

Impact Report
2020

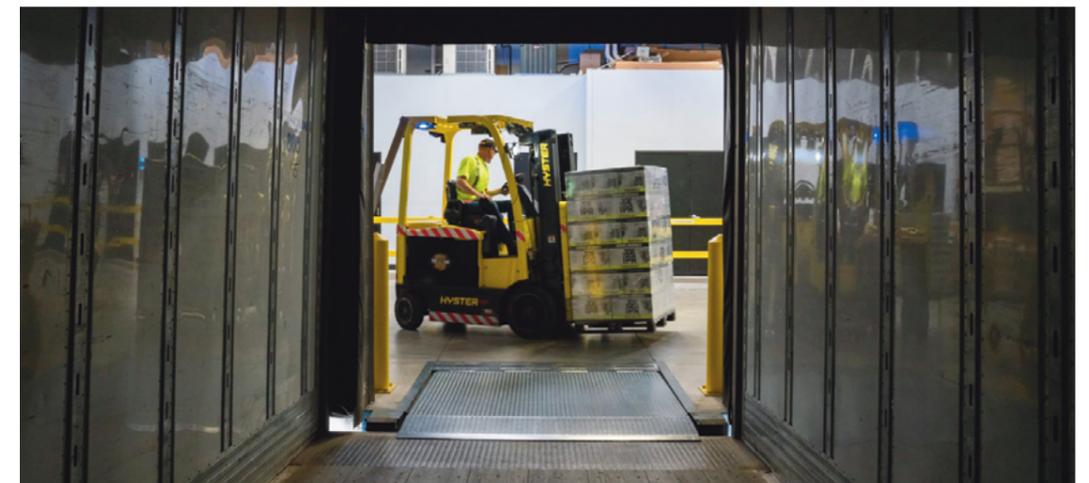


20 YEARS OF | **20**⁰¹/₂₁
GIVING WORLD



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WE'VE TURNED 20 YEARS OLD!

2021 is our 20th year! We started out in 2001 when two sisters were helping clear out a closing down print works in Leicester. There were huge bundles of paper that needed to be disposed of, so the sisters, Rama & Sujata, contacted local schools and asked if they could use the paper. The answer was a resounding and very grateful YES!

**ACTING ON
POVERTY FOR
20 YEARS**

20⁰¹/₂₁

So the sisters carried on, finding surplus stock and distributing it to those that needed it the most. The philosophy of 'Nothing to waste, no one in need' was born. And that message is still true today, 20 years later.

A staggering £2bn of surplus goods is generated by UK businesses each year yet, at the same time, 14.3m UK people live in poverty.

Our simple solution to fight poverty and reduce landfill helps to tackle two of the most pressing problems we face in the UK today.

Each year we give peace of mind to thousands of people, by giving them life essentials like shampoo, bedding, nappies, washing powder, and warm clothing. Brand new, unused products otherwise destined for landfill.

Beneficiaries include vulnerable children and young people, low income families, the elderly and disabled, homeless people and those suffering addictions or mental health problems.

The items are more than just a warm new coat or a pair of shoes. They provide purpose, hope and healing. They provide the breathing space to help people get back on their feet and take the next steps towards recovery, employment and happier, healthier lives.

And this was never more true than in 2020.

In this, our combined anniversary edition and 2020 impact report and accounts, we look back at some of the key impacts of our journey. And of course our response to Covid-19 over the last 12 months.

OUR THEORY OF CHANGE

- L**EVERAGE THE POWER OF SURPLUS GOODS
- I**NSPIRE COMMUNITY ACTION
- F**ULFIL ESSENTIAL NEEDS
- T**RANSFORM LIVES



20 YEARS OF DELIVERING LIFE ESSENTIALS



2001

KONNECT9 BORN – repurposing surplus paper from a former print works to local schools and children’s groups, with the print works becoming the charity’s HQ.



2002

Warm clothing added to the portfolio of surplus stock distributed - essential jumpers, hats and scarves gifted to Leicester’s homeless.

2003

First container of humanitarian aid sent overseas, primarily medical aid for use in providing free medical care to rural villagers.

2004

Officially registered as a charity No 1105883.

2005

Project launch – refurbished computers into the homes of children living on deprived Leicester Estates.

