

MULTIBANK

Guide FOR Business

A Plea to
Business

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A Coalition of Compassion

Businesses, large and small, are vital to the health and well-being of every community in our country. I pay tribute to all those companies doing all they can to help families in all neighbourhoods across the United Kingdom. But, with every month that passes, people experiencing poverty are facing increasing hardship.

Together, we are not powerless. I know that many businesses are stepping up their social responsibility commitments in many communities, alongside concerned citizens, churches, faith groups, community organisations, charities and councils. This winter, the need is so great — and the pressure on charities is so intense — that I am asking our companies to play an even more prominent role in our communities. I want everyone to come together in a new and stronger UK-wide coalition of compassion.



We are asking retailers and supermarket chains to donate their surplus goods so that instead of being wasted or thrown away, they can join an anti-pollution initiative that transfers unused products to families in desperate need.

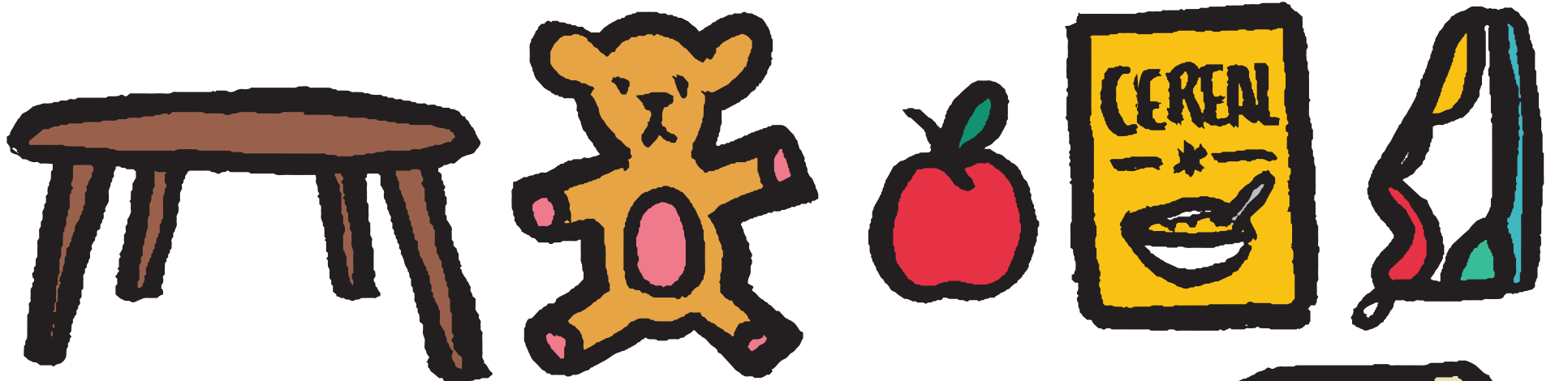
This is not just an anti-poverty initiative: it's an anti-pollution solution, preventing landfill, repurposing goods and helping create a circular economy.

We are also asking manufacturers to do special production-line runs of essential products at cost price. The beneficiaries will be families who cannot afford to buy their goods this year or next but may be future customers.

In this booklet, we set out plans to back up the magnificent work of food banks, charities and concerned citizens by creating multibanks. Please read on to learn how you can support this initiative.

– GORDON BROWN

If you can help with this project in any way or want to find out more, please contact us at info.multibank@gordonandsarahbrown.com



From Vicious Circle to Virtuous Circle

Multibanks are not just food banks but also clothes and shoes banks, toiletries and hygiene banks, bedding and home furnishings banks, and baby goods banks.

