



# UK ANNUAL REPORT 2024

APRIL 2023 TO MARCH 2024

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Goods  
FOR Good



# Table of Contents

**02** Executive Summary

**08** Volunteer Engagement

**03** Activities & Impact

**09** Sustainability & Innovation

**04** Partnerships

**10** Delivering Dignity & Hope

**07** Fundraising & Support

**11** Contact





# A Decade of Charitable Impact

UK ANNUAL IMPACT REPORT APRIL 2023 TO MARCH 2024

## Executive Summary

This year marked a milestone for Goods For Good as we celebrated a decade of delivering essentials to people in crisis. Since day one, our mission has been to support vulnerable individuals with dignity — whether they're facing poverty, displacement or crisis.

In 2023–2024, against the backdrop of rising poverty and the cost-of-living crisis, we delivered £590,629 worth of goods, supporting more than 33,000 people across the UK through our growing network of 73 charity partners. From warm coats and toiletries to school supplies and sportswear, every item we delivered helped people feel seen, supported, and better equipped to get through the challenges they faced.

From tackling poverty and homelessness to supporting families through back-to-school pressures and the challenges of winter, this is our UK story.

## 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 over 33,000 people — including families, individuals and children — particularly during key moments like back-to-school and the holiday season.

Our response has been both proactive and compassionate. With a focus on deprived areas and vulnerable groups, we worked to ensure that children, families and individuals had access to the resources they need not only to survive, but to thrive.



### 01. Back to School Initiative

Recognising the financial strain on families, we worked with corporate partners like Nike, NEXT 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, from Uniqlo and Sol de Janeiro, 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

**85**



KG OF GOODS DELIVERED

**590,629**

SCAN HERE







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



## 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, SA Law, Sky Studios and The Dune Group were instrumental in our success.

MY 1ST YEARS	FOCUS BRANDS	BLACKROCK	THE DUNE GROUP
			
<p>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.</p>	<p>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 across the UK.</p>	<p>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.</p>	<p>A longstanding supporter, playing a crucial role in the logistical backbone of our operations. This year, their distribution centre helped manage incoming donations, including collections from Next and other key retail partners. Their continued provision of storage, handling, and transport support has enabled us to keep goods moving efficiently across the UK.</p>

## Humanitarian Aid Partners

Our Humanitarian Aid Partnership sets itself apart by providing committed funding for core costs like transport, logistics, and warehousing. This year, support from partners such as The Dune Group, UNIQLO, Focus Brands, My 1st Years, and the William Kessler Charitable Trust enabled us to plan ahead, scale delivery, and respond quickly to need. This backing ensured a reliable supply of essentials to communities across the UK, while also reducing waste and supporting more sustainable use of surplus stock.



## PARTNERSHIPS

# CHARITY PARTNERS

This year, we strengthened our network of charity partners, supporting a total of 85 charities across the UK, and delivering targeted aid to vulnerable communities. 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. Some of the UK charity partners we supported this year include:

HANDS ON HEART CHARITABLE TRUST	OFFICIAL MINDS AT WAR CIC	COMFORT CASES	STREELIGHT UK
serving rough sleepers and vulnerable groups across England.	supporting veterans and individuals in crisis with mental health and housing support.	providing care packs for children entering foster care.	empowering women at risk through tailored, local interventions.

These partnerships reflect the breadth of need across the UK — from food banks and homeless shelters to women’s refuges, refugee services and youth programmes — and our commitment to getting essentials to those who need them most.



To strengthen and formalise these relationships, we launched the Kind Network — our new membership-based model for UK charity partners. Established in 2023, the Kind Network was created in response to growing demand, the rising cost of living, and the need to ensure our support reaches the right people in the most efficient, dignified way possible.

By creating a more coordinated and sustainable model for partnership, the Kind Network has become a cornerstone of our UK operations — especially as grassroots organisations face mounting pressures due to the cost-of-living crisis.



[CLICK TO VIEW](#)

Mutual Aid Food in Willesden

Charities that join the Kind Network benefit from:

### ✓ HIGH-VALUE, ESSENTIAL ITEMS

Including clothing, toiletries, school supplies and more

### ✓ PEER-SUPPORT NETWORK

Through a collaborative network where partners can discuss challenges, share solutions, and amplify each other’s impact



## PARTNERSHIPS

# PARTNERSHIP IN ACTION

We are proud to highlight our impactful collaboration with the Herts Sport and Physical Activity Partnership (HSP), a relationship that has grown over the years to bring significant positive changes to communities across Hertfordshire. Established in 2003, HSP is one of 43 Active Partnerships across England, partly funded by Sport England, with the primary mission to improve lives through sport and physical activity, addressing social inequality and promoting inclusivity.



[CLICK TO VIEW](#)



Maeve Crowley Children & Young People's Team, HSP

“

The partnership with Goods For Good has really boosted our efforts to support the most disadvantaged communities in Hertfordshire. Their contributions have allowed us to expand initiatives like the Fit, Fed and Read camps, reaching more people and providing more comprehensive services.

Through our Sport For Good Initiative, our collaboration with HSP extends to supporting a wide range of community projects and initiatives spearheaded by HSP across spotlight areas including; Waltham Cross (Broxbourne), Bedwell (Stevenage) and Cowley Hill (Hertsmere) as well as Borehamwood, Welwyn Hatfield and Dacorum.

These projects aim to make sports and physical activities more inclusive, ensuring that people of all ages and abilities can participate. By focusing on inclusivity, we help address disparities in physical activity levels, particularly among groups that traditionally have lower participation rates.

