THE HYGIENE BANK

Impact Report 2019

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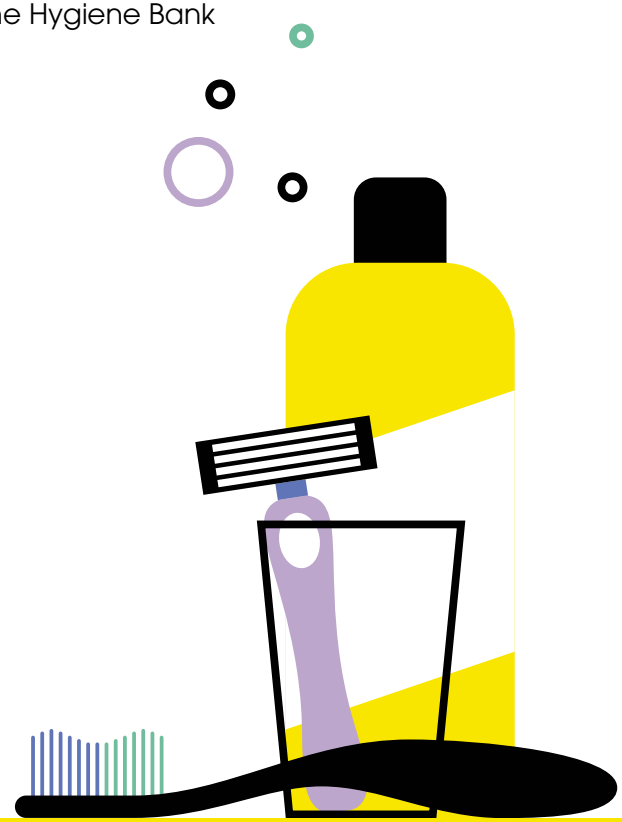
A Word from Our Founder

Welcome to our first impact report. If you'd asked me almost two years ago where The Hygiene Bank would be, I could not have foreseen a national, grassroots, award-winning, volunteer-powered charity that has touched many thousands of people. The Hygiene Bank started with an aim to deliver hygiene products to those of us in need, but rapidly evolved into a way of tackling hygiene poverty by addressing how it affects an individual's self-esteem, education and career progression. By ensuring our community partners can distribute basic hygiene, grooming and household cleaning products, we play a part in restoring dignity and hopefully cultivating a community built on diversity, tolerance, cooperation and mutual respect.

The Hygiene Bank has grown from a simple belief that all of us should be able to access what we need to keep clean. It's not right that feeling clean should be a luxury or a privilege for anyone in our society, yet many of us are living in poverty and cannot afford to keep clean. That is why our network of projects exist – to give access to essential hygiene products for people going without. In 2019, we had 443 drop off points, distributed 49,963 kg of products and served 586 of our community partners – a mix of charities, voluntary groups, schools and local authorities. Our efforts are grounded in compassion and that hygiene poverty is unjust. We all have times in our lives when we need help, and times when we can offer help. It is only by standing together that we can destigmatize hygiene poverty and encourage a more empathic response to those of us who are struggling to stay afloat.

In our first year we grew rapidly with nationwide reach. It didn't take long to attract a committed board of trustees with experience in organisational development, human resources, brand strategy, finance, and change management. Hundreds of community volunteers worked hard to establish The Hygiene Bank to meet local needs.



Our learning curve has been steep while we developed a model with governance, policies and compliance; fundraising and social media; storage and logistics; scaling up distribution and scaling down packaging waste; and better understanding how to support our front-line community partners. We worked at a very challenging pace, which generated a firm foundation for the unprecedented times we find ourselves in now. Still, we require significant funding to become a sustainable charity and driver for change.

Our core ambition is that the people we serve will no longer require our service or need us to champion the issue of hygiene poverty. Until everyone has the means to experience the dignity and wellbeing of personal cleanliness we will not stop. We're standing side-by-side with those we serve, because we want to play an influencing role in tackling poverty, hygiene poverty and stigma.

We are also taking this opportunity to update you on significant developments since 2019. In particular, the first few months of 2020 has brought,

- Impactful partnerships with brands like Boots and Soap & Glory.
- Funding for a second part-time Partnership Manager to further develop local projects, brand partnerships and our work with schools.
- An increase in demand as Covid-19 spreads and uncertainty prevails.
- Suspension of most of our drop-off points due to Covid-19.
- An evolution of delivery mechanisms to cope with the impact of Covid-19.
- New collaborative relationships with front-line agencies working to help people stay afloat.

The Covid-19 'lockdown' has led to over three million new claims for Universal Credit from the self-employed, gig-economy, zero hours and low wage apprenticeship workers. We are very proud to have responded immediately to Covid-19 by playing our part to help ease the pressure on some of those worst affected by the pandemic.

That is why, as well as collecting and redistributing new, unused and in-date toiletries, hygiene basics, beauty and personal care, and household cleaning products, we will work with other anti-poverty advocates to raise awareness of poverty in the UK. We aim to influence the public conversation, to increase demand for action so that collectively we are a voice for change.

I hope you are inspired by The Hygiene Bank's impact and will join us in our efforts to tackle hygiene poverty in the UK.

Best wishes,

Lizzy Hall
Founder and Boots' Wellness Warrior Award
for Woman of the Year 2019

Lizzy Hall, Founder of The Hygiene Bank

[1] "Pensions, Department for Work and. "Universal Credit Declarations (Claims) and Advances: Management Information." GOV.UK, GOV.UK, 23 June 2020, www.gov.uk/government/publications/universal-credit-declarations-claims-and-advances-management-information.

Poverty is Everyone's Business

Poverty in the UK is prevalent

14.3 million people in the UK live in poverty; 4.6 million of whom are children and 65% of whom are working families.[2] According to Joseph Rowntree Foundation's JRF's 2019/20 UK Poverty Report, "Over the last five years, poverty rates have risen for children and pensioners. Poverty rates are highest in London, the North of England, Midlands and Wales, and lowest in the South (excluding London), Scotland and Northern Ireland."[3]

Poverty levels in the UK: a new measure

Estimated number of people in poverty in the UK: 2000/01 to 2017/18, under Social Metrics Commission definition of poverty.

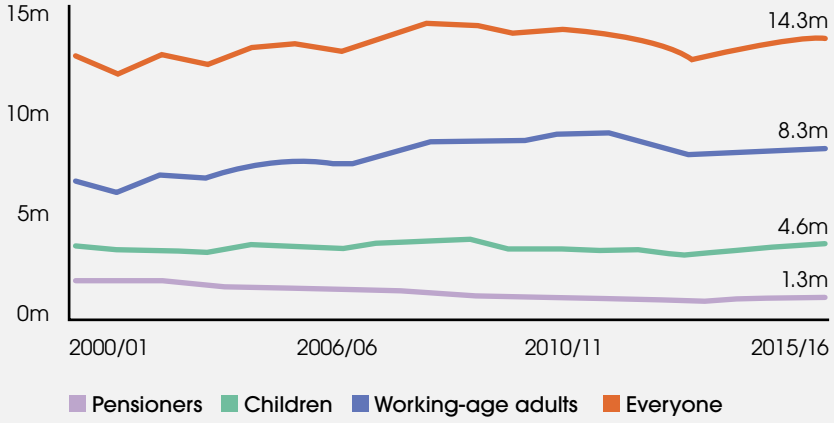


Figure 1: Poverty levels in the UK. [4]Date of graphic creation: 6 September 2019

One event can push a family into poverty

Hygiene poverty does not exist in isolation but is an indication that finances are under pressure and are continually challenged. Such an event, like sudden job loss, can particularly affect those who have fewer prospects of increasing income such as,

- Individuals in one or more minimum wage jobs, zero hours, gig economy roles or on very low apprenticeship wages.
- Children and young people in or leaving the care system, with special educational needs and/or excluded from education.
- People with disabilities who may face unequal opportunities, discrimination and accessibility issues.
- Asylum seekers who may experience barriers to employment and housing.

According to The Institute for Public Policy Research, there has been a gradual "risk shift" in the UK for decades.[5] They report that due to government austerity measures cutting funds from the welfare system, while some employers avoid risk by reducing entitlements such as sick pay, has resulted in many individuals taking on the risk burden themselves without a safety net.