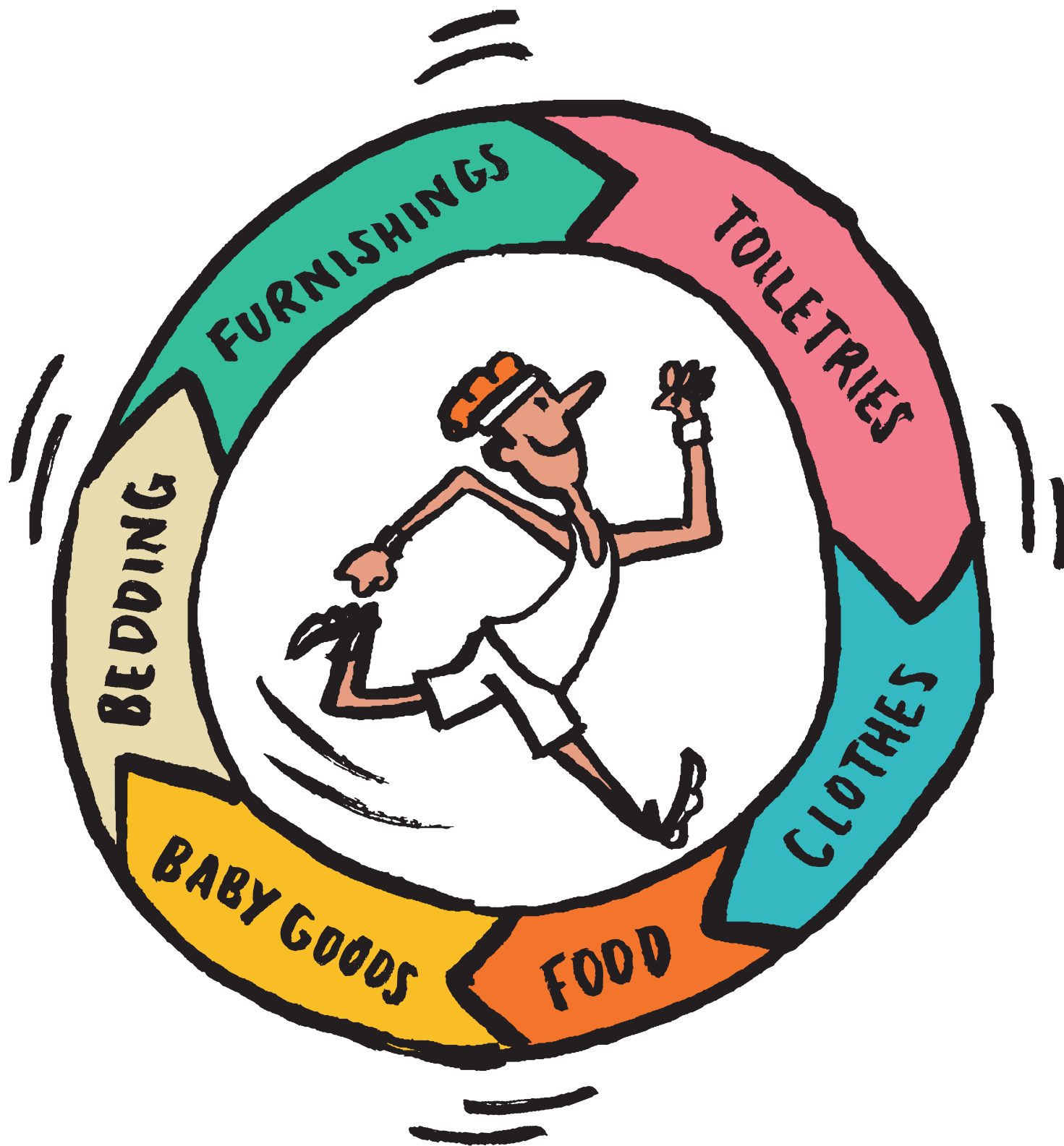
Multibanks offer businesses not just a new way to practice corporate philanthropy in their local communities, but also a way to dispose of surplus goods that might otherwise end up in a landfill or be destroyed.

Open the Door

Multibanks offer a one-stop shop for businesses, large and small, wanting to dispose of their surplus goods. You can get your surplus goods to hundreds of different charities through one door – the multibank door. Easing your disposal problems, easing the burden of choosing between charities, our referral system ensures goods get to those who need them most.

Every week new companies are signing up to our multibanks as partners – and we invite you to join us.





A Pollution Solution

The multibank offers a way to avoid landfill.

Multibanks are Green Banks: We repurpose surplus products for the public good.

The Circular Economy: Our bank of surplus but reusable household goods accepts food, clothes, toiletries, furnishings, bedding and baby goods.

In doing so, we tackle two of the country's biggest challenges simultaneously: pollution and poverty. Instead of these surplus goods being wasted, we reuse them for the benefit of those in greatest need.



