



Donate a Toy with Amazon UK and Charity In Kind Direct Delivering Smiles to Families in Need this Christmas

December 2, 2021

From today, customers will be able to access and order from a list of toys at amazon.co.uk/donateatoy, which amazon will deliver to the charity in the run up to Christmas and beyond

In 2020, Amazon customers in Europe donated 6,700 toys through the Donate a Toy initiative during the Christmas holidays, that were delivered to children in vulnerable situations

London, 01.00am, 2nd December, 2021 - Amazon in collaboration with Charity In Kind Direct will be delivering games and toys to children in vulnerable situations across the UK this Christmas. Families can help and participate too, as Amazon and charity [In Kind Direct](#) invite people to donate toys at amazon.co.uk/donateatoy. In Kind Direct will distribute the toys to families across the UK, last year more than 6,700 toys were donated in Europe. In the UK, and across Europe, the initiative is set to deliver smiles to thousands of vulnerable families in the run up to Christmas and beyond. Alongside managing the delivery of toys to In Kind Direct, Amazon will also donate all profits from the sale of the toys to the charity.

In Kind Direct work with charities, community groups, foodbanks and schools who support a wide range of social issues, from hygiene poverty and domestic abuse to unemployment, homelessness and mental health support needs.

"Across the UK, many families are struggling this year with financial challenges and simply can't afford toys and games to gift to their children, and the resources of charitable organisations are more thinly stretched than ever. With the support of companies like Amazon we are now helping over 220,000 people every week feel valued and cared for, and over 3,000 charities, schools and community groups run their vital clubs and services that enable communities to thrive." Rosanne Gray, CEO In Kind Direct.

To get involved, customers can visit amazon.co.uk/donateatoy, and choose a toy from the wish list. Once added to the cart, customers only have to select the option "Wish List Address" as the delivery point.

Donate with a Smile

Customers can further support [In Kind Direct](#), or their favourite charitable organisation by shopping at smile.amazon.co.uk or with AmazonSmile on the Amazon Shopping app. They will find the same low prices, vast selection, and convenient shopping experience as amazon.co.uk, with the added bonus that Amazon will donate a portion of the purchase price of eligible products to a charity of their choice, at no cost to the customer or charity. Visit: smile.amazon.co.uk/donateatoy.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow [@AmazonNewsUK](#).

About In Kind Direct

In Kind Direct believe everyone deserves access to life's essentials and that no useable product should go to waste – they exist to enable more communities to thrive. In Kind Direct offer a simple solution to product giving. They receive new donated consumer products, which they then sort, store and distribute directly to charitable organisations in their network across the UK, helping the charitable organisations' services to go further.

Donating products to In Kind Direct enables companies to reach not just one, but thousands of charitable organisations. In Kind Direct are proud to work with charities, community groups, foodbanks and schools who support a wide range of social issues, from hygiene poverty and domestic abuse to unemployment, homelessness and mental health.

Since being founded in 1996 by HRH The Prince of Wales, In Kind Direct have distributed over: £292m worth of essential products, diverted more than 32,000 tonnes of usable products from going to waste and supported over 11,500 charitable organisations. The products they distribute reach almost 250,000 people every week.