2006

IT project expanded to Bulgaria in partnership with Leicester City Council as part of the Council’s initiative to twin with Haskovo, Bulgaria.

2007

Project launch - Patient Care Packs project launched with Leicester Hospitals, supplying over 19,000 emergency toiletry packs over the next 3 years for vulnerable patients admitted in an emergency who are without the support of family and friends.

2008 MILESTONE

www.givingworldonline.com born - Website launched as an effective, national platform for the redistribution of company surplus to people in need via a network of partners.

2009

Awards – winners of the Leicester Women in the Community and Leicestershire First awards. Winner of the Green Life Award – Best Environmental Contribution by a Charity. Finalists in the Guardian Charity awards.

2010

Official charity name change from Konnect9 to Giving World.



2011

National Lottery 3 year grant secured to increase reach in areas of high deprivation across England by growing donor and distribution partnerships.

2012

Project launch - Local volunteering initiative launched for adults with complex needs including learning difficulties and mental health needs.

2013

Department of Health supports Personal Care Packs to become a separate social enterprise, with 100% of profits gifted to Giving World.

2014 MILESTONE

Over 5,000 donor and distribution partners, following 3 year National Lottery grant support.

2015

Project launch - Ambient food distribution launched.

2016

Project Launch - structured employability skills training programme for vulnerable adults - later called GIFTED (Get Inspired For Training, Employment & Development).



2017

Winners of the Women in Business award for Contribution to the Community.

2018 MILESTONE

Achieved distribution of 1m products over 12 months, reaching 300,000 beneficiaries UK wide.

2019

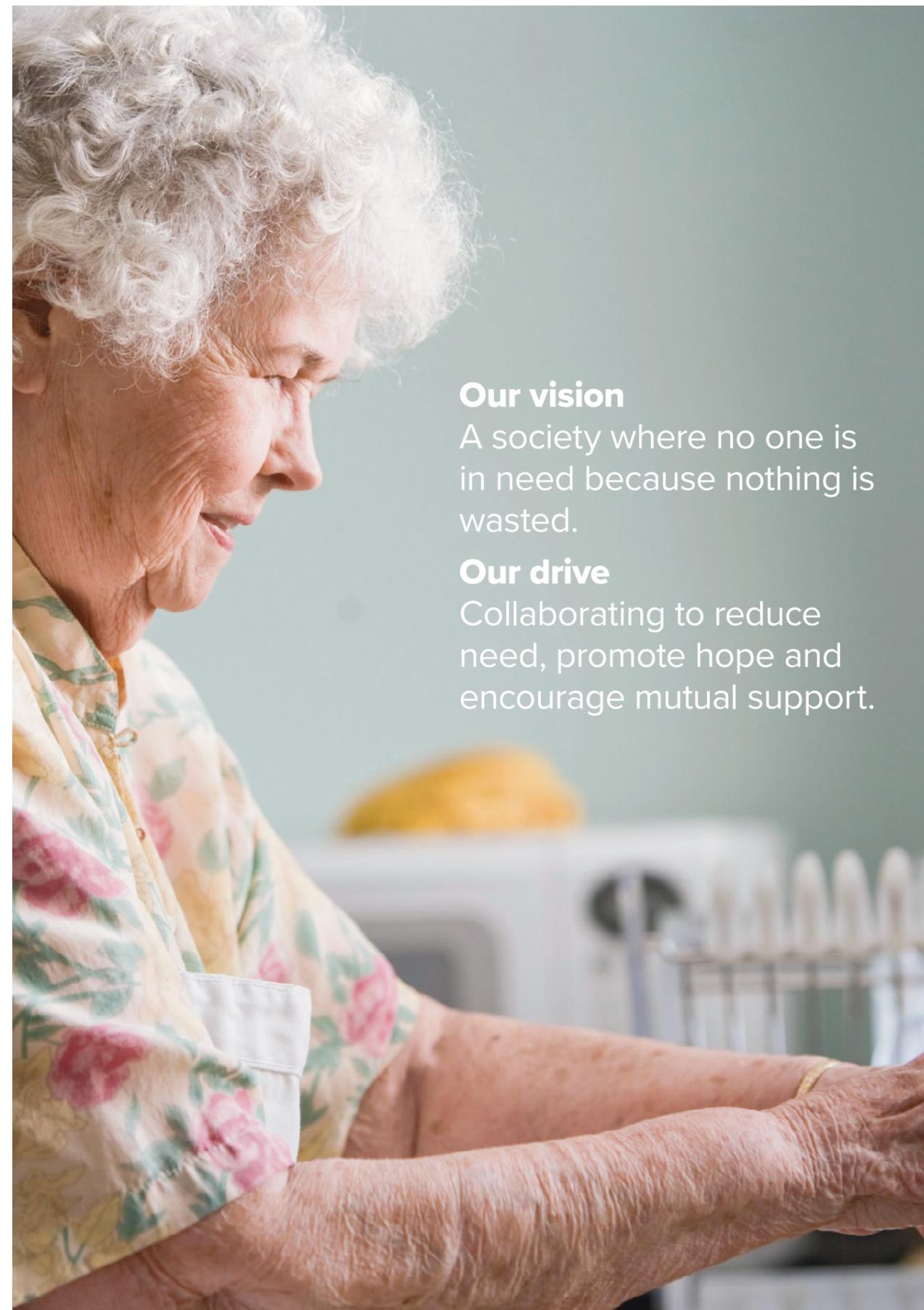
Virtual platform relaunched as GivingWorld.org.uk.