The Shocking Reality

- 400,000 families have no cooker.
- 740,000 children have no bed, only the floor to sleep on at night.
- 1.2 million people live in homes without any carpets or floor coverings.
- Six million people, almost one Briton in every ten, do not have at least one item of basic home furnishing like a bed or chair.
- 40% of families have said they cannot afford to heat their homes.
- Malnutrition among children has recently been reported as doubling in some parts of the country.
- According to the charity In Kind Direct's written submission to the Work and Pension's Committee this year, more than nine million adults are in hygiene poverty.
- Loan sharks are circling the 1.2 million Britons who are now deep in debt, with a January 2023 poll reporting that 1.5 million of the public are borrowing on the black market.

Your Actions Matter

Business can come to the aid of charities.

Charities are doing their best, but finding they are now as hard-pressed as the families they serve. While compassion is not running dry, some charities' funds are. People with little, who have helped people with nothing, have little more to give. While destitution is doubling, donations to charities are halving. It's not that fewer people are giving but people are giving less. We need to find new ways to step up our giving.

Today, there are 2,600 food banks serving two million families across Britain. But the cruel reality is that food is just one of the staples of life that families are having to go without.

This is the reason we have created the Multibank. Multibanks are not just food banks but also clothes and shoes banks, toiletries and hygiene banks, bedding and home furnishings banks, and baby goods banks.

Getting goods to people who really need them.

Multibanks make it easy to give. We start with a co-ordinating charity; a warehouse; a referral system to get goods to people who need them – and a few firms prepared to donate their surplus goods.

Multibanks work because they are hyper-local. Created by community-based charities, they work with social workers, health visitors, and teachers who know what's happening on the ground, who know who needs what and how to get these to people quickly. You can be sure your donations are going to those who need help.





The Earth Smiles

Every month millions of new or like-new products become surplus to the requirements of retailers across the UK who are not only under increasing pressure to do more to deal with waste but are consistently exploring how to minimize waste. This is where the multibank can help.

The multibank helps move us towards a circular economy – a model for production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products for as long as possible. In this way, the life cycle of products is extended. In practice, it implies reducing waste to a minimum.

The multibank project enables retailers with significant quantities of excess stock to repurpose it by donating it to the multibank to redistribute to charities and organisations who in turn deliver these goods to the most disadvantaged households.

Retailers who want to increase recycling, and provide options to reuse, repair and recycle their product range can use the multibank.

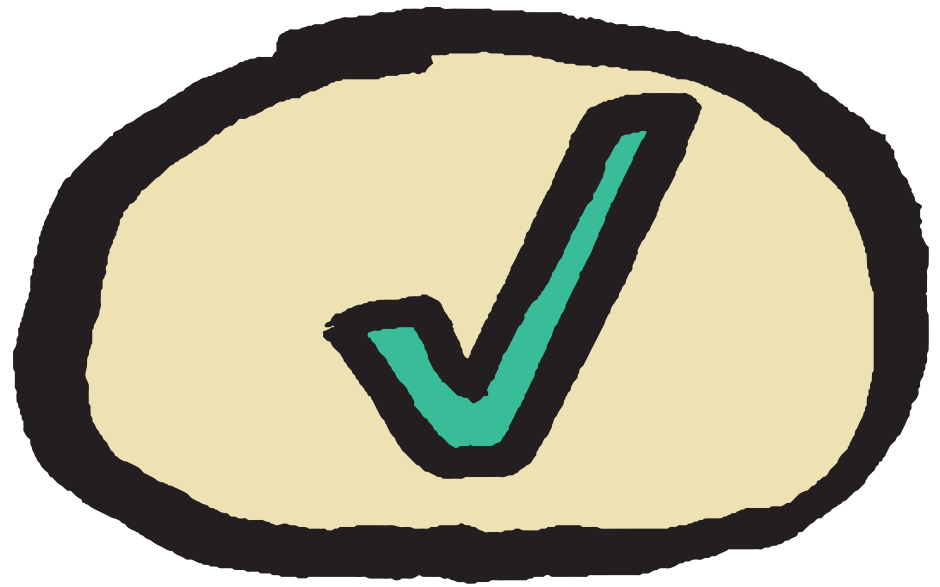
The multibank project does not stop with just rescuing goods from destruction on a one-off basis. The longer-term aim is to continuously recycle goods even after they have been used by families benefiting from the project. For example, when we issue cots or baby goods, we sign a lease with the recipient family so that once the infant child grows out of the goods, we can transfer them onwards to the next family with infants in need.



