

Cleanology launches fourth annual fundraiser to fight hygiene poverty

1 year ago



Multi award-winning office and commercial cleaning company Cleanology has launched its annual fundraising event - now in its fourth year - in aid of The Hygiene Bank.

The much-heralded fundraiser has been a huge success after raising over £78,000 in its first three years.

This year the popular event is being held on Wednesday 9 October, at the internationally renowned Hard Rock Café in the heart of London's Mayfair.

Dominic Ponniah, CEO and Co-Founder of Cleanology, said: "When we held our first event four years ago, we had no idea that four years later the scale of hygiene poverty would be such that this hidden crisis has grown exponentially. I am proud Cleanology is again leading the fight against hygiene poverty and that we continue to partner with The Hygiene Bank, a grassroots charity dedicated to ensuring that feeling clean is not a luxury but a basic right for everyone in our society".

Ruth Brock, CEO of The Hygiene Bank, said: "Cleanology has been more than a supporter of The Hygiene Bank, they are a true partner in our mission to end hygiene poverty in the UK. Their unwavering support over the years has made a tangible difference in the lives of thousands of families pulled into hygiene poverty, and as we launch this event together, we celebrate not only the progress we have made but also the enduring partnership that makes it all possible. Together, we are changing lives".

Last month, the British Cleaning Council (BCC) called on the cleaning and hygiene industry to get behind the fight against hygiene poverty and support in any way possible.

In May this year, The Hygiene Bank unveiled shocking findings from its latest research report 'Hygiene

Poverty in 2024'. It now estimates that 4.2m adults in the UK are currently living in hygiene poverty, a significant increase of 1.1m people compared to the [findings in 2022](#), highlighting the escalating severity of this silent crisis.

The study, conducted by YouGov, uncovers the devastating impacts of hygiene poverty on individuals and families across the nation, exposing the effects hygiene poverty has on mental and physical health and how it acts as a barrier to education and work.

Key findings from the research include:

- In the past 12 months, 69% of those affected by hygiene poverty have had to choose between paying for food or bills and buying toiletries and cleaning products.
- 65% of parents affected by hygiene poverty have had to choose, in the past 12 months, between buying hygiene products for themselves or their children.
- Those who have experienced hygiene poverty in the past 12 months are more likely to have gone without razors (50%), laundry detergent and cleaning products (46%) and deodorant (42%) because they couldn't afford it.

This year's sponsors – all committed to the fight against hygiene poverty – are cleaning & hygiene products manufacturer Evans Vanodine, janitorial supplier Futures Supplies, insurance brokers Darwin Clayton, field service management software company BigChange, washroom services firm Liberty Hygiene, workforce scheduling firm Rotageek, drainage experts DALROD and janitorial suppliers & distributors Bunzl.

At the fundraiser up to 200 expected guests can look forward to an array of entertainment including a live DJ, networking, refreshing cocktails, Hard Rock classic burgers, a lively auction and raffle with amazing prizes, all in the surroundings of a venue renowned for authentic dining and world class entertainment.

The Hygiene Bank is a people-powered charity and social movement, committed to tackling hygiene poverty in communities across the UK. The Hygiene Bank believe that no one should have to choose between staying clean and meeting other basic needs. Through their network of projects, they provide essential hygiene products to those experiencing poverty or crisis.

Cleanology – headquartered in Vauxhall, South West London, and with regional offices in Manchester, Birmingham, Bristol and Scotland – runs campaigns throughout the year to raise funds and awareness for hygiene poverty and staff participate in fund-raising opportunities such as marathons.

Tickets are priced from £75 +VAT each and are available on Eventbrite, with all profits donated to The Hygiene Bank:

<https://www.eventbrite.co.uk/e/hygiene-bank-charity-evening-2024-hosted-by-cleanology-tickets-927732973297>

Visit: <https://cleanology.com/services/office-cleaning/>