2020 MILESTONE

COVID-19 – exponential rise in demand – reached over 600,000 beneficiaries.

2021

Giving World has helped over 4m UK people in need since 2001!



Our vision

A society where no one is in need because nothing is wasted.

Our drive

Collaborating to reduce need, promote hope and encourage mutual support.

GIVING WORLD'S RESPONSE TO COVID-19

2020 was a year like no other. Covid-19 has had a catastrophic impact on society, and has especially affected the most vulnerable.

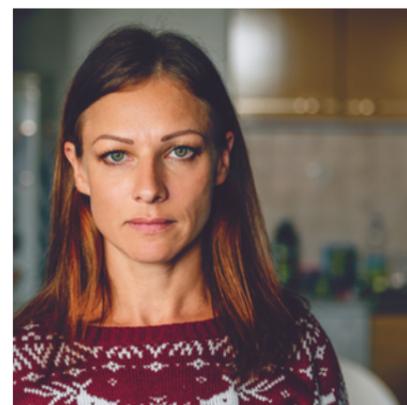
Demand for life essentials escalated like never before, and the number of people in need increased due to health and economic impacts.

The requirements of people in need expanded due to lockdown restrictions and COVID-19 dangers, and just as foodbank use rose exponentially, many thousands more depended on our service.

Throughout the pandemic we continued to deliver supplies of food, hygiene items, baby products, art and craft materials, bedding, clothing, and much more, easing the effects of the crisis for the most vulnerable:

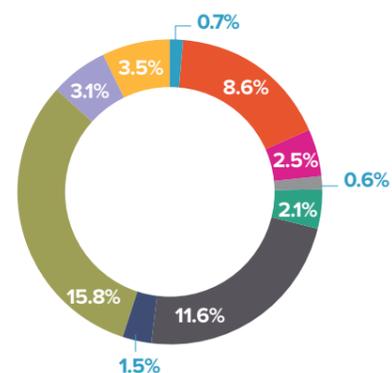


- Those struggling with the emotional and financial pressures of the many months of lockdown.
- Newly vulnerable families now forced to visit foodbanks.
- A combination of people who had lost their jobs and weren't offered furlough or had no recourse to public funds; those still in work but with reduced hours; those whose benefits don't cover their needs or have to wait 5 weeks for payment.
- Parents of special needs babies.
- Teenage parents overwhelmed with new responsibilities amongst all the turmoil.
- Women and children escaping domestic abuse.
- Homeless people hurriedly rehoused during the pandemic.
- The list goes on....



Up and down the UK, Leicester to London, Derby to Devon, Gwynedd in Wales, Peebleshire in Scotland, the Isle of Wight, Cornwall to Carmarthenshire, we reached:

- **619,539 people**
- **with... 1,408,622 products**
- **and saved... 7,778 tonnes of CO2e emissions from landfill**



BENEFICIARY CATEGORIES

- Adults & children fleeing violence
- Adults in ill health
- Adults on low income
- Adults with mental health problems
- Charity use
- Children & young people
- Elderly people
- Families on low income
- Homeless adults
- Other vulnerable / isolated groups



700,000

A further 700,000 people in the UK, including 120,000 children, have been plunged into poverty as a result of the Covid economic crisis.

