

The Hygiene Bank awards Cleanology Gold Partnership status

1 year ago



[Cleanology](#), the multi-award-winning UK office and commercial cleaning company, has been awarded the highly coveted Gold Partnership status by charity The Hygiene Bank, in recognition of its ongoing efforts to champion the movement to tackle hygiene poverty in the UK.

The prestigious Gold Partnership status with The Hygiene Bank, held only by household names Unilever and Method, highlights Cleanology's tireless commitment to help end hygiene poverty through financial support, product donations and raising awareness. Over the last four years, Cleanology has raised over £117,000 for the charity, helping to fund vital initiatives.

Cleanology has actively contributed to the charity's work, and now, through this new partnership, will continue to give their support to this necessary cause - at a time when over 4.2 million adults in the UK are living in hygiene poverty (Hygiene Poverty in 2024 report, The Hygiene Bank, 2024).

Cleanology has played a significant role in raising the profile of The Hygiene Bank within the Cleaning & Facilities Management industry, through the promotion of their successful annual fundraiser - which this year broke all records - on social media, PR articles and by introducing their suppliers to the work of the charity. Employees from Cleanology have also participated in The Hygiene Bank's half marathon team for the past two years, raising funds and furthering the charity's visibility and impact.

Dominic Ponniah, CEO and Co-founder of Cleanology, commented: "It continues to shock me that so many families cannot afford to buy basic cleaning and hygiene products. More has to be done to help and support those who need it most, which is why we are thrilled and proud to be appointed a Gold Partner by The Hygiene Bank, and excited to make a real and lasting difference in the fight against hygiene poverty.

Not only is it a privilege and an honour to partner with an organisation that, at its core, helps the most vulnerable by providing basic necessities for living, but we also hope that through this partnership, we can leverage our influence within our industry to champion the needs of others, and, in doing so, play a part in transforming society.”

Quote from Ruth Brock, CEO, The Hygiene Bank: “ Cleanology’s unwavering support over the years has not only provided vital funds and products in our mission to end hygiene poverty but has also helped amplify our message within the Cleaning & Facilities Management industry. Their commitment to ending hygiene poverty is truly inspiring, and we are delighted to recognise this dedication by awarding them Gold Partnership status. Together, we can continue to drive meaningful change and ensure that no one has to go without the basic essentials that so many of us take for granted.”

According to studies undertaken by The Hygiene Bank, hygiene poverty not only impacts mental and physical health but forces families to choose between buying food and paying bills or purchasing basic toiletries such as period products, shampoo, toothpaste or deodorant. For many on a low-income or with disabilities and long-term health conditions, essential products have literally become luxuries they cannot afford. There are many, and sometimes complex, reasons why this happens, such as loss of a job, illness, family breakdown and disability which leaves people without the financial resources to support their basic needs.