[2] "Measuring Poverty 2019." Social Metrics Commission, July 2019, socialmetricscommission.org.uk/wp-content/uploads/2019/07/SMC_measuring-poverty-201908_full-report.pdf
[3] UK Poverty 2019/20." JRF, Feb. 2020, www.jrf.org.uk/report/uk-poverty-2019-20.
[4] O'Leary, Joseph. "Poverty in the UK: a Guide to the Facts and Figures." Full Fact, 27 Sept. 2019, fullfact.org/economy/poverty-uk-guide-facts-and-figures/.
[5] "IPPR. 2020. Welfare Inequalities Revealed By Covid Crisis Show Why UK Must Modernise And 'Future-Proof' Welfare State, Says IPPR. (online) Available at: <https://www.ippr.org/news-and-media/press-releases/welfare-inequalities-revealed-by-covid-crisis-show-why-uk-must-modernise-and-future-proof-welfare-state-says-ippr> (Accessed 23 June 2020).

For those of us swept into poverty, options are often limited

Many in long-term, or even short-term, poverty have too few options - stressful weekly decisions between purchasing food, keeping clean, paying rent or utilities to heat and light their home.

We see this in recent research from the Joseph Rowntree Foundation and Save the Children,[6] which shows 70% of families on Universal Credit have had to make difficult choices like cutting back on essentials like food, half of which are unable to keep up with rent or other expenses. Nearly two thirds of hard-pressed families on Universal Credit and Child Tax Credits are borrowing money to stay afloat during the COVID-19 emergency.

Hygiene poverty is intolerable and unjust

Those who don't have the means to access hygiene products can be held back from fully participating and contributing to society.

- It can be demoralising not to be able to get clean when needed.
- Hygiene poverty can negatively affect a person's self-esteem esteem and self-confidence.
- It can leave those of us in need feeling isolated, excluded, shamed, bullied, humiliated potentially leading to poor mental health.
- It can narrow opportunities for education, training or employment.

We know access to hygiene products can enable those of us who are struggling to take the necessary steps to move forward and overcome the barriers experienced when unable to keep clean.

Our research reveals the toll of austerity and cuts to public services in schools[7]

Photo credit: Jo Jo a Young Ambassdor for the The Hygiene Bank.
Image courtesy The Hygiene Bank.

[6] "Nearly Two Thirds of Families on Universal Credit Forced into Lockdown Debt 'Nightmare'." JRF, Joseph Rowntree Foundation, 17 June 2020, www.jrf.org.uk/press/nearly-two-thirds-families-universal-credit-forced-lockdown-debt-%E2%80%98nightmare%E2%80%99.

[7] "With thanks to Flourish, who conducted qualitative research to explore the impact of Hygiene Poverty in schools.

> Tooth decay is a serious and increasing problem in school and regular donation of toothbrushes and toothpaste has enabled us to introduce daily toothbrushing in the school day routine for reception and Yr 1. We know from experience that good health and hygiene makes a big difference to how effectively pupils can learn and concentrate in school as well as protecting their self-esteem.
>
> **Chris Johnson, Head Teacher,**
> **Phoenix Community Primary School**

Some schools are increasingly expected to perform a wider pastoral, even welfare role, not just an academic one.

- Schools regularly provide essentials for students including uniforms and shoes.
- Teachers keep snacks in their desks for children who have not had breakfast.
- Schools install laundry facilities to wash pupil's uniforms and PE kit.
- Schools have set up food banks, second-hand uniform stalls and counselling services for parents.
- Teachers worry about their own health, that of their colleagues and most of all that of the children in their care.

Teachers feel that the demands on them are the greatest they have ever been. Not only do they have the professional demands to achieve academic targets, but there are a multitude of things they are now responsible for. These include responding to the threats[8] posed by county lines, gangs, knife crime, child exploitation, radicalisation, and honour-based violence their students face; but they are on the front line to safeguard and improve young people's mental health while having to overcome the dire effects of poverty by creating a positive and supportive learning environment for all learners to thrive.

In 2019 we commissioned a small piece of research exploring the impact of hygiene poverty in schools by interviewing 20 teachers, teaching assistants and Family Liaison Officers (FLOs) working in non-independent UK schools. Our research found that hygiene poverty can impact a student's academic potential and physical, social, emotional well-being. From missing school because children are ashamed to change for P.E. to social exclusion, to issues with concentration due to physical discomfort and/or being bullied. All 20 participants agreed that the issue of hygiene poverty has only increased in schools and that the problem may be a long-term challenge to resolve.

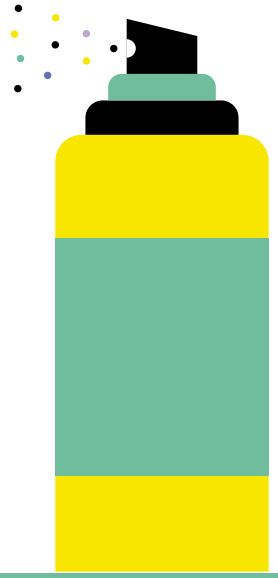
[8] "Keeping Children Safe in Education Sep 2019." GOV.UK, updated 2 Apr 2020, www.gov.uk/government/publications/keeping-children-safe-in-education--2.

We will study the causes of poverty so we can challenge the stigmatisation of those of us living in poverty

In 2020 The Hygiene Bank is broadening its understanding to help those of us who don't have the means to keep clean. We are standing with other organisations who are experts in the field of poverty prevention. We need to better understand poverty in the UK so that we can adapt our delivery models to,

- Take an informed approach to challenging the stigma around poverty
- Provide evidence that our services reach and benefit those of us who are most in need
- Target community partners who will be able to leverage our support to lift their clients and service users out of poverty

This informs a baseline for our targeting strategy and enables us to make evidence-based choices about where we concentrate our efforts to help eliminate hygiene poverty. The Hygiene Bank's commitment to reduce hygiene poverty is in alignment with the United Nations' Sustainable Development Goal 01[9] to end poverty in all forms everywhere. Poverty is not inevitable. Our ambition is to reduce poverty's effect in the UK.



[9] "Goal 1: End Poverty in All Its Forms Everywhere – United Nations Sustainable Development." United Nations, United Nations, www.un.org/sustainabledevelopment/poverty/.

How We Work and What We Believe

We believe every one of us should enjoy a dignified life. It's not right that keeping clean should be a luxury or a privilege for anyone in our society.

Photo Credit: CDC

We work with local communities to tackle the domestic and societal crisis of hygiene poverty by,

1. Raising awareness that hygiene poverty is close to home and a problem we can solve together.
2. Building a social movement to end hygiene poverty.
3. Collecting and distributing hygiene, personal grooming and household cleaning products.

We want to see,

1. Recognition amongst citizens and government that hygiene poverty is unjust.
2. A self-organised social movement to tackle hygiene poverty.
3. Hygiene products are donated by citizens and businesses improving the well-being of those living in low-income, helping to empower people to overcome poverty.

How it works,

1. Groups, individuals, local businesses and educational organisations volunteer to set up a hygiene bank project in their area.
2. They are matched with local community partners (such as charities, community groups, projects and services, local authority services, schools and social landlords) who serve those in that same community who have been swept into poverty.
3. Community partners distribute the donated products free of charge to their clients and service users.
4. Supporting The Hygiene Bank is a simple way to support not just one organisation, but hundreds of grassroots initiatives tackling a wide range of issues, from poverty to domestic abuse and disability.

Our strategic approach for 2019 fell into one of three collection and delivery models,

1. Volunteer Community Model: Volunteer led regional hubs with a grassroots approach.
2. Business Buddy Model: Run in its entirety by employees in the corporate workplace.
3. Educational Partnership Model: Working with Headmasters, Family Liaison Officers (FLOs) and teachers our volunteers collect and distribute hygiene products to schools who then provide them to children, young people and families experiencing poverty.

Our Volunteer Community Model

A nimble, adaptable, and simple model that allowed us to grow our reach with few barriers of entry for volunteers and with no referral requirements for our community partner's service users.

Potential volunteers can become a Project Coordinator by starting a project in their community, recruiting volunteers, setting up donation drop off points, identifying local community partners, fundraise and promoting their project via social media.

In some instances, a community partner - a mix of charities, voluntary groups, schools and local authorities - will both collect and redistribute the products it receives back to its own project based on its service user's needs.

That said, coordinators can take on personal financial costs to start their project (i.e. printing of marketing materials, collection bins, travel costs, etc.) and there is a high transaction cost for our head office in managing a distributed network of volunteers.

With that, our siting analysis (see pg. 19) of three indices of poverty drove our need to create additional models of operation because we realised volunteer community projects were often started in areas of need but not necessarily areas of deprivation. We therefore created the Business Buddy and Educational Partnership Models to offset this discrepancy.