4.2 M

4.2 million children live in poverty in the UK

46%

of children in Black, Asian and minority ethnic (BAME) households live in poverty, compared to 30 per cent of all children.

26%

of people in couple families with children are in poverty

53%

of people in lone parent families are in poverty



SUPPORTING COMMUNITIES THROUGH COVID

Our pandemic story is one of other people's stories. When someone reached out to us, we reached back; when a family was struck down by misfortune, we were there to help lift them back up.

Shelley and Simon

Shelley and Simon have 5 children, aged 1 to 14, one of whom is physically disabled. Simon was a teacher but became severely ill with COVID in May 2020. Whilst he has recovered from the disease he is still very ill and remains bedridden. The family can barely manage, they have lost their sole income and a very active father and husband. Shelley said:

"Our family has fallen apart, each and every day is a struggle. It is only with the constant assistance of the donations of food and other essentials that I am able to be somewhat present for my husband and children. Every night I cry myself to sleep and wake up hoping that this nightmare was only a dream. Everything has changed, there is so much uncertainty.... But seeing my children enjoy the gifts brings a ray of hope and some joy in our lives."

Harvey and Gemma

Gemma is a single parent. Her son Harvey is 11 and just started at senior school. Gemma found the additional expense of Harvey's new school uniform and PE kit a huge strain on her already tight finances. Gemma received a family pack, a food parcel and an activity pack for Harvey during half term.

Harvey said:

"I really liked the activity bag as I have been bored through half term, the food was really nice as well."

Gemma is confident that the short-term help she has received will enable her to get her finances back on track over the next few weeks.



Martin

"I'm a veteran. Early last year I ended up homeless after first living with a family member and then living in my car for a while. At the time I had significant alcohol addiction problems, along with depression and anxiety issues and my feelings of self-worth were at rock bottom.

"Thankfully I was found by an outreach team and put into a night shelter. As the first lockdown hit, I was placed into emergency housing and from there into supported housing."

"I had tried to stop drinking, and though I had a blip fairly early on, I haven't had a drink since, and I've now been able to move into independent living. Throughout this period I have received lots of things to help me settle into new accommodation such as toiletries, warm clothing, bedding, crockery. I understand these are surplus goods from businesses, I'm really grateful."

"All the help I've received has helped me to deal with my 'demons'. I'm no longer depressed and my sense of self-worth has returned. I would like to use my personal experience to help others with addictions and prove that it's possible to overcome these difficulties."

"I want to thank everyone who has helped me. It goes well beyond words."



Salman

Salman's father is 80 and receiving a pension. The family have been experiencing financial hardship. Salman's mum isn't working, nor receiving any benefits. Dad is very reluctant to claim benefits, he is proud to have worked all his life and not claimed anything. He has been encouraged to look into any additional support the family may be entitled to. In the meantime, the family have been supported with food parcels, family cleaning packs and Salman really enjoyed the puzzles and face painting in his activity pack. Dad said:

"This help is a lifeline to our family."



Faye

"I recently moved after leaving an abusive relationship, I needed a new start in a new area of the city. Three of my children started at the local primary school. I had just started my claim for Universal Credit which would take 6 weeks before I received any money. The school provided me with the entire school uniforms, at no cost. When I asked how they were able to give my children new skirts, trousers and cardigans they explained everything came through Giving World. Having this extra help at this time has been a major life-line for me."

"I left my ex-partner with nothing apart from a new roof over the heads of my children. Having this help at such a desperate time in my life has made me feel as though there is someone out there that cares for me and my children. My children are settled and the happiest they have been in a long time."

"If it wasn't for the school and Giving World this wouldn't be the case. Thank you for all the help we have received, you have made a desperate situation so much better."

COVID YEAR TESTIMONIALS

"...I will no longer have a sleepless night"

"Thank you for your support – I have been worried about how I will pay for Christmas since being furloughed, I have struggled on reduced income but thanks to your support I have a range of gifts for my little boy to open on Christmas day and I will no longer have a sleepless night about paying for Christmas."

"brought a spark of hope..."

"This period is so difficult and coupled with our personal difficult circumstances I have fallen into a depression and can barely do regular tasks around the house. I am feeling guilty that I am not there for my children. Your packages have brightened our entire house and brought a spark of hope into my life. I cannot thank you enough."

