

TOILETRIES AMNESTY

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ANNUAL  
**REPORT**

2022



# POLICY & INFLUENCE

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In 2022 alone, Toiletries Amnesty provided access to toiletries to **over 2.95 million people** across the UK and around the world.

## CONTINUING OUR UK & INTERNATIONAL SUPPORT

2022 has been another busy year of supporting the hundreds of thousands of people experiencing hygiene poverty across the UK and around the world.

Our support has ranged from our day-to-day operations providing free access to toiletries and hygiene products for those in need through our [online directory](#) of over 500 organisations, to responding to the crisis experienced by those fleeing the conflict in Ukraine.



## RESPONDING TO THE COST OF LIVING CRISIS

The Cost of Living Crisis has had a devastating impact not only for those already experiencing hygiene poverty, but has also forced thousands more into facing the choice between heating their home, buying food or purchasing essential hygiene products.

Toiletries Amnesty has responded to this crisis with [continuing outreach](#), fundraising events and creating new connections between businesses and charitable organisations.



# POLICY & INFLUENCE

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## UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The UN's 17 Sustainable Development Goals are an urgent call for action to end poverty and other deprivations while improving health, education, and inequality - while tackling climate change and working to preserve our environment.

Toiletries Amnesty meets 6 of the SDGs and we're proud to be delivering on these goals with every action we take.



# GROWTH

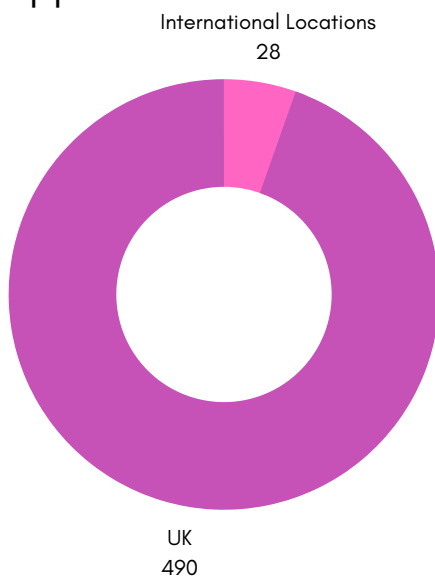
Toiletries Amnesty saw massive growth in demand in 2022, with a huge increase in registrations of charitable organisations.

The total number of organisations registered grew from 395 in January 2022 to **518 organisations supported** by the end of the year, with the greatest growth appearing in Q3 of 2022, as the cost of living Crisis took hold, and demand on charitable services skyrocketed.

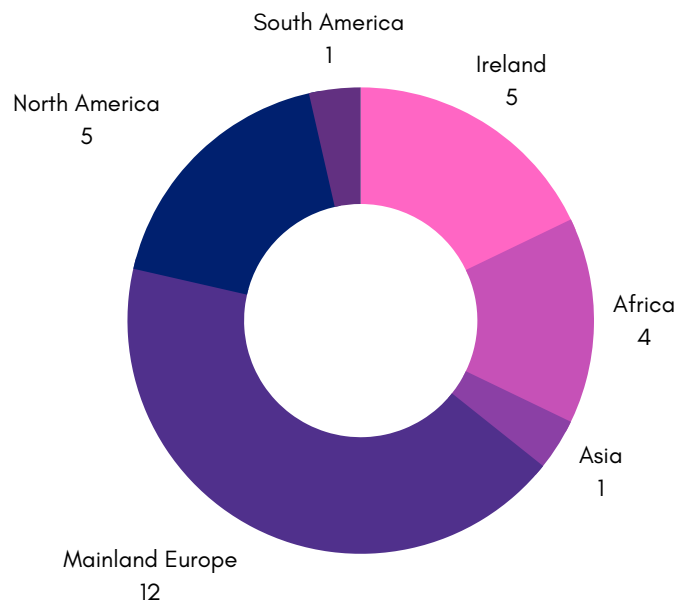
This growth is reflected in the 31% increase in the number of people provided access to hygiene essentials through Toiletries Amnesty - by the end of 2022 this number stood at **2,950,889 individuals supported**.

## COUNTRIES & CONTINENTS REPRESENTED

Our global reach expanded greatly in 2022, with new organisations from mainland Europe, North America, Asia and Africa joining the 490+ UK locations we support.



UK & International Locations



Breakdown of International Locations

# CASE STUDY: UKRAINE APPEAL

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When Russia invaded Ukraine, we began our Ukraine Appeal, which allowed us to organise donations of essential hygiene products worth over £400,000 to those who urgently need our help, and deliver them directly to Poland, Moldova, Slovakia, Ukraine and Romania.