Collective Healing

Our findings are:

- The first multibank project has created a considerable social value of up to £9.75 for every pound of investment as well as £5.95 if we include the cost of staff hours donated by companies free of charge.
- Beneficiaries were able to spend money on essentials (43%) without getting into more debt (42%).
- Almost two-thirds (64%) of professionals credited the project with avoiding a financial crisis for their clients, which may have otherwise led to legal action or eviction.
- Professionals also saw a significant proportion of families avoid homelessness (40%) or a health crisis (37%).
- Almost all (90%) of professionals reported seeing a reduction in children's stress and anxiety.
- 83% of professionals saw a positive impact on children's confidence and self-esteem.
- 68% of professionals saw a positive impact on children's ability to concentrate at school.
- One in ten parent/carers (11%) expressed the view that without support their children may have ended up being taken into care.
- A significant majority (70%) of parents/carers reported that their physical health had improved thanks to the donated products they received. Three-quarters (75%) of respondents found that their family relationships had improved thanks to the project.
- A large majority (84%) of parents/carers reported a more positive outlook on their future. This is strongly corroborated by professionals, 84% of whom saw an increase in clients' positivity about the future.
- One in ten (11%) specified that the support had helped them to avoid losing their tenancy.
- By addressing the immediate practical needs of their clients, professionals could focus on working with the families on more structural issues (76%).



The Second Multibank

A second multibank has opened recently in Wigan, allowing the multibank project to begin its work in Greater Manchester, where 620,000 people are already living below the poverty line and where already around 10,000 goods a week are now being delivered to families in need.

A Plan For Multibanks in Every Region and Nation

With the help of Amazon, new multibanks are already underway to open soon in Wales and the Midlands. There are plans for more covering almost every part of the country during 2024.



We Can Work it Out

The week-to-week work of the multibank is straightforward.

1. Every week, usually on a Friday, the multibank distributes an inventory list along with the referral forms to its network of charities, schools, food banks, health visitors and agencies.
2. The partner charities, in conversation with the families they support, submit a referral form and an accompanying completed inventory list back to the multibank via email.
3. The warehouse team, having processed the referral, generate an order for the warehouse to pick/pack.
4. A click and collect system is set in motion where the referring charity will be contacted with a day and time for collection and a pick-up takes place.
5. As the number of collections rise and the geographical area that is covered expands, local hubs ensure the click-and-collect system works without the recipient charities and agencies collecting the goods having to travel further than is needed.

The Opportunity for Business

Multibanks, which repurpose goods and give them a new lease of life, can play a big part in a business agenda that avoids waste and tackles pollution, offering businesses an opportunity to reduce their carbon footprint. By offering to repurpose surplus goods, the multibank meets a long-term challenge that businesses face, one that will become even more important in future years as landfill is phased out.





Multibanks were started thanks to donations of surplus goods and resources from Amazon led by their UK Country Manager John Boumphrey, with logistical support from the Purvis Group.

In recent weeks, volunteers have been on video calls planning the transfer of surplus tins of Heinz soup and beans from plants in the northwest or surplus food from Morrisons in Scotland to families in different parts of Britain.

Recently, with the help of Accrol, Whitbread, Reckitts, Procter & Gamble and other household-name companies, other teams have been collecting and distributing basic toiletries like soap, toilet rolls, toothpaste and nappies.

Thanks to PepsiCo, surplus tins of porridge oats have ended up being consumed at the breakfast clubs of dozens of schools and handed to people queuing at local food banks.

Through the help of a coalition of laundry companies including Fishers Laundry Services and the UK-wide Textile Services Association, thousands of duvets, blankets, and towels no longer needed by some of our country’s most prestigious hotels, have been re-laundered and repackaged so they are good as new and are now being given out to impoverished families who have stopped heating their homes and are focused on heating themselves.

The next step is to persuade all the major retailers and supermarket chains to offer their surplus goods to families who need them, and to persuade manufacturers to consider not just donating their surplus goods but to initiate special production-line runs of essential products at the lowest possible price to address the rising tide of poverty.