"...thank you all again for all the kind donations."

"I just wanted to thank you all again for all the kind donations. You have no idea how much it has helped us out. The clothes will see us through the winter period and the nappies and toiletries will see us through the next few weeks. The stress of having to try and scrape together pennies for essentials is much reduced!"

"It's been a really big help."

"Hello, can I say a big thank you for my package and everything you gifted to me. It's been a really big help. I couldn't be any more thankful!"



"...heartened by what she received."

"I just want to say a huge thank you for the care package. I work with young people who often have no family support network. I collected a care package last week for a young person in crisis and was so heartened by what she received. It was abundantly clear from the package how much love and time had gone into making them. From the essentials to the luxury skincare and even a duvet. That package didn't just feel like it was for survival, it really did show her that people care about her mental and physical well-being. Each and every one of you who care no matter your role, you really do make difficult times for people, better."

Emma, Young Person's Advisor

"I was over the moon."

"Due to a cancer diagnosis I found myself in the shielded group, unable to leave the house. My 17-year-old son was not allowed to go out either. As soon as I asked for help I received a care package which had extremely helpful items from a charity called Giving World. The care package included food, a warm duvet, pillow and other items. I was over the moon. This made a difference to me as it meant that I had food and other essentials, and we didn't have to leave the house."



"God bless you all."

"On behalf of the ICU staff, myself and my Matron, we would like to say THANK YOU VERY MUCH. We really appreciate the T-shirts and sweatshirts. This will be a big help to our staff who work so hard to look after critically ill patients. In our unit we are looking after confirmed Covid patients and we encourage staff to take a shower and change their clothes after their shift to ensure that they go home clean. God bless you all."

Liza, ICU Sister, Royal Brompton & Harefield NHS

"With your help we are able to provide substantial weekly food hampers"

"Our school currently serves an area of high deprivation. Since the start of the pandemic the in house school team has provided weekly food parcels and hampers to our most at need pupils and families. With your [Giving World's] help we are able to provide substantial weekly food hampers to our families and pupils at a time of most need. We have found more working families have fallen on hard times during the pandemic due to the loss of jobs or furlough scheme. We are seeing a sharp rise in the number of families requesting help. Without the resource of Giving World we would not be able to help as many families in need and would therefore result in some of our families slipping through the net."

Eyres Monsell primary School, Leicester



"Best Christmas day ever"

"Best Christmas day ever – we had a lovely time meeting all the patients and the nurses were singing Christmas carols – a very special day in this dreadful year"

Volunteer dressed as Santa distributing Christmas presents to patients at the Royal National Orthopaedic Hospital, Stanmore.



"It was a great surprise..."

"Thank you for our Pack of Joy! It was a great surprise to receive books and puzzles, my children were ready for something new and in lockdown it's hard to choose things. You chose really well, thank you."



"...a boost during such a difficult time"

"Northampton General Hospital received sweatshirts, underwear and moisturising creams from Giving World, for use by patients and staff during the pandemic. The donated items were provided to patients to use and keep and were gratefully received by all. The moisturising creams were given to staff, providing a boost during such a difficult time. Thank you Giving World!"

Head of Patient Experience



1.9M

Around 1.9 million people used a UK foodbank last year



14M TONNES

An estimated 14 million tonnes of business surplus goes to landfill every year



4 MILLION PEOPLE HELPED | **20⁰¹**/**21**



THANKS FOR BEING THERE FOR US

While last year was an epic year for us given all the support we have been providing during the Covid crisis, we start 2021 celebrating our 20th year and having reached over 4 million of the most vulnerable people in the UK.

That's quite an achievement and we couldn't be prouder.

That said, we honestly couldn't have done it without everyone who has supported our journey from those early days as Konnect9 right through to today. There have been many people who have believed in us, given us their trust, and equally importantly given funds, time and goods. All to support our mission to help the most vulnerable in our communities.

So it's really a big thank you to everyone that's supported us over the last 20 years, specifically (but not exclusively) funding bodies, company donors, advisors, charity partners, staff, volunteers, local communities, and all partners we've worked with closely such as universities, NHS, and local authorities. Without your help we couldn't have done this.

Thank you, you're all amazing!

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