Our Business Buddy Model

A robust, self-sufficient model that allows us to help companies meet their CSR ambitions.

Employees take on the role of project coordinator and volunteer team and organise in-work collection drives, working with their mapped local community partners and delivering products to them.

We are seeking every opportunity to build long-term buy in as companies and business leaders embed us in their CSR approach.

Additionally, because of our commitment to expand our projects in areas of greatest deprivation we are starting to target companies in these regions to broaden our impact.

Photo credit: Canva.

Our Official Schools Partnership Model

Working with Headmasters, FLOs and teachers, our volunteers collect and distribute hygiene products to schools who then provide them to children, young people and families experiencing poverty.

From nursery schools to further education colleges, the number of schools appealing to us for support is significant. They are often requesting essentials like toothbrushes, toothpaste, soap, and shampoo.

Schools enlisted in our Official Schools Partnership Programme receive a mix of essentials to be shared with students and their families at their discretion. No referral is required for our school's service users.

When partnering with Educational Trusts, who oversee multiple schools, they act as a community partner (receiving donations) but can also support THB by fundraising, serving as a drop off point, sharing our work together in social media, and more.

What is Hygiene Poverty?

Hygiene poverty is not being able to access what we need to keep us clean, safe and well, which many of us take for granted. The reality of a low income is that it restricts people's options, leaving them caught between being able to heat their home, pay their rent, eat or keep clean.

It is struggling to wash your hair because you cannot afford shampoo.

It is not being able to replace a toothbrush when needed or one family having to share a single toothbrush.

It is washing hair, bodies, faces and clothes in the same washing up liquid used for the dishes.

It is having to choose between shaving foam and razors or transport fare to a job interview.

It is not being able to launder clothes, school uniforms and muddy sports kit when needed.

It is not being able to purchase deodorant because money is needed for the electric card.

It is being unable to change your baby's nappy as often as is needed and having to scrap out the contents before reapplying it.

It is being housebound because you cannot afford period protection or have to improvise with rolled up loo roll and socks.

It is going to school with matted hair because there is only one hairbrush in the household and there's no time for everyone to get a chance to use it.

It is your home is being 'judged' because you can't afford the cost of household cleaning products.

The Hygiene Bank's Impact in 2019

2019 was the first full year of operations. It was a time of rapid growth and learning. Core organisational infrastructure was developed to enable us to track how effectively we are building a movement to tackle hygiene poverty. What resulted in 2019 has provided a baseline informing our targets and priorities in 2020.

Photo credit: The Hygiene Bank Volunteers in action. Image courtesy of Soap & Glory.

Our Progress to Date

In this section you'll read more about the progress we have made by the end of 2019 and the actions we are taking to help tackle poverty in the UK.

- 198[10] active volunteers
- 132[11] Hygiene Bank projects across the UK
- Over 49,963 kg[12] of hygiene, personal care, grooming, and household cleaning products distributed
- 586[13] community partners have received products for their clients and service users.
- 142 Schools involved in our Official Schools Partnership Programme
- 443 community drop off points and collector schemes
- 11,000 followers across social media
- Secured a total of £117,960 in funding
- Gained an experienced board of trustees, patrons and a dedicated head office team
- England and Wales charity registration in December 2018

We are honoured to share some of what we accomplished in 2019 and how we are acting on what we learned.

[10] 198 active volunteers include our total volunteers from when the charity was registered in September 2018 through 31 December 2019.
[11] 132 hygiene bank projects include our total volunteers from when the charity was registered in September 2018 through 31 December 2019.
[12] The accounts we submit to the Charities Commission are for the period of 19 December 2018 to 31 December 2019. The total weight for that period is based on the distribution register taken on 2 January 2020.
[13] 586 community partners include our total community partners from when the charity was registered in September 2018 through 31 December 2019.

Volunteer Quotes

"I used to live in temporary accommodation myself and so understand the situation many people find themselves in.

Undisclosed Volunteer

I have a car and my time is flexible and so I'm really happy to deliver packages to the different organisations. Their gratitude for these everyday essentials is really humbling. Such a small gesture has a life changing impact.

Jonty Hoad, The Hygiene Bank

My mum was a single parent with 3 children and really struggled. If THB had been around then, it would have been a lifeline."

Caroline Barrowan, The Hygiene Bank Stirling

Our Volunteers, Projects and Community Partners

A Movement to Tackle Hygiene Poverty

Our Volunteers

Without our 198 volunteers, in 2019 there wouldn't have been a network of 132 Hygiene Bank projects across the UK. We provide our volunteers with the toolkits, training and head office support they need to help their local communities relieve the pressure of having to choose to eat or keep clean. Our volunteers describe their experience working with us as empowering, giving them an opportunity to make a real and tangible difference to those struggling with the stigma of hygiene poverty in their community.

We established early on a standard on-boarding process for all volunteers who are trained to meet the charity requirements. Volunteers have reported that they are largely satisfied with the support they receive.

Our Projects

In 2019 of 132 Hygiene Bank projects across the UK, 119 were our Volunteer Community led, and 13 were Business Buddies. Each project was mapped with a network of community partners - charities, organisations, schools and services - so everything donated stays in the area and helps that local community.

Our Community Partners

Our network of 586 community partners provided relief for domestic abuse victims, asylum seekers and refugees, children and young people, older adults, foodbanks, homeless persons, and more. We hear all the time from our community partners how hygiene products are not just a handout but a hand up. As one of our community partners stated, "We had no hygiene resources before your help." We will continue to work with our community partners to ensure that the practical support we offer reinforces the vital services they provide their locale.

Focus areas of the organisations we serve,

- Alcohol and Substance Abuse
- Asylum Seekers and Refugees
- Baby Banks
- Children and Youth
- Churches
- Community Groups
- Counselling
- Domestic Violence
- Education
- Elderly/Older Adults
- Emergency Relief
- Ethnic Support Groups
- Family Welfare
- Foodbanks
- Homeless
- Housing Support
- Job Skills and Training
- Local Government Social Services
- Meal Provision
- Medical
- Mental Health
- Modern Slavery and Trafficking
- Multi-service Providers
- NHS
- Prison Services
- Sex Workers
- Social Services

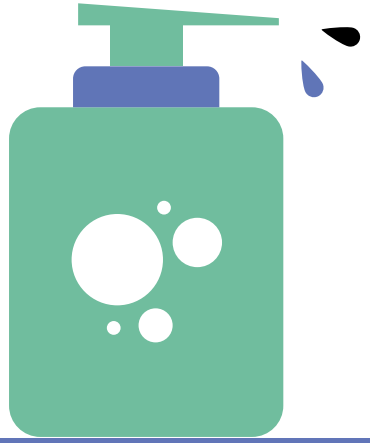
Distributed Products and Our Drop Off Points

In 2019, 49,963 kg of hygiene products reached people locked in poverty

New, unused and in-date toiletries, hygiene basics, beauty and personal care and household cleaning products were donated by members of the public, and from organised collections such as workplaces, Guides and Women's Institute (WI.) We also worked directly with brands and retailers procuring current stock, as well as unused, overstocked, repackaged or discontinued products, thereby reducing waste. Products were then distributed to a network of our community partners (e.g. organisations, charities, schools) whose services support those locked into poverty.

Additionally, a strategic partnership was set up with wholesale club Easho, to facilitate online donation and distribution of products.

Photo credit: Image courtesy of The Hygiene Bank



Give the Gift of Dignity:

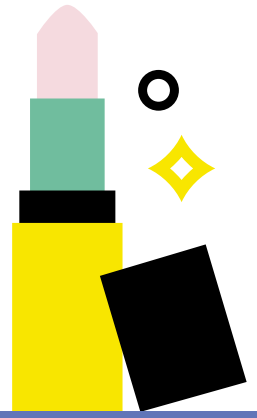
Our #ITSINTHEBAG Christmas Appeal.

> “Last Christmas my life situation was very different, and I was living in a refuge in Hackney. I received one of your bags and it had everything that I needed. It even had some comfy slippers. The last four months have seen my life turn around. I am in a rented room, in a flat with great new friends and I am working. I’d like to help someone like me, so here is the same bag I was given. I’ve filled it with the kind of things I received, and I hope it bring someone else good luck and makes them feel like they are not alone, and this won’t always be their life. I expect the person who donated it will never know the impact that gesture had.”
>
> **Beth**

In November, rather like the Christmas shoebox appeal, we ask people to fill a pre-loved handbag or rucksack (one that is in good condition) with hygiene essentials, little luxuries and a thoughtful note or Christmas card.

