

# Cleanology launches latest fundraiser to fight hygiene poverty

2 years ago



Multi award winning office and commercial cleaning company [Cleanology](#) has launched its third annual fundraising event in aid of The Hygiene Bank.

*The event has been a resounding success after raising around £40,000 in its first two years.*

This year the popular fundraiser is being held on Tuesday 3 October in The Balcony Room at the majestic Globe Theatre in London's Bankside.

Dominic Ponniah, CEO of Cleanology, which is headquartered in Vauxhall, South West London, said: "Guests can look forward to an array of entertainment, including networking opportunities, refreshing drinks, delicious canapés, a lively auction, a raffle with amazing prizes, and a panoramic view of London and the River Thames from one of London's most iconic venues." Ticket buyers will contribute to this important cause and make a positive impact on The Hygiene Bank.

In October 2022, YouGov published Hygiene Poverty 2022, commissioned by The Hygiene Bank, the first comprehensive, national, mixed methodology research report into the scale and impact of hygiene poverty in the UK.

Over 3.1 million adults in the UK are living in Hygiene Poverty and the research showed that hygiene products such as toothpaste, shampoo and laundry detergent are the first to be cut when budgets are tight.

Ruth Brock, CEO of The Hygiene Bank, thanked the organisers and sponsors: "The Hygiene Bank is so grateful to Dominic Ponniah and Cleanology and all the sponsors of this event for their fantastic

generosity. We are thrilled by their efforts to raise crucial funds for the charity's work and it's so important to us to have had the chance to raise awareness of hygiene poverty and how it affects the lives of millions of people across the UK. As the need for the charity's work grows, we need more individuals and companies who, like Cleanology, believe that everyone deserves to feel clean, to follow in their footsteps and join us, as we work together to end hygiene poverty for good."

Hygiene poverty is life-limiting and uniquely oppressive.

It makes even small social interactions seem impossible and limits access to education and opportunities at work. The YouGov 2022 research found that:

- A third of those affected isolate themselves from friends and family.
- 16% of young people aged 16-24 have missed days at school.
- Around 12% have missed job interviews or days at work.
- It erodes our confidence and self-esteem, with over 60% of people saying it

negatively impacts mental health.

This year's sponsors – all leading lights in the cleaning and FM sector are: Bridge Recruitment, Darwin Clayton, Futures Supplies, Liberty Hygiene, Evans Vanodine and The Cheeky Panda. All acknowledge that hygiene poverty is a growing issue across the UK.

Chris Forbes, Co-Founder of The Cheeky Panda, said: "Hygiene poverty is a significant social issue in many communities. By sponsoring the event and providing products to The Hygiene Bank, Cheeky Panda is taking concrete action to combat this issue."

Michelle Brightly, Managing Director of Bridge Recruitment, said: "Cleanology have made a huge effort to highlight The Hygiene Bank and we are thrilled to make a contribution to help such a cause. In today's world, it is unacceptable that hygiene poverty is something that holds someone back in life."

Jeannette McWilliams, UK National Account Manager of Evans Vanodine plc, said: "As a manufacturer of cleaning and hygiene products, we realise the importance of staying clean. Evans is proud to support the vital work that The Hygiene Bank do to ensure everyone has access to the basics they deserve."

Scott Marshall, CEO & Founder of Liberty Hygiene, said: "In 2023 there should not be anybody who is in hygiene poverty. Hopefully with the wonderful work of The Hygiene Bank soon it will be no more. We are all really excited about the event. If it's anything like the last two it will be an amazing night and lots of money will be raised."

Ashley Hoadley, Director of Darwin Clayton, said: "We are delighted to continue our sponsorship of the Cleanology Hygiene Bank Charity Evening in 2023, following such a fantastic event in 2022. It will be another exciting evening and an opportunity to raise more funds needed to support the important work the Hygiene Bank is doing to help those living in poverty in the UK."

Marc Kemp, Managing Director of Futures Supplies, said: "Hearing the difference The Hygiene Bank is making to individuals' lives is moving and humbling. Poverty has never been more important than it is today with the cost-of-living crisis. Our team are excited to be part of something that is contributing to

making a real difference, Keep up the great work The Hygiene Bank!”

The Hygiene Bank is a grassroots people-powered charity supporting people suffering from hygiene poverty, inspiring social change and giving people access to the basics they need. The charity believes it is not right that feeling clean should be a luxury or a privilege for anyone in our society.

[Tickets are priced from £46 +VAT each and are available on Eventbrite, with all profits donated to The Hygiene Bank.](#)

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