This was a widely-supported community effort **Within 10 days, we delivered over £400,000 worth of useful supplies to the people who need them most in Ukraine.**

We encouraged communities to come together to find ways to make a difference: the team at Marie Claire came onboard in support of our appeal, and the community spirit was especially apparent on social media, where friends and followers pitched together to donate products and raised funds through product sales and revenue shares.



# ENVIRONMENTAL IMPACT

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In 2022, Toiletries Amnesty has diverted vast quantities of beauty industry waste and plastic from landfill and incineration sites through donations of surplus and unwanted products from individuals and corporate donors. **This year alone, over £1.25million worth of products avoided landfill** through our efforts.

One example of how we're working with other groups and brands to make an even larger difference is our partnership with Sustainable Spas Association. Find out more below.

## SUSTAINABLE SPAS ASSOCIATION

In 2022, we teamed up with SSA to help spas measure their environmental impact against the industry standard and achieve a recognised accreditation for their efforts and improvements.

We aim to make it easy for spas to improve their practices by offering an accessible and simple way to divert their surplus products away from landfill and into the hands of those in need of toiletries.



# COMMUNITY BUILDING

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## TOILETRIES AMNESTY COMMUNITY AWARDS

Toiletries Amnesty believes that small actions can make big change when we all work together. Through our work we've had the opportunity to meet wonderful people who are helping make a difference in their own communities.

The Toiletries Amnesty Community Awards gives individuals the opportunity to recognise the exceptional people in every community who deserve a special thank you for the amazing work they do for others.

## BROKEN JEWELLERY PROJECT

In June 2022, we launched the Broken Jewellery Project, a movement of kindness, sharing, and community.

By taking broken and unwanted jewellery and beads and recycling them into unique bracelets handmade by individuals we support, we were able to fundraise in order to support those in need, with 100% of proceeds going back into the work Toiletries Amnesty does.



The first collection was created by Feathers Futures in Great Yarmouth. Jo Critch, the group's manager, highlights how the project has helped the women they support - "The ladies involved were keen to give something back. The group met up each week, none had made jewellery before, so they supported each other to create these bracelets."

# CAMPAIGNS

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## #15FORHYGIENE

In 2022, Toiletries Amnesty's #15forHygiene fundraising campaign. launched, with the aim of putting the fun back into fundraising by encouraging individuals, communities and companies to get involved in making a difference, however big or small, to raise money to help us continue our vital work providing access to toiletries and hygiene essentials to over 500 charitable organisations worldwide.

The idea is simple. Hygiene Heroes choose an activity to complete and fundraise for Toiletries Amnesty, doing a little bit of good for themselves, their community, and for those living in hygiene poverty. Alternatively, participants can simply donate £15 directly to Toiletries Amnesty to support our vital work. Every donation, however small, makes a real difference to those in need.

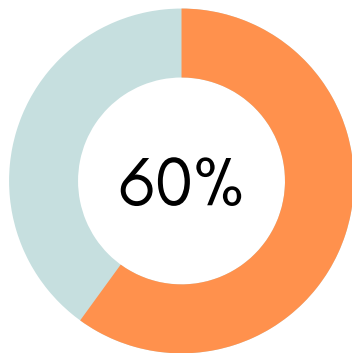




# HYGIENE SURVEY 2022

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In 2022, Toiletries Amnesty launched our first nationwide survey to learn more about the effects of hygiene poverty on individuals and families from all walks of life, discuss what can be done to raise awareness of hygiene poverty and identify how people are making a move to more sustainable hygiene practices.



60% of people surveyed said that they know someone who is currently living in hygiene poverty, and regularly struggles to access essential hygiene products.

10%

of people working in the healthcare sector are living in hygiene poverty.

**4 in 10** individuals working in social services/support roles currently identify themselves as living in hygiene poverty.



# MEDIA & PRESS

Alongside coverage from Women&Home, Spa Business Insider, the British Beauty Council, and other national and international press, two key articles featuring Toiletries Amnesty include:

## CLOSER

In March 2022, Closer spoke to Toiletries Amnesty and some of the organisations we support in a four-page feature on hygiene poverty and the effect it has on the lives of millions across the UK, highlighting the devastating rise in demand on the services that the cost of living crisis has had, and how charitable groups and food banks are struggling to meet this demand for toiletries, relying on organisations like Toiletries Amnesty for the bulk of hygiene essentials they provide to their service users.



