

Cleanology's annual charity fundraiser sets new record to reach £115,000 raised for The Hygiene Bank

10 months ago



Over 180 guests cheered as a sell-out event at the internationally renowned Hard Rock Café in London's Mayfair raised a record-breaking £32,000 in cash and a further £5,000 in product donations to help [The Hygiene Bank](#) charity play a major role alleviating hygiene poverty.

The much-heralded annual fundraiser hosted by multi-award winning office and commercial cleaning company [Cleanology](#) has become such a huge success that it has now raised £115,000 in its first four years.

Dominic Ponniah, event organiser and CEO of Cleanology, said: "I am overwhelmed by the support we have received from across the FM industry. Now in its fourth year, our charity evening continues to grow from strength to strength with more and more companies joining to support. Sadly hygiene poverty isn't going away any time soon, and we will continue to fight it for as long as we need to. My deepest thanks go out to everyone who was part of this year's event."

Ruth Brock, CEO of The Hygiene Bank, said: ""The Hygiene Bank is beyond grateful for the generosity of everyone involved in Cleanology's fourth annual fundraiser. The funds raised will directly help us provide essential hygiene products to those in need across the UK, making a real difference in the lives of those pulled into hygiene poverty. Together, we are working towards a future where basic hygiene is a right, not a privilege – and only through partnerships like this will we succeed. Thank you, Cleanology, Dominic, and to all the sponsors and guests who supported this amazing event and, in doing so, for standing with us in this mission."

The event – held on 9 October at the West End venue in Park Lane – was sponsored by cleaning and 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 and distributors Bunzl. At the fundraiser, guests enjoyed an array of entertainment including a live DJ, networking, refreshing cocktails and Hard Rock classic burgers.

The evening saw competitive bidding for auction and raffle prizes such as a trip for two to dance music festival Defected Croatia, a Hot Air balloon ride for two, two nights bed and breakfast at luxurious Brama Hotel, a table for 10 with a free drinks package on the Hill Club Summer Boat Trip, a necklace from Monica Vinader, a meal for four at trendy eatery Dishoom, a jeroboam of Bollinger champagne and a motorsport experience donated by Metsä Tissue.

Guests at Cleanology's fundraiser included Cheeky Panda founder Chris Forbes, Hill Club Chairman Phil Smith, CEO of Carlisle Support Services Paul Evans, Soap20 founder Jordan Hurley, Biovate founder Nick Winstone, MD of Killis Tibor Killis, Becky Wall BEM MD of Loo of the Year Awards; as well as representatives from leading industry firms including Ark Pest Control, CBRE, Cleenol, Greenspeed, Industrial Cleaning Equipment, Karcher, Kennedy Hygiene, Metsä Tissue, Recorra, Truvox and WhiffAway.

Marc Kemp, MD of Futures Supplies, who recently received BCorp accreditation, said: "The Futures Supplies team are very proud to be sponsoring for the second year running. This amazing charity is raising funds for people living in hygiene poverty. We believe absolutely nobody should have to make stark choices like having to choose between buying food or toilet roll."

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, an even bigger event was held at The Ivy in London in September 2022, raising over £20,000.

Last year over 130 guests applauded after a sell-out fundraiser at London's iconic Shakespeare Globe Theatre raised a record-breaking £18,000 in cash and a further £7,000 in product donations.

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, uncovered 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.

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.

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