

## Cleanology Launches Sixth Annual Fundraiser in Fight Against Hygiene Poverty

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

The successful fundraiser has established itself as an unmissable event – attracting almost 200 guests each year – and raising in excess of £151,000 in its first five years.

This year the showpiece event is being held on Wednesday, November 11, at the chic art deco-style Bloomsbury Hotel in Central London, just steps away from Tottenham Court Road station.

Last year Cleanology was 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.

Welcoming the launch of this year's fundraiser, Dominic Ponniah, Chairman and Co-Founder of Cleanology, said: "Sadly the demand for support is going up not down as the cost-of-living crisis worsens. I am so proud that we are building a coalition of businesses willing to support our efforts to tackle hygiene poverty, and together, we can make a much-needed difference to help those in need."

Ruth Brock, CEO of The Hygiene Bank, said: "I'm thrilled that the partnership between Cleanology and The Hygiene Bank has gone from strength to strength – they're now one of our highly valued gold partners and this year's event looks set to be the most exciting yet. THB will be ready to share some critical new research into hygiene poverty, and we look

forward to meeting with partners old and new to discuss what more we can do, together. Cleanology has offered outstanding support so far to help us reach more people struggling with the stigma and lost opportunities hygiene poverty brings – together we can reach many more people and take the critical next step on our journey to ending hygiene poverty for good. I know a brilliant and important evening awaits us all.”

This year’s sponsors – all committed to the fight against hygiene poverty – are cleaning & hygiene products manufacturer Evans Vanodine, washroom services firm Liberty Hygiene, cleaning supplies and solutions provider Foremost, global manufacturer and provider of essential personal care products Kimberly-Clark Professional, one of Europe’s leading suppliers of tissue paper Metsä Tissue, and new for 2026, sustainability certification and net-zero provider Planet Mark.

Guests can look forward to an informative panel discussion, live auction hosted by a celebrity auctioneer, an extensive raffle, entertainment and networking over drinks & bowl food.

Earlier this year it emerged that almost a third of Londoners aged 16 to 55 cannot afford basic hygiene products, leaving them unable to live normally. According to the research from the Hygiene Bank, about three out of 10 women in London have had to choose between buying enough food or hygiene products, and some have missed job interviews or work because of it.

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 £99.00+VAT each and are available on Eventbrite, with all profits donated to The Hygiene Bank: [Get my tickets](#)

A JustGiving page has also been created for The Hygiene Bank by Cleanology. Donations can be made here: [www.justgiving.com/page/hygienebankcleanology2026](http://www.justgiving.com/page/hygienebankcleanology2026)