partnerships, which deliver essentials where they're needed most. Both models are rooted in shared purpose, and both are central to the impact we've delivered this year.

### Humanitarian Aid Partnerships

Our Humanitarian Aid Partnership scheme enables businesses to support our mission year-round: not just with products, but with time, funding, logistics and expertise. This model is vital for us as it gives us the consistency, flexibility and depth of support we need to keep up with growing demand. This year, the scheme helped us:

- ✓ Distribute aid faster to frontline charities
- ✓ Fund core operations that keep our services running
- ✓ Bridge gaps during supply shortages or urgent crises
- ✓ Plan and scale with greater confidence



We were proud to welcome SA Law as a new partner this year, and to be named their charity of the year. Their support, from staff fundraising to corporate volunteering, helped us reach more people locally, while also strengthening our infrastructure nationally.

### Programme Partnerships

Our Programme Partnerships connect corporate donations directly with the people and programmes who need them most. These partnerships may be time-bound or product-specific, but their impact is deep and lasting. Through this model:

- ✓ Sports brand donations gave children access to sport, supporting youth inclusion and wellbeing through our Sport For Good programme
- ✓ NEXT, One+All and Price & Buckland helped ease the burden of back-to-school costs for families living in poverty, ensuring children returned to class with confidence
- ✓ Comfy Group's donation of bedding provided people moving into temporary accommodation with a sense of stability, comfort, and dignity in their new space.
- ✓ Sol de Janeiro helped bring celebration to families living in hardship, donating seasonal toiletries and gifts that were distributed at Christmas
- ✓ The Grove Hotel, SAS International and Warner Bros have helped raise vital funds to sustain our work and support through generous donations, raffle and auction prizes, and fundraising activities.

### PARTNER WITH US

By joining our Humanitarian Aid Partnership, your business becomes part of a year-round effort to fight poverty and reduce waste. Together, we can act faster, reach further, and create lasting change.



**CLICK TO GET IN TOUCH**



# SUSTAINABILITY IMPACT

Our work is about meeting urgent need responsibly, with the future in mind. Together with our partners, we are proving that environmental responsibility and humanitarian action are not separate goals but a powerful, unified mission. By giving surplus goods a new life, we reduce waste, conserve resources, and support people, all at once. This approach cuts the carbon cost of overproduction and landfill, helping to prevent thousands of tonnes of CO<sub>2</sub> emissions each year while meeting immediate human need. And the results speak for themselves:



## 448,125 KG

OF GOODS DIVERTED FROM LANDFILL

That's the equivalent weight of over 35 double-decker buses. Instead of ending up in landfill, these high-quality items, from clothing to bedding to schoolwear, were redistributed to people who needed them most.



## 58,000 KG

OF CO<sub>2</sub> SAVED BY EXTENDING PRODUCT LIFE

By extending the life of surplus products, we prevented the release of as much carbon as charging over seven million smartphones, or driving a petrol car more than 145,000 miles. It's a measurable step toward a more sustainable future.



## £11,498

RAISED THROUGH CIRCULAR FASHION

Our resale initiative, which includes eBay and Vinted sales, turns circular fashion into critical funding, helping us fuel both humanitarian aid and sustainable growth.

These achievements are only possible because of collaboration. Every item kept in use, every essential delivered, and every pound raised proves that being kind to people and kind to the planet can happen together, and that collective action drives real change.



# VOLUNTEER ENGAGEMENT

Volunteers continue to be the backbone of our UK operation. In 2024–2025, we benefited from 549 volunteers, contributing 2,969 hours of support across warehousing, events, packing and logistics. This support helped us sort, pack and deliver aid more efficiently, making it possible to keep pace with growing need.



Our volunteer numbers grew by 43%, and the time they gave us nearly doubled from the previous year. Their time translates directly into faster aid distribution, better stock management, and more families receiving essentials when they need them most. By growing our volunteer support, we've been able to respond more quickly, scale more sustainably, and reach more people.

549

VOLUNTEERS

2,969

HOURS  
OF SUPPORT

## Corporate Volunteering

Over the year, we significantly grew our corporate volunteering offer, hosting over 20 corporate volunteering days from partners such as:

- ✓ WARNER BROS
- ✓ SKY STUDIOS
- ✓ SA LAW
- ✓ UNIQLO
- ✓ OCADO
- ✓ HELA BRANDS

## VOLUNTEER WITH US

Your time can make a real difference. Whether it's sorting donations, packing essentials, or supporting events, every hour you give helps us respond faster and reach more people in need.



[CLICK TO GET IN TOUCH](#)



These sessions provide hands-on support that directly boosts our capacity, enabling faster distribution, better stock management and smoother logistics for our small core team. Additional volunteer contributions included:

- ✓ Community volunteers running sorting days at local events, including "Unity in the Community" at The Grove Hotel.
- ✓ Retired professionals and youth ambassadors offering specialist skills, mentoring and project support



# FUNDRAISING & SUPPORT

## POWERING OUR IMPACT

In a year marked by rising costs, stretched budgets, and growing demand, sustaining our work required careful planning and deep community support. With fewer grants available and more people in urgent need, we increasingly relied on the generosity and determination of our supporters. In a climate where fewer could afford to give, their commitment became even more powerful.