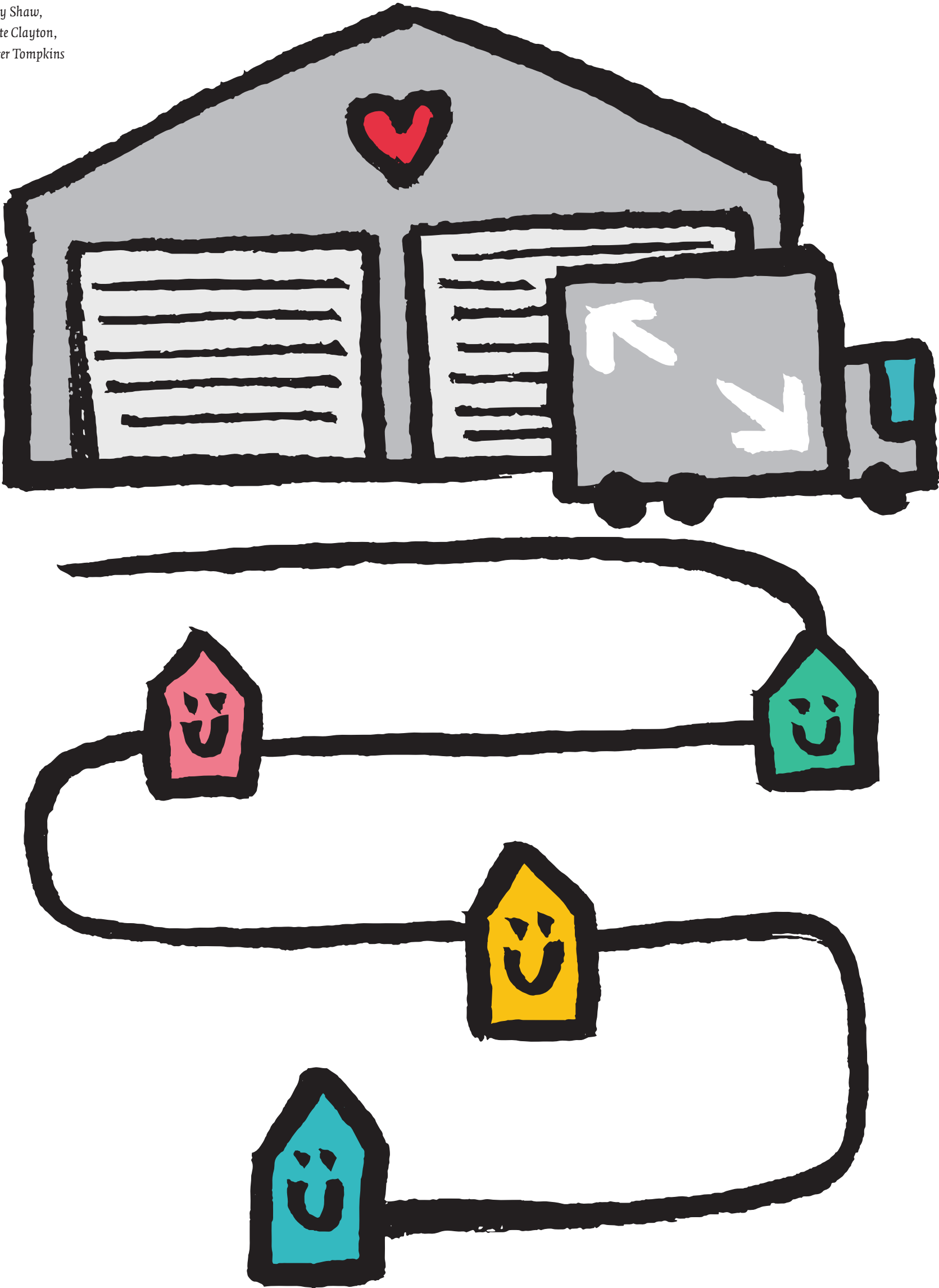
Here are the companies who have joined.

CURRENT SUPPLIERS

- Accrol Group
- Amazon
- Bell Group
- Blue Earth Clean
- Cabinet Creations
- Costain
- Craig and Rose
- De Monfort University
- Ecolab
- Elis
- Fishers Laundry
- Heinz
- HM Prison Service
- Johnson & Johnson
- Morrisons
- Nice-Pak International
- Procter & Gamble
- Paint Shed
- Palletline
- PepsiCo
- Purvis Group
- Reckitt
- Richard Haworth
- Sanpro
- Scotmid
- Semichem
- Steelite
- TalkTalk
- Tesco
- Textile Services Association
- Unilever
- Vision Linens
- Whitbread PLC and Premier Inn

CREDITS

Thank you to Kerry Shaw,
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and AKQA.





COME TOGETHER