We then work directly with our community partners to ensure donated bags are given to homeless men and women, women at risk or those suffering domestic violence, care leavers and young adults in supported housing.

Our annual #itsinthebag Christmas campaign exceeded what had been donated when we started in late 2018, with an extraordinary 6,135 bags collected (2018: 3,558 bags) each filled with basic and luxury items. With an assumed value of £20 per bag (average weight of 2.5kg per bag) this equates to £122,700 worth of product donations from that campaign alone.



443 Drop-Off Points Across the UK

Thus far, our energy and growth are driven by the empathy and enthusiasm of volunteers who approach head office wanting to address hygiene poverty in their locale. Supported by head office, they coordinate a volunteer community project in their area, setting up drop off points for the collection of products. We mapped the location of these drop off points from projects onto three poverty indices, to assess whether our volunteer impact is coming from areas recognised as having the greatest need.

Tracking 3 Indices of poverty

- Index of Multiple Deprivation -
  An aggregate of seven domains of deprivation: Income, Employment, Education, Health, Crime, Barriers to Housing and Services, and Living Environment.
- Income Deprivation Affecting Children Index -
  A measure of the proportion of children aged 0 to 15 living in income-deprived families.
- Children and Young People Subdomain -
  A subset of the Education domain which measures the attainment of skills within an area's younger population.

Explore our siting analysis* and our drop off points for Hygiene Banks**

Siting analysis reveals one drawback of a self-organised movement where people set up a local hygiene bank project. Many of these willing volunteers are not located in areas of multiple deprivation. Notably:

- Only 7 drop off points are located in the most deprived area, with 18 being in the areas of least deprivation.
- There are many more drop-off points in the South East and almost zero presence in the South West, where deprivation is much more prevalent.

This analysis drove our need to create the two further models of operations (Business Buddies and Educational Partnerships) which allowed us to be more intentional about identifying need in areas where poverty is most severe. Nevertheless, all our projects are making an extremely valuable contribution even in the apparently more affluent areas of the country where there are always pockets of real deprivation hidden below the 'veneer of affluence.'[14]

*For further information please visit https://public.tableau.com/profile/collin.s6181#!/vizhome/HygieneBankSiting_15829805642100/HygieneBankDashboard.
**For further information please visit https://thehygienebank.com/locations/.
[14] With thanks to Ofsted who refer to "pockets of real deprivation beneath the veneer of affluence" in assessing parts of West Kent.

Our Official Schools Partnerships

142 schools collected and/or received hygiene products

The early years of a child's life are crucially important to their health and success later in life. Unfortunately, due to poverty, neglect, care responsibilities or disability, many young children experience problems that limit their physical, cognitive and emotional development.

Despite strong evidence that early interventions have a significant positive impact on a child's future, local authority spending in this area of need has reduced significantly in recent years.

Photo credit: Image courtesy of St Peter's Academy

The aim of our Official Schools Partnership Programme* is to give children and youth access to products to help overcome the barriers they may face as a consequence of hygiene poverty, helping them achieve the best possible start in life.

From nursery schools to further education colleges, teachers have entrenched themselves in their communities, caring for the children of key workers and those at risk of harm, while becoming distributors of food and providers of essential social care services. The number of schools appealing to us for support is concerning and ever increasing. They are often asking for the essentials like toothbrushes, toothpaste, soap and shampoo. There is no referral system or paperwork required for students and families to complete as recipients do not have to prove their need for support. Instead schools enlisted in our programme provide us with basic information on the number of families and specific items needed and we supply bespoke family packs for them to distribute or we give a mixed box of essentials to be shared with families at their discretion.

*For further information please visit https://thehygienebank.com/get-products/schools/.

Shining a Light on Hygiene Poverty in The Media

In 2019, we learnt about the huge power of social media to catalyse interest and growth in our social movement. We have seen an exponential increase in our social media engagement, with sustained growth in audiences and engagement on Twitter, Instagram and Facebook. In 2019 we had over 11,000 followers across all our social media channels, thus far the number has increased to more than 18,000. The Hygiene Bank is a distribution network and local projects also have their own social media accounts that create a community, tell a local story and gain further support for:

- Volunteer recruitment,
- Hygiene product donations,
- Partnerships with local community groups,
- Raising awareness about the stigma surrounding hygiene poverty.

Without actively seeking PR, The Hygiene Bank was approached and featured on national UK news channels such as BBC,* Channel 4 News** and ITV.*** Print media has covered our work in The Guardian and Metro and in many regional and local newspapers and magazines. We were covered by the digital magazines, Refinery 29 and The Bustle. Additionally, a radio campaign with patron Fay Ripley was aired live and syndicated to other radio stations, reaching over 47 million adults.

Our founder was named Woman of the Year 2019,† in the Wellness Warrior category, sponsored by Boots which recognises women working tirelessly to make positive lasting changes in people's lives. She was also featured on the Big Issue Changemaker 2019†† list celebrating those making things better in Britain and beyond.

In 2020 we have prioritised careful framing of poverty across all our internal and external communications. We want to broaden public understanding; that the experiences of poverty are most shaped by the circumstances people find themselves in. We're using consistent language as an integral part of our volunteer and staff inductions, emphasising that poverty is a problem we can solve together. Our aim is to add critical value to the evolving poverty dialogue, especially as our public profile grows. We're grateful for resources like Joseph Rowntree Foundation's "Framing Toolkit"[15] and "Talking about Coronavirus and Poverty"[16] to help guide and shape our messaging to inform and inspire action.

> "If you need them and use them, then it's likely someone else needs and uses them too."
>
> **Lizzy Hall, Founder of The Hygiene Bank**

*For further information please visit www.bbc.co.uk/news/av/uk-england-kent-45461774/sevenoaks-beauty-bank-helping-fight-hygiene-poverty.
**For further information please visit www.channel4.com/news/growing-numbers-of-children-living-in-appalling-conditions-say-teachers. ***For further information please visit www.youtube.com/watch?v=UTWEImGumoo.
†For further information please visit www.thehygienebank.com/woman-of-the-year/. ††For further information please visit www.bigissue.com/latest/changemakers-the-woman-who-created-the-healthiest-bank-around/.
[15] Framing Toolkit: Talking about Poverty, Joseph Rowntree Foundation, 14 Mar. 2019, www.jrf.org.uk/report/framing-toolkit-talking-about-poverty.
[16] Talking about Coronavirus and Poverty: a Guide to Framing Your Messages, Joseph Rowntree Foundation, 5 May 2020, www.jrf.org.uk/report/talking-about-coronavirus-and-poverty-guide-framing-your-messages.

Our Benevolent Support

Diverse Support for The Hygiene Bank

We received support from regional round tables, Lions clubs, community and national foundations and trusts; businesses with CSR programmes; online campaigns; and individual donors:

- Over £40k in grants from 12 trusts, foundations and organisations.
- Nearly £30k generated on fundraising platforms.
- Nearly £45k in direct donations from individuals.
- Creating our Business Buddy Programme.

In 2019 we were awarded grants for start-up costs such as volunteer toolkits, marketing materials and storage facilities in support of local areas of the UK. Across all funding streams we secured a total of £117,960 approximately half of which were restricted funds allocated towards region specific projects and operational support. We will continue to fundraise for our local projects across the UK.

One of our key learning was that we had reached the point where growing and sustaining the charity was not prudent without financial support for operational costs. We adapted our strategy to seek funds to invest in our lean infrastructure to enable us to better support key partners and beneficiaries, broaden our reach to areas of greatest deprivation while also raising awareness that hygiene poverty is unjust. The Hygiene Bank is well positioned to raise funds for developing operations, build a coalition within our volunteer base who can fundraise for their local projects; and collaborate with other anti-poverty groups.

Photo Credit: Order from left to right: Mel Giedroyc, Host; Jasmin Paris, 2019 Barclays Woman of the Year; Lizzy Hall, 2019 Boots Wellness Warrior; Dr Rola Hallam, Women of the Year Award 2019; Dr Maggie Aderin-Pocock MBE, 2019 Vodafone's Woman of the Year Innovation Award; Natasha Benjamin, 2019 Lorraine's Inspirational Woman of the Year; Lorraine Kelly OBE; Catherine Roe, Chair, Women of the Year; Julie Etchingham, President, Women of the Year. Image courtesy of Women of the Year.

Our Key Partnerships

In this section we highlight several of our partnerships from when the charity started in 2018 to date.