These efforts helped keep families warm, put essentials into the hands of those who needed them most, and enabled us to keep going, when it mattered most.

### GRANTS & TRUSTS

Grants and trust funding played a crucial role in sustaining our core work this year; helping us expand UK operations, strengthen our team and respond to urgent need with greater speed.

Support from the National Lottery Community Fund enabled us to recruit a dedicated Community Relationships Project Coordinator, expanding our reach into local networks. Funding from the Generation IM Foundation helped scale our UK distribution efforts, allowing us to respond more effectively to urgent need. Meanwhile, contributions from the Childwick Trust, WLS Foundation, and All Aboard supported day-to-day operations and gave us the flexibility to invest in infrastructure and people; essential foundations for long-term impact.

At a time when unrestricted income is increasingly rare, these grants gave us the breathing space to plan, adapt, and continue delivering aid where it was needed most.

### COMMUNITY GIVING

Community giving played a crucial role in helping us reach more people this year: through donations, local collections, partnerships and shared advocacy.

Thanks to funding from The National Lottery Community Fund, we were able to recruit a dedicated Community Relationships Project Coordinator, significantly expanding our grassroots engagement. In less than a year, this work secured toiletries and other essentials through 635 collection points across Hertfordshire and North London.

Our Winter Crowdfunder raised over £15,000, enabling us to help 4,185 people through the coldest months with essentials they couldn't otherwise afford. Across the year, hundreds of individual donors stepped up; their collective support helping us reach more people, more quickly.

### CORPORATE SUPPORT

Corporate backing played a vital role in making our 10th Anniversary Gala Dinner a success, from headline sponsors and table hosts to auction donors and pro bono contributors. The event raised £91,000 to fund our UK and global programmes.

In a challenging fundraising environment, this level of support reflects the generosity, shared values and a deep commitment to sustaining our mission. For a small charity like ours, partnerships like these help us extend our impact far beyond what our core budget could achieve alone.

# LOOKING AHEAD

While our impact has grown, so too have the pressures. Demand for essentials for essentials, from toiletries to warm clothing and footwear, continues to rise, yet core funding remains limited. The fundraising landscape is more competitive than ever, and sustaining our work requires deeper, longer-term commitments.

Operational resilience is critical. Our current warehouse solution is temporary, and without secure space, storing and distributing goods at scale becomes harder every month. Staff capacity is stretched, and despite record donations of clothing, sourcing toiletries and hygiene goods at scale remains one of our biggest challenges. As we plan for 2025–26 and beyond, we are focused on solutions that will create stability and amplify impact. Over the coming year, we will focus on the following:

HUMANITARIAN AID HUB	GROW THE KIND NETWORK	TARGETED GIVING CAMPAIGNS	EXPAND HUMANITARIAN AID PARTNERSHIPS	SECURE A PIPELINE OF SUPPORT
Securing a long-term UK warehouse remains our top operational priority. This will allow us to scale efficiently, reduce reliance on short-term goodwill arrangements, and provide a reliable distribution base for the partners and communities who depend on us. We are actively seeking both space and financial backing to secure a long-term solution.	By strengthening collaboration between charity partners, investing in shared logistics tools, and offering more regular, needs-led deliveries, we can help frontline organisations spend less time sourcing goods and more time supporting people.	Building on past successes like our Winter Appeal — which raised funds to support over 4,000 people during the toughest months — we will run focused fundraising campaigns throughout the year. These include the upcoming Big Give winter fundraiser, which will generate vital income to provide warm clothing, bedding and hygiene essentials when they are needed most.	Bringing more businesses into our long-term partnership model is key. Recent examples like SA Law, whose volunteering and fundraising helped local families, and Hela Brands, who provided vital warehouse space and logistics support, show the difference this approach can make.	From scaling up school and community collections to expanding initiatives like Sport For Good, Schools For Good, and Essentials For Good, we aim to ensure a sustainable pipeline of goods and support for the future.



“

I'm proud of the impact we've made this year, but we know the need is only growing. As more people face hardship and uncertainty, our job is to stay ready, stay responsive, and keep building the partnerships that make this work possible.

ROSALIND BLUESTONE MBE, CEO & FOUNDER, GOODS FOR GOOD



# CONTACT US

To learn more about how you can support Goods For Good and get involved in our work, we invite you to contact our Head of Partnerships and Fundraising, Andrew Anastasiou. Whether you're a potential corporate partner, charity, or individual looking to make a difference, Andrew can provide details on various opportunities to contribute to our mission. Please reach out to him directly to explore how we can work together.



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