

Third year of event sees £30,000 level exceeded

3 years ago



Celebrating the third year of its annual fundraising event for The Hygiene Bank, [Cleanology](#) has announced that its latest efforts saw a record £32,000 raised.

Held at London's Shakespeare Globe Theatre on the South Bank of the river Thames, the total was achieved through £22,000 raised in cash, with a further £10,000 of product donations.

All funds will be used by The Hygiene Bank in its extensive efforts to alleviate hygiene poverty.

Event organiser, Cleanology chief executive officer Dominic Ponniah said: "We have been overwhelmed by the generosity and support of our industry this year. Now in its third year, this event has grown from strength to strength every year and this year we have been oversubscribed once again.

"It's testimony to how the FM industry has rallied together for a cause as significant as hygiene poverty, and with the cost of living crisis only getting worse, there has never been a more important time to support the work of the Hygiene Bank. We are hugely grateful to everyone who got involved this year."

Mr Ponniah also referred to the YouGov Hygiene Poverty 2022 report, commissioned by The Hygiene Bank, which highlighted the extent of the issue. It stated that more than 3.1m UK adults live in hygiene poverty. It showed that products such as toothpaste, shampoo and laundry detergent are the first to be removed from shopping lists when household budgets are stretched.

The Hygiene Bank CEO Ruth Brock said: "The Hygiene Bank is deeply grateful to Dominic Ponniah and Cleanology and all the sponsors of this event for their fantastic generosity. Hygiene poverty is widespread, growing and disproportionately affects the most vulnerable. Millions of people are struggling with its

impact - the stigma, embarrassment, damage to mental and physical health it brings.

“It’s a hidden poverty that blights life chances and limits opportunity - so it’s critical that more companies and more individuals follow in Cleanology’s footsteps to join us as we work together to end hygiene poverty for good. Cleanology’s generosity and support will make a meaningful difference today and takes us a crucial step forward on that journey.”

The evening saw competitive bidding for auction and raffle prizes, the majority of which were donated by sponsors and supporters, including tea at The Ritz, a Banksy print, dinner for six at trendy eatery Dishoom, a Chanel brooch, Spurs football tickets and a Fortnum & Mason luxury hamper.