Akram Studio is a strategic brand agency who generously provided pro bono branding, website, marketing collateral, event material, badges, banner designs, and more. They have created a brand that further professionalised the organisation and reflects the care and enthusiasm we want to present to the world.

DAC Beachcroft is a leading international law business that has generously offered its services to support The Hygiene Bank by providing legal guidance, contract reviews, legal administration matters and considerations on our development as a charity in the UK and other territories.

Dr Kate McAlpine, Doing the Right Thing[17] is a strategic organisational development expert who generously provided us pro bono research, impact measurement tools, operational development, facilitation, coaching and more. She has developed tools to capture our impact, monitor key stakeholders and map our projects to ensure we reach areas of deprivation. She facilitated and co-created our strategic plan that guides the organisation.

Hey Girls UK are fighting against period poverty. Hey Girls UK generously donate a box of organic, plastic-free period products to charities including The Hygiene Bank for every product they sell.

markettiers are a PR agency who have generously helped raise awareness about hygiene poverty and explain how The Hygiene Bank is looking to help solve this unjust crisis in society. They hosted a radio day at the studio in their offices where over 24 radio interviews were conducted with our Founder and Trustee Lizzy Hall, and one of our patrons and actress Fay Ripley. The radio interviews reached over 47 million adults.

Mum and You are a retailer of eco-friendly baby products who generously donates a pack of eco-nappies to The Hygiene Bank for every subscription sold.

Pitch & Bloom are our marketing and PR partner who have generously provided us with pro bono strategic minded marketing, adding value back to the organisation. Ensuring we frame the discussion that hygiene poverty is unjust both in the press and in social media.

Saatchi & Saatchi London is an award winning global communications and advertising agency who generously gave pro bono time to facilitate our schools research project and produced and funded our current brand video.

Southpaw Agency[18] is a creative partner for The Hygiene Bank. Their experience and services have generously delivered our Kick Starter project #Itsinthebag, social content and communications, website redesign and roll out, and volunteer marketing toolkits.

[17] Dr Kate McAlpine is a former Trustee of The Hygiene Bank
[18] Tom Poynter is CEO of Southpaw Agency and Chairman of The Hygiene Bank.

Business Buddy Partnerships

In 2019, we had 13 business buddies running projects for THB.
Below are a few testimonials explaining why these businesses support our work.

Allen & Overy

"Allen & Overy was very pleased to support The Hygiene Bank as part of its commitment to supporting its local community for International Women's Day."

Emma Turnbull, Pro Bono & Community Investment Officer

AXA

"Every year, AXA organises a dedicated Corporate Responsibility Week. During this week employees come together to give their time and resources to help local charities and good causes. This year 10 offices across the UK collected nearly one tonne of essential hygiene and personal care items that were given out to various UK charities supporting the vulnerable. AXA has been proud to support The Hygiene Bank and to do our bit to break down the stigma of hygiene poverty."

Catherine Bringer, CSR And Education Manager

Bluewater

"As part of our 20th birthday celebrations, Bluewater pledged to support a number of community initiatives and were delighted that The Hygiene Bank was selected as one of these as they play an important role in supporting those who are in need in the local area. We've welcomed The Hygiene Bank to Bluewater on two weekends when they have promoted their #ITSINTHEBAG campaign. We're also delighted to be one of their drop off points for donations."

Clare Mitchell,
Bluewater Marketing Communications Manager

GSMA

"As part of our ongoing Wellbeing Programme, GSMA are excited to collaborate with The Hygiene Bank; supporting many different organisations within the local community to tackle hygiene poverty in the UK. This is a great opportunity for us to support this valuable charity, by giving back to the local community and helping those who are less fortunate than ourselves."

Emma Aplin, Hr Business Partner

Rankin

"We were very eager to support The Hygiene Bank campaign as we acknowledge the importance of everyone, especially youngsters in body and mind feel their best, look presentable and to be able to fit in whether at school or work. The idea of collecting unwanted toiletries was so simple and easy way that all of us could have a clear-out at home or buy extra essentials during our normal shop.

It felt rewarding to pack the very cool bags received with items and felt we were making a difference rather than making a cash donation."

Angela Tunney, Office Manager

Unum

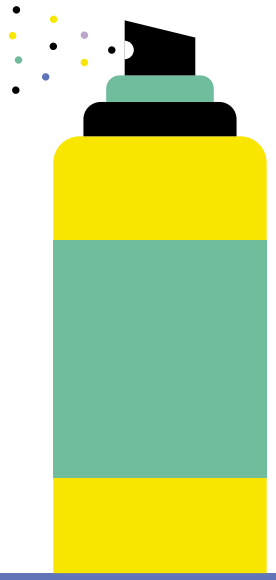
"Through our Corporate Social Responsibility programme, Unum is committed to supporting those most in need in our local communities. Our partnership with The Hygiene Bank allows our employees to demonstrate their caring spirit, one of our Unum's values, in a really impactful and local way. We are looking forward to continuing to partner with The Hygiene Bank in the future and hope we can do our bit to help tackle hygiene poverty."

Susan Sanderson, CSR, Inclusion and Diversity Manager

Warner Music

"Everyone deserves to feel clean and so Warner Music was pleased to support The Hygiene Bank as part of its commitment to supporting its local community"

Colette Cary, Senior Director of Artistic Relations



In 2020 our rapid response to Covid-19 reinforced the strength and value of our partnerships.

> “Supporting hygiene poverty in local communities has been a mission for Boots since opening its doors over 170 years ago. Soap was one of the first non-medicinal products that our founder Jesse Boot sold, because he recognised that basic hygiene is the foundation of good health. Since then, Boots has continued to provide affordable healthcare and basic hygiene products, and through our partnership with The Hygiene Bank we will continue our mission to help even more people.”
>
> **Helen Normoyle,**
> **Boots Marketing Director**

Photo Credit: The Hygiene Bank Volunteers in action.
Image courtesy of Soap & Glory.

New and Enhanced Partnerships in 2020

Boots

Boots has generously partnered with The Hygiene Bank to help end hygiene poverty in the UK. As part of a multi-year collaboration, activity began with collection bins placed in 25 Boots stores to provide drop off points for new, unused and in-date toiletries and personal care essentials. The items are then redistributed via local community partners to help thousands feel clean and healthy.

A further 245 Boots stores are ready to roll out this initiative once Covid-19 lock down is lifted, with a further expansion planned for late 2020.

As a result of Covid-19, The Hygiene Bank and Boots helped to support the NHS staff working on the front line, in hospitals across the UK, with a donation of over 200,000 toiletries.

With the distribution support of FareShare, thousands of products were made available to help frontline workers have access to hygiene essentials. Initially, we supported NHS Heroes who didn’t have time to shop, and if they did, there was no stock. It was our privilege to thank them.

We have listened to NHS staff who then said: “thank you - but now please focus on those experiencing poverty.” So, our hygiene products continue to go to those in immediate need. Clearly even helping at risk households helps reduce the spread of Covid-19 and sickness, protects the NHS, saves lives and reduces the strain on our NHS and Social Care.

FareShare

As a result of Covid-19, we partnered with FareShare's established network of 21 regional centres across the UK to generously distribute the majority of the 200,000 products donated by Boots. These went to help frontline NHS workers access hygiene essentials, and to our community partners to distribute locally to clients who were in more need than ever of hygiene essentials.

In Kind Direct

In Kind Direct has a strong logistic chain with a national reach, so we are looking at a longer-term collaboration to better support our existing and future community partners, by helping us streamline our processes and enable us to grow across the UK.

Joseph Rowntree Foundation

How poverty is framed within the public discourse is a key priority for the anti-poverty sector. Through their analysis with the FrameWorks Institute they have developed language that illustrates why poverty matters. For JRF a measure of success is whether the public, media and politicians discuss poverty as unjust and deserving of compassion. They want to unify language among charity and brand partners to avoid reinforcing negative associations or misinformation, and The Hygiene Bank wants to play a strategic role in that space. Leveraging their "Framing Toolkit" on how to talk about poverty we have adapted the way we frame the discussion in our public and internal communications. We look forward to developing a strategic partnership with them as we help tackle poverty in the UK.

Soap & Glory

The Hygiene Bank launched an exciting new community partnership with Soap & Glory, championing the right for everyone to feel clean. This collaboration began with Soap & Glory donating to the charity for every Soap & Glory purchase in Boots stores and at boots.com between 1 March - 5 May 2020. As a result of lower sales, due to Covid-19 this initiative was extended to 2 June 2020.