## MARIE CLAIRE

Marie Claire featured Toiletries Amnesty and our work in an [online feature](#) discussing the cost of living crisis and the effect it has had on hygiene poverty, especially for the organisations that support those in need.

Identifying hygiene poverty as the 'third leg of the widely-publicised 'heat or eat' dilemma', the feature highlights how Toiletries Amnesty has been working tirelessly to support those most in need of help.

## The cost of living crisis has exacerbated hygiene poverty

Charities are seeing an increased demand for essential toiletries and personal care products. Here's how you can help...



# SOCIAL PRESENCE

Toiletries Amnesty continued to build our community and audience throughout 2022. With growth across all social media platforms and on our website and blog, we connected with an audience of hundreds of thousands.



Our Instagram community grew by 5% this year, reaching a total audience of 2700+ followers, with a total reach across the platform of 42,000 accounts.

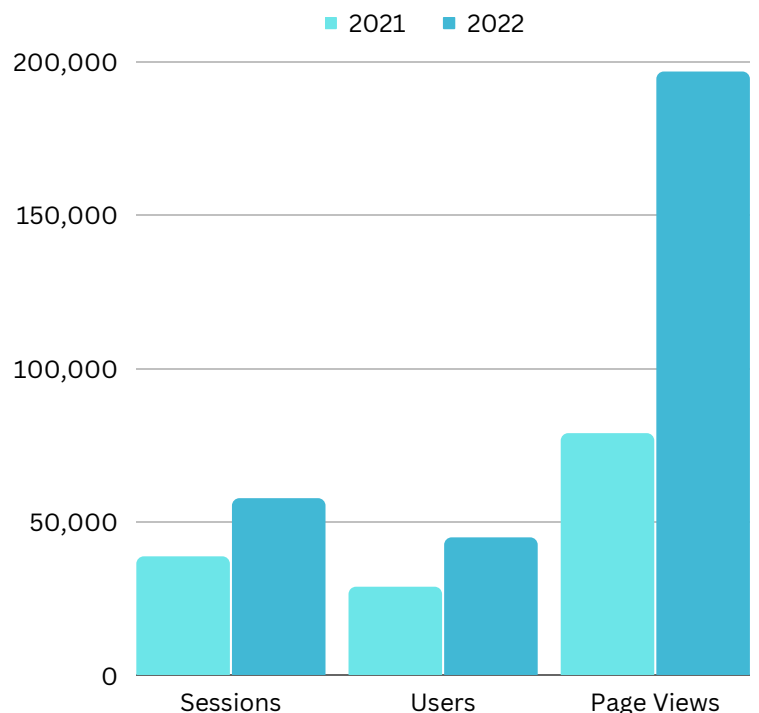


Growth continued across Twitter and LinkedIn also, with a 5% increase in follows on Twitter and 150% on LinkedIn.



## TOILETRIESAMNESTY.ORG

Toiletries Amnesty launched our new website in 2022. The improvements made to our user interface are reflected in the huge growth we saw in our website traffic, shown in the figure on the right.



# TESTIMONIALS

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Here are just a few of the testimonials we've received from partners, donors, and organisations we've worked with to provide support to those living in hygiene poverty:

We love the work of Toiletries Amnesty. They have created a solution lead pathway for a circular economy model in the spa and beauty sector, helping our industry operators and suppliers to review the word 'waste' and think more about re-use and re-purpose of materials before assigning them to landfill. Sustainability is so much more than just the packaging and what's in the product. It's all the behaviours that we have created for the consumer too that has ended up in a lot more waste.

**Lucy Brialey, Co-founder of Sustainable Spa Association**

Having discovered Toiletry Amnesty, I knew I found the ideal place to donate – with connections to charities all over the UK, I was glad that my products would go to helping as much people as possible, all around the country.

**Rhiannon Derbyshire, Style Writer**

We are very grateful for the generous donations. Toiletries Amnesty has helped families who attend our food larder to access toiletry products. We have a lot of people who come along to our community larder, it will be a real boost as times are hard for many of them just now and I am sure this will go a long way to helping with self-care and self-esteem.

**Ladies of the Rock**

# SUPPORTERS

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**marie claire**

**L'OCCITANE**  
EN PROVENCE

**[comfort zone]**  
conscious skin science

*Salon@*

**LOUISE STEBBING**  
*Printmaker*



**EDEN HALL**

NOTTINGHAMSHIRE



**HOAR CROSS HALL**

STAFFORDSHIRE



Thank you for your ongoing support in 2022.  
We're looking forward to a change-making 2023.