

Cleanology unveils new industry fundraiser event will tackle hygiene poverty

4 years ago



Cleanology has assembled some of the biggest names in the cleaning and FM industry to support the launch of a major new annual fundraising event in aid of The Hygiene Bank.

In September 2021, Cleanology held its first charity event which raised over £14,000 for The Hygiene Bank, a national charity that alleviates poverty by providing hygiene products to those in need.

Due to the enormous success of that event, the wide publicity generated, and the amount of money raised through the raffle and auction, CEO of Cleanology, Dominic Ponniah is looking to make a bigger impact this year and will be hosting a higher profile networking event aimed at the cleaning and FM sectors to raise even more awareness and funds for The Hygiene Bank.

The event has been backed by 6 of the biggest names in the industry: Bridge Recruitment, Cleenol Group, Darwin Clayton, Liberty Hygiene, Truvox International and Zep will join Cleanology to welcome industry representatives to the Private Dining Room of the prestigious Ivy Restaurant in central London on 27 September 2022, where guests will enjoy networking, drinks & canapes, a lively auction and raffle.

Cleanology CEO Dominic Ponniah said: "Last year was our first fundraising event, and we managed to raise a staggering £14,000. This year, with these fantastic sponsors on board, we plan to make an even greater impact. I am incredibly grateful to all our sponsors for getting behind this important cause."

Tom Poynter, UK Chairman of The Hygiene Bank, said "We are thrilled to be working with Cleanology again to raise vital funds to tackle hygiene poverty. With the cost-of-living crisis pushing more of us to make

increasingly tough decisions, these partnerships with brands and corporates are more important than ever. Cleanology champions this collaborative approach to tackling hygiene poverty, enabling and empowering brands and corporates of all sizes to make a real difference to communities throughout the UK."

The sponsors come from across the cleaning and FM industry and share a recognition that hygiene poverty is a growing issue across the UK.

Bridge Recruitment is a leading recruitment organisation for the Workplace and Facilities Management industry and are experts in its field. It has over 20 years' experience in supporting businesses making critical resourcing decisions.

The Cleenol Group is a family-owned manufacturer and supplier of quality cleaning products with over 70 years' experience in the delivering hygiene solutions to the professional cleaning industry.

Darwin Clayton is a multi-award-winning independent UK insurance broker – specialising in developing innovative, sector focused insurance solutions.

Liberty Hygiene has 30+ years' experience in bringing customers the best in workplace services and washroom hygiene equipment and understands that great service is the key to making people happy.

Zep is dedicated to exceeding the expectations of its customers, providing everything from heavy-duty industrial-strength chemicals to PH-neutral, marble surface cleaning.

Truvox International is a leading global manufacturer and supplier of commercial and industrial floorcare machines.

Ponniah welcomed the support of the sponsors, saying: "This commitment brings valuable extra funds, but we are also excited to be able to work collaboratively to tackle such an important issue. Figures show that one in three people have to go without hygiene essentials and, sadly, as the cost-of-living rises, we can only expect to see this number increase. The Hygiene Bank is really on the front line in supporting people through real crisis, and we welcome any companies that would like to join us to fight hygiene poverty."

Tickets are £38 +VAT each and available on Eventbrite, with all profits donated to The Hygiene Bank:
<https://eventbrite.co.uk/e/383940886527>