Through this brand partnership they will generously have donated 19,754 full size Clean On Me™ Creamy Clarifying Shower Gels to the charity, allowing their consumers to give the gift of clean.

Smol

Smol has partnered with The Hygiene Bank to generously provide a Multi Academy Trust in Blackpool with a washer, dryer and a regular supply of products for use in one of their schools. This is a pilot project with a view to provide machines and laundry products to other schools in areas of deprivation in the future.

Photo Credit: FareShare

Transformative Change for Those of Us Who Have Been Swept into Poverty

The Most Significant Change approach is a monitoring tool whereby stakeholders are asked "What is the most significant change you have experienced recently and why?"

The Hygiene Bank piloted this approach with volunteers, staff and community partners in 2019 to capture the themes of impact that are emerging[19].

Jason's Story

Jason was involved in a car accident just over 18 months ago. He ended up losing his job, got into debt, behind in his rent and was eventually evicted. He spent the next few months sofa surfing and sleeping in his car till he was forced to sell his car. The months dragged on and eventually he found himself rough sleeping. Thankfully he found support through the Salvation Army Housing Association.

They helped him apply for Universal Credit and helped him find somewhere to live. "Just to be able to have a bed, a shower, with shampoo and shower gel was a relief. I was so ashamed. I was in my 30s and felt like I'd totally failed in life. But coming here, having a shower, getting support, it helped." Now Jason is slowly getting his life back and feels like there is hope in his future.

The Hygiene Bank donates products to The Salvation Army Housing Association, which helps people like Jason get back on their feet.

[19] We acknowledge there are more insights we need to gather about how our work has impacted those experiencing hygiene poverty in the UK. Our aim in 2020 is to strengthen our data collection to continue to build evidence that what we do really has a transformative impact.

The Hygiene Bank Enables Our Community Partners to Provide Essential Support to Those of Us Who are Struggling to Afford Basic Supplies

Improving Health and Wellbeing

Community partners use donations to help distribute donated items so that individuals in their communities can consistently access hygiene products such as soaps, detergents, toothpaste and sanitary products.

> "We have clients who haven't been able to clean their teeth properly for weeks or wash everything from their dishes to their clothes, bodies and faces in the same washing up liquid. It's great to be able to help with these items - all of which are good quality and well-known brands.
> **Claire, Operations Manager, Bromley Foodbank**
>
> Without these donations many families may otherwise be forced to cut back on the essentials needed to maintain their physical and mental well-being."
> **Undisclosed Survey Participant**

Dignity, Self Esteem and Inclusion

For those of us who have been swept into poverty, hygiene products, as well as gifts and treats can go a long way in maintaining normality and lifting spirits. Giving quality, branded goods is a small contribution to building self-esteem and avoiding social exclusion. Donations help those of us experiencing hardship feel better.

> "There are many gifting schemes for children in poverty at Christmas, so being able to give our women a gift, too - a handbag packed full of all the essentials they needed as well as beauty treats like make-up and body lotions from known brands, things they simply could never afford, caused real excitement.
> **Operations Manager, Look Ahead Women's Refuge**
>
> She is able to open up and talk about what she has been going through for the first time, a breakthrough as she was a closed book."
> **Undisclosed Survey Participant**

Recipients of products include those on benefits, the homeless,[20] victims of domestic violence, care-leavers, pupils in school and their families, families that have children with disabilities and mental health problems.

> “A mum cried saying “you don’t know how much this means to us” and gave me a big hug.
> **Undisclosed survey participant**
>
> These families are struggling to feed children … they are cutting back on food to get these products. The money saved on not buying these means they can put that towards food.”
> **Undisclosed survey participant**

Photo Credit: Andrea Piacquadio/Pexels.

[20] Including those in work but still homeless, as local housing allowance lags further behind rising rent levels, graphically illustrated in: Working but homeless: a tale from England’s housing crisis | Sarah O’Connor | Financial Times | Dec 2018.

Becky's Story

I volunteer for The Hygiene Bank because I understand first-hand how needed it is.

I am 29, work part time and a mother of two. My life is settled but it hasn't always been this way, I remember what it was like to struggle. When I was 17, I was living at home and attending college, I was pretty confident, outgoing and I knew what I wanted to do with my life, and I had a plan. That all changed when I was raped. I later found out this had resulted in me becoming pregnant. I was broken, scared and didn't know what to do. Only a few people in my life knew everything about what had happened. Most people including family did not know. When they found out that I was pregnant I had to move out of the family home, I was classed as homeless and the council sent me to live in a B&B in a nearby town. I found myself with only a bag of belongings, in a place I didn't know and no source of money. I was forced to leave my job and college as I could no longer afford to travel there and back every day or do the hours needed.

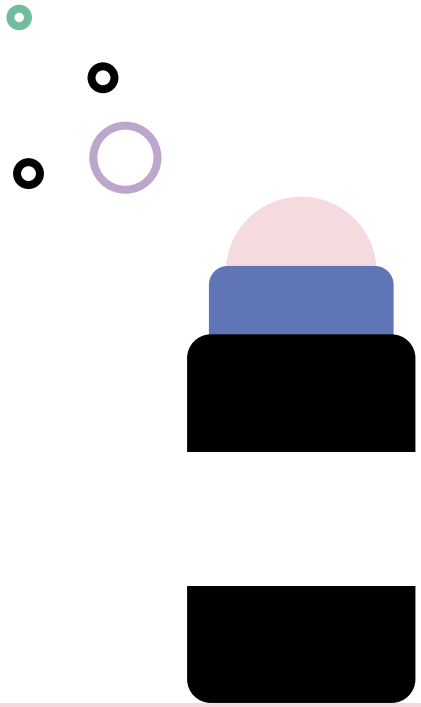
Applying for benefits took a while before it all was awarded to me but even then, I would find I barely had enough money to eat, let alone get ready for a baby. I remember making choices on whether to buy food or shampoo. When my daughter was about 6 months old, everything I had been through caused me to have a breakdown and I took an overdose. I then had counselling and was honest with my friends and family. I eventually got a flat and went back to college. I was lucky as I was able to secure funding for childcare, but I still survived on benefits. I always remember when my mum would visit, she would bring toiletries and food.

My daughter was my priority, so I had to buy nappies and barrier cream over things like period products and deodorant. Even toothpaste and a new toothbrush seemed like an extravagant expense. I was lucky, my family would buy these things for me because I didn't have the money. But it was humiliating, I was looking after a baby and couldn't look after myself. It was a really tough time, even though I was back at college and feeling more positive, not being able to present myself how I wanted to hugely lowered my self-confidence and self-worth. I stayed at college and passed with distinctions, I managed to get a job that I loved. Unfortunately, I became unwell and had to leave that job. I was unable to work.

As a single parent I had to go back on benefits. Although at that time I was less mentally broken, so things were not as tough. I then met my husband and we built a life together, a family and a business. I feel lucky to have gone through what I did, it made me a strong person and it has made me appreciate things. I also learned how hard things are for some people and that we all have a story. I think people don't discuss hygiene poverty because it's shaming. I certainly wasn't telling people. My mum was sensitive enough to understand and she'd give me care packages. Not everyone has that, so what The Hygiene Bank is doing is so important to help people restore some of their dignity. Life is hard enough without the added knock hygiene poverty has to your confidence. It's something many people are just not aware of because it is hard to admit. I think it's something that unless you have experienced it or been told about it, it's just not at the forefront of people's minds.

You don't think you will ever be in a situation where you will need benefits or where you will have no money or support. Life can change overnight but if you have the support there it can make all the difference. That is why I help. I help because I can, I help because it's the right thing to do and simple things like shampoo or deodorant can really change people's lives.

Becky is a current volunteer so her name has been changed to preserve the anonymity of her identity.



Tackling Crisis

Our community partners tell us that donations help them to provide essential support to those who are struggling to afford basic supplies. Many organisations in our network support those of us in crisis who may be fleeing abuse, who may be uprooted from their communities or unable to make ends meet. Our donations can help those in crisis maintain a clean and comfortable life by receiving everyday essentials.

