



In Kind Direct Welcomes Amazon.co.uk's Record £1.2 Million Donation of Products in 2016 to Support over 1,700 Charities across the UK

December 28, 2016

- Charities up and down the country include Community Youth Project and Y Services for Young People in Hampshire , NGO Ripples Foundation and Alington House Community Association in Durham
- Record donation to make Amazon In Kind Direct's single biggest donor for the UK

London – Wednesday 28th December 2016 – In Kind Direct has announced that over 1,700 charities the length and breadth of Britain have already benefited from Amazon's record 2016 donation, which has topped £1.2 million worth of goods. Amazon's donation will make it In Kind Direct's biggest donor in the UK in 2016, with donations totalling over £3.4m in the last seven years.

In Kind Direct is one of The Prince's Charities and works with retailers and consumer goods companies to donate products to grassroots charities who in turn distribute them to those most in need.

Among the charities to receive goods are Community Youth Project, a charity working in Bishops Green and Greenham in Newbury; Y services for Young People, a charity based in Waterlooville, Hampshire; Ripples Foundation, a charity focused on woman empowerment and youth development in Africa; and Alington House Community Association in County Durham.

Ian Green, Youth Worker & Project Manager at Community Youth Project, commented: "The kids we work with don't get a lot in life. It's particularly tough living in poverty in a wealthy area when you can't afford what others around you take for granted. The scooters, toys and sports products we've had this year from In Kind Direct donated by Amazon make our youth club attractive and mean we can give out prizes to encourage good behaviour. It's made a real difference."

Maria Calway-Kennedy, volunteer administrator at Y services for Young People, commented: "We have obtained resources to help deliver play work in areas of deprivation, provided life skills activities to teenagers using kitchen items and food received from In Kind Direct, and during the winter months our detached teams will be distributing clothing for those in need. We'd like to thank In Kind Direct and its donor companies, these items truly make a difference to young people."

"For our Youth Apprenticeship programme we use products donated by Amazon to In Kind Direct to train young girls on photography and videography skills. This gives teenage girls from very conservative backgrounds in Africa the rare opportunity to become self-employed and cover events such as weddings and celebrations," said Anne Toba, CEO, Ripples Foundation.

Alan Barnett, co-ordinator at Alington House Community Association commented: "We serve a wide community ranging from the deprived coalfield villages of County Durham to the unemployed, young people with visual impairment, homeless, refugees and asylum seekers. In Kind Direct allows us to give people the items they normally could not afford or indeed never think of using. Items received from Amazon have ranged from personal care products to clothing, cooking equipment and many more. We are very grateful for these goods which are making lives that bit better."

Along with product donations, Amazon has also provided a range of support to In Kind Direct including advice and mentoring, logistics support and cloud services from Amazon Web Services (AWS).

Amazon's partnership with In Kind Direct forms part of the company's "Amazon in the Community" programme which provides support to communities across the UK. The initiative focuses on helping children reach their potential in the digital world by creating a positive learning environment for children, developing essential skills and empowering young people into their chosen career.

Ajay Kavan, Vice President – AmazonFresh, who is also a Trustee for In Kind Direct, commented:

"We are appreciative of the work In Kind Direct does to put our contributions to such good use and help people in need up and down the country. We are humbled by the commitment of more than 1,700 charities serving local communities and making a difference to thousands and thousands of lives."

Robin Boles, CEO of In Kind Direct, said:

"The growth in product donations from Amazon year on year, but particularly in 2016, has been enormous. For our network of charity partners, access to an unprecedented selection of products they could usually not afford has been hugely beneficial. This ranges from sports equipment and toys to toiletries, electricals, DIY and technology items. With funding increasingly becoming more difficult to secure, any savings our charities make can mean the difference as to whether or not they can afford to continue delivering their services. We are delighted by Amazon's constant effort to make our partnership work harder, and I look forward to it growing even stronger next year."

-ENDS-

About In Kind Direct

- In Kind Direct is one of The Prince's Charities. Its purpose is to inspire product giving for social good by re-distributing

usable products donated by some of the UK's best known retailers and manufacturers to charities working in the UK and abroad.

- In Kind Direct is a one-stop solution providing the infrastructure to accept large quantities of goods and then stores, sorts and delivers them directly to charities in its network.
- In Kind Direct has made a powerful impact on communities through the distribution of £160 million worth of surplus goods from over 1,000 companies including some of the UK's best known manufacturers and retailers: Amazon, Procter & Gamble, Kimberly-Clark, Reckitt Benckiser, Asda, Wilko and Colgate-Palmolive.
- Discover In Kind Direct on video: https://www.inkinddirect.org/about/what_we_do
- More information available on the In Kind Direct website: www.inkinddirect.org
- Robin Boles, CEO, is available for interview. Additional contacts across the UK at In Kind Direct charity partners are available on request.
- Interview footage from both charity and donor partners can be made available on request.