

STRONGER TOGETHER: IMPACT THAT MATTERS

APRIL 2024 TO MARCH 2025

In a year marked by escalating crises, we reduced unnecessary waste and lessened the environmental impact of overproduction, turning surplus into life-changing support. Whether it was a family in temporary accommodation in Watford or a displaced child on the Ukrainian border, our goal remained the same: to deliver dignity, restore stability and provide essentials when they were needed most. Working with trusted charity and corporate partners, we reached over 660,000 people across 23 countries, delivering aid that directly responded to urgent human need, and diverted over 520,000 kg of high-quality goods from landfill in the process.



SUSTAINABILITY AT OUR CORE

We gave second life to clothing, schoolwear, sports kits, bedding, footwear and hygiene essentials: items that brought warmth, comfort and stability to people facing crisis, both in the UK and around the world. By keeping good-quality goods in use, we reduced unnecessary waste and helped lessen the environmental impact of overproduction, turning surplus into life-changing support. Thanks to the combined support of our partners, volunteers and donors, we were able to deliver essential aid while keeping valuable resources in use and out of landfill.



663,372

PEOPLE SUPPORTED



23

COUNTRIES REACHED



63,000

KG OF CO₂ SAVED



526,850

KG OF GOODS
DIVERTED FROM
LANDFILL

FROM CRISIS TO POSSIBILITY

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Essentials make all the difference. They reduce isolation, unlock access, and open the door to longer-term change. From Hertfordshire to Sierra Leone, from Watford to remote villages in Eastern Europe, we helped over 660,000 people take steps toward something better.



In Cowley Hill, one of Hertfordshire's most deprived areas, regular donations of branded sports kit have enabled hundreds of young people to access safe, structured activities — reducing antisocial behaviour and opening up new opportunities. In remote parts of Moldova, we're helping children who've faced serious challenges early in life grow up in stable environments, with positive role models and renewed hope for the future.

CLICK TO WATCH THE HUMAN STORIES BEHIND THE NUMBERS 

PROGRAMMES THAT DELIVERED CHANGE

We scaled up to meet need where it was most urgent, supporting 256% more people than the year before — a clear reflection of rising global need and the strength of our growing programmes. Through targeted aid and trusted partnerships on the ground, we delivered faster, more effectively, and with impact that lasts.

REFLIEF FOR GOOD

This year, we mobilised targeted emergency aid in response to conflict, crisis and disaster. From hygiene items and toiletries to clothing, baby goods and bedding, we delivered essentials that protected health, brought stability and supported dignity in the most difficult of circumstances. Aid was distributed to charity partners working on the ground in: Ukraine, Moldova, Poland, Syria, Gaza, Israel and Romania, reaching people displaced by war, recovering from trauma, or navigating daily life in severely disrupted conditions.

SCHOOLS FOR GOOD

From classrooms in Manchester to school communities in Sierra Leone, we delivered schoolwear, stationery and learning essentials. In the UK alone, over 40 pallets of 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 meant being dressed like their peers, ready to learn, and able to take part without feeling left out.

SPORT FOR GOOD

We supported young people to access sport, from some of the most deprived areas in Hertfordshire to remote communities in Moldova. By providing kits, trainers and equipment, we helped create safe, structured environments that offered more than just play. In Moldova, that meant equipping aspiring Olympians. In the UK, it meant giving young people a place to belong, build confidence, and change the course of their lives.

ESSENTIALS FOR GOOD

Toiletries and hygiene products remained one of the most pressing and under-resourced needs. We delivered nappies, baby wipes, period products and other essentials to families facing extreme financial pressure, easing the burden and helping them prioritise other vital costs like food and heating. As demand continues to grow, this remains a critical area of our global response.

THE POWER OF PARTNERSHIP

Every box packed, every item distributed, every life impacted — it all starts with collaboration. Through our Humanitarian Aid Partnership (HAP), vital stock was donated by brands like Uniqlo, NEXT, Comfy Group and The Dune Group, while HRIF, our international aid partner, enabled large-scale distribution across Europe and the Middle East.

On the ground, partners like My 1st Years and Focus Brands supported logistics, storing, packing and moving goods.

Local businesses including SA Law, David Lloyd Clubs, The Grove Hotel, SAS International, The Charles Kessler Foundation, BlackRock, Sky Studios and Warner Bros backed our work with hands-on volunteering, in-kind support and fundraising.

Meanwhile, schools, faith groups and individuals in our community ran collection drives, raised funds and gave their time, helping us keep our day-to-day operations running and our impact growing. As need continues to rise, our work has never been more vital, and we are grateful for the continued support of our partners, volunteers and community as we look ahead to the challenges of the year to come.



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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