> “Domestic violence parents are put in a house, sometimes in the middle of the night and don’t even have toilet rolls in the bathroom. A selection of all the products means they can relax in a bath and keep themselves clean and go to the toilet until they are able to get out of the house.”
> **Undisclosed Survey Participant**

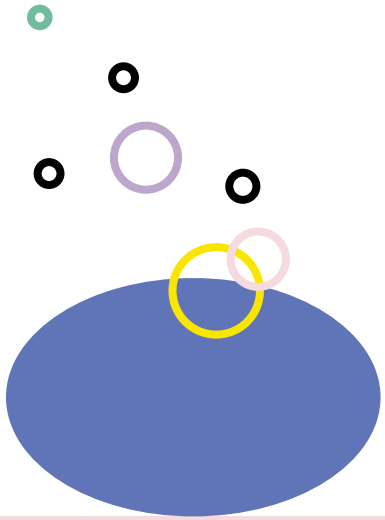
Photo Credit: Wavebreakmedia

Christine's Story

Things were getting more and more volatile. I was walking on eggshells and holding my breath so often I couldn't breathe. Evenings and weekends were often spent huddled in the kitchen with the children while he was watching his brand new 54-inch TV in the living room. If he was in a mood and needed 'his time' we weren't allowed to go in there.

I knew he was stressed with work and that made things worse. I could sense he was ready to explode. I also knew that, in order to protect the children from it, I would be in the firing line. He had almost killed me once. I'd seen the leaflets at my GP for domestic violence support and had memorised the number, just in case, for when I was brave enough. I'd tried to leave before but he always threatened suicide and promised he'd change. After a particularly bruising night, I summoned up the courage to contact them. They couldn't find a place for us straight away but after a few days they did and as soon as he left for work, we ran. The children were crying and wanted to go to school.

I had nothing when we came to the refuge. I was scared and emotionally battered; I had no idea what to expect. I had no money and didn't know how I would wash the children and how we would clean our teeth because I had brought nothing with us. My son regularly wets the bed so that was going to be a problem too. We were shown to our room and left to settle in. I was so thankful to be given a large bag of toiletries and period products and couldn't believe I was even given night-time pants for him. All donated by people who don't even know me. I'm so grateful.



Supporting Organisations and Communities

Community partner organisations have reported an increase in demand for their services. With funding challenges and increasing demand, donations from The Hygiene Bank help organisations to save money and deliver new and enhanced initiatives.

> “Within two hours of contacting The Hygiene Bank, they were able to provide, not just nappies, but an entire range of hygiene and personal care products for this young mum and her baby fleeing domestic abuse. This has been the best and quickest response I ever had to an SOS!!!”
>
> **Mary - Support Worker, DAVSS,**
> **Domestic Abuse Volunteer Support Service**

Photo Credit: Pexels

The family mentioned below have given their permission for us to tell their story but have asked not to be identified and so we are calling the Mum J.

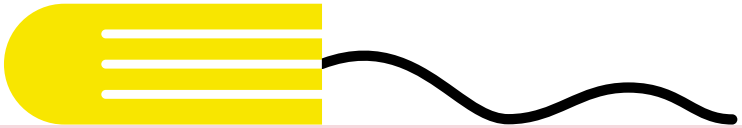
This situation is one that is happening all over the country. There are many reasons working families are finding themselves propelled into poverty; low wages, unexpected bills, high living costs, delays in benefit payments, illness and bereavement are just a few.

J's Story

J and her family learnt to budget as best they could and by the end of the month they had just enough to get to and from work and feed the family. But then something unexpected happened. The car failed its MOT and needed expensive repairs. This put them into debt, they got behind in their rent and couldn't climb out of what felt like a hopeless situation. As any mother would, J prioritised feeding her children at the expense of her own health and well-being and fell into sickness and depression. Thankfully, she went to her GP who referred her to the foodbank.

The Foodbank operations manager told us J was overwhelmed and cried with relief. She admitted that the whole family had been washing their hair, their bodies and clothes in washing up liquid. The same one that they used for the dishes. They cut the ends off tubes of toothpaste to eek out the last bits, her husband's beard was a necessity, not a fashion choice and she herself was sometimes housebound when she had her period because she didn't have enough money for tampons.

The foodbank in question is supported by regular donations from The Hygiene Bank. Therefore, in addition to groceries, J was given essential toiletries for the whole family including, shampoo, body wash, toothbrushes, toothpaste, tampons, deodorant, shaving gel and razors. She was even given washing powder.



Enhancing Community and Reducing Conflict

Community partners supporting those in shared accommodation facilities (supported housing, refuges, hostels) have commented that provision of these everyday basics doesn't just relieve the need to keep clean but has helped reduce theft and therefore conflict, tension and anxiety, enhancing community and sharing among the residents.

Photo Credit: Courtesy of The Hygiene Bank

Sarah Weller, Calverley Hill

The Hygiene Bank has generously supported the Supported Housing project where I work since its inception. The Hostel in Tunbridge Wells supports young teenagers and adults from 16-25 years old.

Our clients can come to us from the street or sofa surfing, with no possessions, so it is vital that we can provide them with a welcome pack of toiletries and hygiene essentials on their arrival. The support of The Hygiene Bank has made this possible. However, the impact of The Hygiene Bank is much more than simply providing hygiene supplies. Living on benefits, some clients might not prioritise the purchase of good quality toiletries and so there was always the risk of theft from the communal bathrooms. What I've begun to notice is that now that every client has their own stash of self-care products, theft has diminished which has resulted in much less conflict within the community. This has had a knock-on effect resulting in a more harmonious atmosphere and one of friendship and collaboration.

Our clients were the grateful beneficiaries of the #ITSINTHEBAG Christmas campaign. A young person told me that her bag contained everything that she needed. It struck me that she didn't say what she wanted! This is the reality of poverty, there is no room for dreams, wishes or wants.

People who Donate are More Aware of What They Take for Granted

The Hygiene Bank has opened a national conversation shining a spotlight on the enormous number of those of us who are living without basic hygiene products, and that each of us can make a real difference. We're raising awareness about the extent and impact of hygiene poverty in the UK.

> "When I've collected donations from our drop off points, shop managers/staff have said 'I wouldn't even have thought that deodorant or nappies were things that people needed!
> **Undisclosed Survey Participant**
>
> I find that I am more aware of the things that I take for granted, such as hygiene products, having access to a washing machine, being able to clean my house.
> **Undisclosed Survey Participant**
>
> I am certainly more aware of the hidden issues in our society and how close to home hygiene poverty actually is."
> **Undisclosed Survey Participant**

We acknowledge there are several more insights into how our work has impacted those experiencing hygiene poverty in the UK. Our aim in 2020 is to strengthen our data collection to better understand the lived experience of those pushed into poverty and what motivates others to help give them a lifeline.

Photo Credit: The Hygiene Bank Volunteers in action. Image courtesy of Soap & Glory.

Plans to Grow The Hygiene Bank in 2020

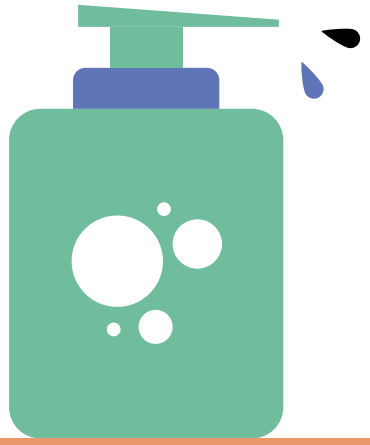
Since its inception The Hygiene Bank has been running to catch up with the enthusiasm of volunteers and demands for its services. We ran on a shoestring and were largely reactive in our first year of setting up the charity. This is changing as we move from the pioneer stage of our development to becoming more systematic and evidence-based in our approach.

More strategically, we plan to grow The Hygiene Bank so that we can continue to bring communities together to tackle hygiene poverty, and so we can increase our capacity to raise awareness that hygiene poverty is unjust. We are seeking funds in these areas to enable us to sustain our organisational infrastructure, provide educational tools to areas of deprivation while sharing the impact of hygiene poverty.

In 2020 large initiatives we will apply to fund,

- Hygiene product purchases required in response to Covid-19
- National Hygiene Week 14-20th September 2020
- Educational resources for schools
- Secure resources for key staff to undertake more learning and advocacy
- Develop a bespoke database system that allows us to better track and measure our impact
- Evolve our models to streamline workflows and target more effectively

In 2020 we will expand the types of grants we apply for and our network of prospective funders, philanthropists and corporate partners. We feel incredibly grateful to those who supported us last year and look forward to building on our existing relationships whilst forging new partnerships.



Navigating Covid-19

Although we have been incredibly fortunate to receive large product donations this year, we continue to have a deficit of products to supply all our existing and new community partners. Since March 2020 all our fundraising efforts are largely focused on raising funds to purchase products. Where before anyone could drop off products to one of our 400+ locations, we have relied on brand donations and procure a significant amount of product donations online. Learn more about our response to Covid-19 on page 45 of this report.