- ✓ **FIT, FED & READ HOLIDAY CAMPS**
- ✓ **YOUTH NETBALL CAMP**
- ✓ **WOMEN & GIRLS FESTIVAL**
- ✓ **ACTIVE COMMUNITIES PROJECT**
- ✓ **MULTIPLY STEP2SKILLS**
- ✓ **ACTIVE LOCAL**

From sourcing sportswear and equipment to funding and logistics, it takes a network of committed partners to make programmes like Sport for Good possible. Dozens of organisations — from brands and funders to schools, clubs and logistics providers — have come together to help us deliver real impact.



## FUNDRAISING & SUPPORT

# POWERING OUR IMPACT



This year marked a step-change in how we fund and sustain our UK work. As demand rose sharply, we knew we had to strengthen our resources. Through a mix of grant funding, community support, and new income streams, we've been able to reach more people — and do so with greater speed, scale, and impact.

### GRANTS & TRUSTS

We secured a number of vital grants to strengthen our work in key areas, with over £50,000 in funding awarded to support our UK programmes this year. Funding from Awards for All enabled us to support families through the cost-of-living crisis, while a grant from Hertfordshire Community Foundation helped us reach vulnerable groups with everyday essentials. Our project with OneYMCA, backed by the Watford Neighbourhood Grant, allowed us to support young people in transitional housing with tailored items to boost confidence, independence, and self-worth.

### COMMUNITY GIVING

From online sales to seasonal campaigns and in-person events, community fundraising played a crucial role in powering our UK work this year. We relaunched our eBay store under the Labels for Good campaign, giving donated fashion and high-value items a second life. Our annual quiz night brought supporters together to raise vital funds, while the 12 Gifts of Kindness winter appeal provided practical support to people facing crisis during the colder months. We also saw a rise in celebratory giving, with individuals fundraising in honour of birthdays, anniversaries and other milestones.

### CORPORATE SUPPORT

We increased corporate engagement through workplace giving, matched funding schemes, and “volunteer-for-a-day” programmes. These activities not only generated essential income, but also raised awareness of our work and strengthened relationships with businesses that want to give back with purpose. Partners like My1stYears, The Dune Group, and Focus Brands supported us with logistics and warehousing, while others, including BlackRock and Sky Studios, took part through volunteering and fundraising. In-kind donations — from clothing and footwear to toiletries and toys — added significant value, helping us meet urgent needs without added cost and scale up our impact across the UK.

Our ability to meet rising need across the UK depended on a critical combination of income, donated goods, and in-kind support. Grant funding gave us stability, community fundraising added flexibility, and corporate partnerships provided everything from products to warehousing and logistics. Each element played a distinct and necessary role — and without that mix, we could not have delivered at the pace or scale this year demanded.



# 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

This year, we expanded our corporate volunteering offer, creating structured, impactful sessions for teams looking to give back. Companies like BlackRock, Viatris, and Uniqlo participated in hands-on packing days — preparing goods for distribution and deepening their connection to the communities we serve.

Crucially, support from Focus Brands and My 1st Years gave us access to additional warehouse space, enabling us to grow our volunteer programme beyond the capacity of our Watford site.

This investment in space and structure meant we could plan ahead, host more sessions, and build a more reliable volunteer pipeline to power our growing operations.



TAP VIDEO TO PLAY

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

# SUSTAINABILITY & INNOVATION

This year, we repurposed over 590,000kg of surplus goods in the UK — transforming potential waste into life-changing aid. From clothing and bedding to toiletries and footwear, these items were redirected from landfill to support communities and individual in crisis. Our partnerships helped ensure excess stock found meaningful purpose rather than going to waste.



**Carbon Emission Savings:** Our focus on repurposing goods and optimising logistics led to an estimated reduction of 448,125KG of CO emissions this year. These savings were achieved through, consolidation of loads and reliance on renewable energy-powered warehouses, and reduced reliance on multiple distribution points.

**Smarter Delivery:** To make this work at scale, we continued to evolve our delivery model. With support from The Dune Group, we were able to store and consolidate loads more efficiently before dispatch — reducing transport duplication and increasing operational speed. Our partnership with Volunteers on Wheels also provided a flexible, low-cost delivery solution, using volunteer drivers to move goods across the UK. These innovations helped us stretch resources, reduce our environmental footprint, and improve the speed and efficiency of our UK deliveries.



EQUIVALENT CO<sub>2</sub> SAVING

**1.2M MILES**

DRIVEN BY AN AVERAGE PETROL CAR



# DELIVERING DIGNITY & HOPE

Right now, in the UK, people are going without the most basic things they need to live; unable to take care of themselves at the most fundamental level. Parents unable to clothe or feed their children. People going without basics like toiletries and hygiene products just to be able to pay the bills. Charities are overwhelmed — facing rising demand with fewer resources — and struggling to keep up.

Our role has been to support those charities so they can focus on what matters most: helping people in crisis. This year, we delivered over 590,000kg of essentials across the UK — practical, high-quality goods that would otherwise have gone to waste, now reaching the people who need them most. And as hardship deepens, that support has never been more urgent.

In the year ahead, we're taking practical steps to meet that challenge. We're expanding our warehouse capacity to process more goods, recruiting new team members to scale our volunteer and partner support, and developing new partnerships to grow our Humanitarian Aid network.





# CONTACT US

To learn more about how you can support Goods For Good and get involved in our initiatives, 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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