Launching the First Ever National Hygiene Week

Bringing together organisations, grassroots organisers, schools, charities, policy makers, local authorities and businesses, National Hygiene Week from 14-20th September will be an opportunity to raise awareness and demonstrate solutions and strategies for tackling hygiene poverty in the UK. During this week we will host digital and in person events across the UK to,

- Demonstrate the impact hygiene poverty has on society,
- Offer solutions to tackle hygiene poverty locally and nationally,
- Shift perceptions of those experiencing hygiene poverty.

Working with our key brand, business and community partners we will design events that will raise awareness about some of the challenging choices our beneficiaries face.

Addressing Hygiene Poverty in Schools

The research Flourish conducted for us validated hygiene poverty is a pressing issue for schools. However, schools are overstretched. In designing a programme that supports schools to address the issue of hygiene poverty we need to simplify the workload of Family Liaison Officers and teachers, rather than increase the burden on them.

We plan to work with consultants to develop and facilitate a human-centred design approach with students, teachers and parents to understand how best we can help students learn about hygiene poverty and support schools to address it. We have begun to discuss with teachers how we can develop resources for Key Stage 2 and 3 as learning about hygiene is a part of the required curriculum. This would include learning activities designed to be fun, practical tasks to develop key skills for students to use in the classroom and at home.

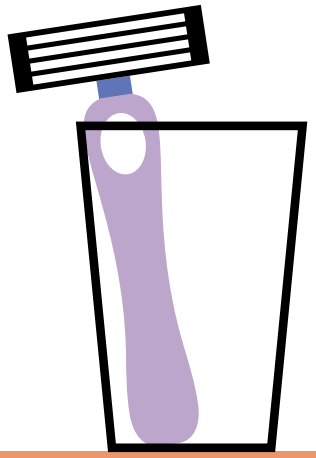
NATIONAL HYGIENE WEEK

Photo Credit: Image courtesy of The Hygiene Bank

Increasing our Internal Capacity

We have supported our community partners with an incredible volunteer coalition in the hundreds, and the numbers continue to rise. However, we have reached a point where sustaining The Hygiene Bank is not prudent without financial support for core staff. Volunteer jobs (namely in the head office) increasingly demand time, expertise and dedication each week that cannot be sustained without fair compensation.

We believe increasing our internal operational capacity is fundamental to ensure we continue to bring communities together to tackle hygiene poverty while raising awareness hygiene poverty is unjust. Securing funding for these roles will make a significant and immediate impact on our ability to manage our network and implement the next phase of our strategic growth. It will also enable us to further professionalise and build our marketing, promotional and fundraising capacity.



Improving How We Track and Measure Our Impact

As this was our first year we had to develop and test our tracking systems quickly whilst collecting from hundreds of donations drop off points and managing our large coalition of volunteers across the UK. We acknowledged throughout the report some of the areas where we know we need to improve our data collection and analysis which include,

- How we capture stories of impact;
- Regions of deprivation served by our community partners in order to determine where to start new projects in areas where poverty is most severe;
- How many service users benefit from our donations;
- The success rates for each of our projects.

Our aim in 2020 is to strengthen our data collection by developing a bespoke database to build further evidence that what we do really has a transformative impact.

Evolving our Operating Models

There will be many more of us struggling financially as a result of the pandemic. Once we have gone through this period where our original collection and distribution model has evolved in response to Covid-19, we will consider the strategic implications as we refine and improve our operational models moving forward. To do this we will review each model and its effectiveness under rapidly changing conditions; target more precisely areas with multiple deprivations; scale to underserved areas particularly Wales, Midlands and the North West.

Our Response to Covid-19

Our network is powered by volunteers moving around their community, collecting donated products from drop offs points in their locality and distributing them back to community partners. Many of our projects are still active but at reduced capacity in accordance with Government and PHE guidelines.

Closure of businesses which hosted our collection points, individuals working from home, and rationed shopping at the beginning of lockdown meant product donations decreased significantly. In response, we pivoted quickly and reached out to numerous brands to request product donations. We are fortunate in that their response has been positive and we have been able to get products to those of us in need. For example, our retail partner Boots had given us over 200,000 essential products. These brand donations come in bulk and on pallets so we had to find new ways of operating as many of our local projects are run out of our volunteer's homes who can't receive a pallet of products. Instead we directed large volumes of goods to be sent directly to schools in areas of deprivation (i.e. Blackpool, Leeds, Birmingham, etc.) and community hubs set up by local councils to support growing numbers of those of us who have been swept into poverty.

Additionally, we partnered with national food surplus charity, FareShare, who allowed us to leverage their 21 regional centres to deliver products to NHS trusts and hospitals up and down the UK. At this time we have added a 'Time of National Crisis and Emergency[22]' criteria to our community partner eligibility policy to allow us to briefly extend our remit outside of Hygiene Poverty and offer donations to self-isolating and frontline NHS workers; who were at the beginning stages of lockdown unable to obtain products due to shortages of time and shop stock.

Photo Credit: Image courtesy of Soap & Glory.

[22] Read more about our policy at: https://thehygienebank.com/wp-content/uploads/2020/03/who-we-work-with.docx

Finances

Our accounts are prepared on a receipts and payments basis with transactions recognised as and when they are recorded through the bank account.

Grants were received from various organisations including St James Place Charitable Foundation, The Waterloo Foundation, The Moondance Foundation, the Lions Club, Charities Trust, Sevenoaks Roundtable, National Lottery Community Fund, Doncaster Business Community, Hertfordshire County Council, Suffolk Community Grant, and the Enkalon Foundation.

Support has also been received from companies including Western Power, Royston Limited, the Big Yellow Self Storage Company, Ecclesiastical Insurance Plc, Waitrose Plc, Done Family Office Ltd, Clarion Futures, AXA PPP Healthcare and Unum.

The trustees have a policy of maintaining unrestricted reserves sufficient to meet at least 3 months of the working capital requirements of the charity.

We have a business plan that is expected to generate £190,000 of income from grants and donations in 2020. This will help us build a sustainable operational structure to respond to the needs of our local communities in addressing hygiene poverty. We recognise our original 2020 business plan and strategy may need to be revised in the light of our immediate Covid-19 responses and learning, the global socio-economic rise in poverty, and a wide range of responses by other charities, partners, business, society and government.

Our Trustees' Annual Report 2019 contains our independently examined accounts.

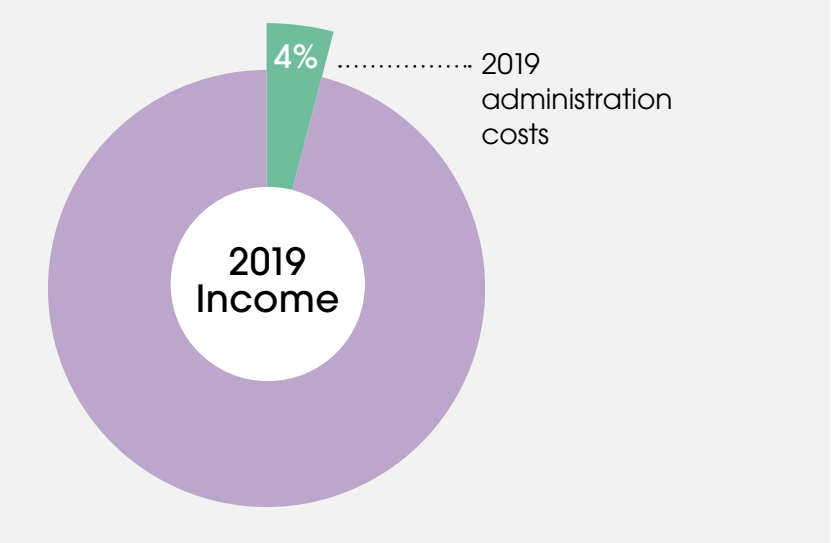


Figure 2: 2019 income for the purpose of this graphic includes the estimated value of distributed hygiene products during the year.

Thank You

A note of thanks for all of those who volunteered, donated products, and raised awareness about the impact of hygiene poverty in the UK. To our patrons, corporate and brand partners, thank you for allowing us to leverage your platform to access your incredibly supportive network. We would not be able to operate today if it were not for our generous funders who have believed in us from the beginning. The impact highlighted in this report is a direct result of the overwhelming support of each and every one of you.

Please continue to support us by texting "**Basics**" to **70085**.

THE HYGIENE BANK

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The Hygiene Bank is a registered charity in England and Wales number: 1181267 and Scotland: SC049895.

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