



**Hygiene
Hub**



HYGIENE HUB

IMPACT REPORT 2024

2024 in Numbers



TOTAL KG
DISTRIBUTED
IN 2024

22.5K



% INCREASE
SINCE 2023

36%

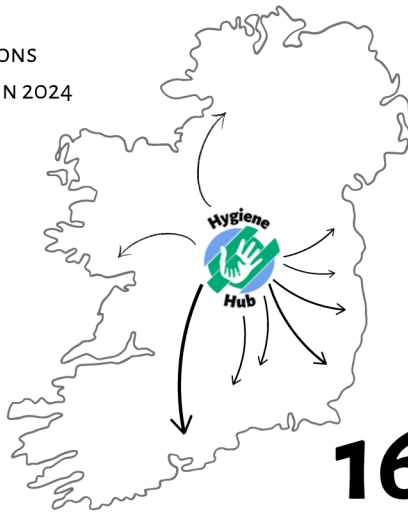


TOTAL KG
DISTRIBUTED
SINCE 2020

79.3K

120

ORGANISATIONS
SUPPORTED IN 2024



160

ORGANISATIONS
SUPPORTED
SINCE 2020

VALUE OF
DISTRIBUTIONS
IN 2024

€134K



% INCREASE
SINCE 2023

34%



VALUE OF
DISTRIBUTIONS
SINCE 2020

€472K

Introduction

The achievements of 2024 represent more than just numbers - they highlight the tangible difference made in the lives of individuals, families, and communities who rely on essential hygiene support. This year, our efforts reached new heights, enabling us to address growing needs and create meaningful change.

“ *the cost of living between energy, electricity, it’s absolutely massive and an awful lot of families are falling into arrears because they just can’t cover the cost* ”



Our Impact

- **Improved Access to Hygiene Essentials:** The **22,540kg** distributed in 2024 equates to thousands of individuals gaining access to essential hygiene items, from household cleaning to self care products. This **36% increase** in distribution compared to 2023 demonstrates our ability to respond to rising demand. We are also delighted to announce that we reached a significant milestone in 2024; donating more than **75,000kg** worth of items since we began in 2020.
- **Supporting a Network of Community Partners:** With **120 Community Partners** supported in 2024 alone, we strengthened our grassroots efforts to combat hygiene poverty across Ireland. These partnerships ensure that products are distributed to those who need them most, including individuals experiencing homelessness, families in financial distress, and marginalised communities. Over time, we have collaborated with **160 Community Partners**, building a sustainable network to ensure equitable access across Ireland.
- **Economic Value to Communities:** With products donated in 2024 valued at **€134,156**, this funding and resource support have eased financial pressures for individuals and families struggling to afford essential items. Over time, the total economic value of donated products has reached **€472,269**, reflecting the collective impact of donors, funders, and partners.
- Between September and December 2024, we secured **€25,000** in targeted funding which allowed us to distribute over **80,000** period products to those who cannot afford or access them, addressing a critical need across Ireland.

“ *we get to see the joy when we are handing the hygiene items over, we get to see the relief and the happiness* ”

Diversifying income

- Over the past year, a total of **€80,499** in grant funding has been secured to support various initiatives, directly impacting individuals and communities in need. This includes the €25,000 mentioned above, as well as:
- **€18,000** from the Toy Show Appeal which supported our efforts to support children and families.
- **€15,000** from ESB to support people experiencing or at risk of homelessness.
- **€15,500** from the Irish Human Rights and Equality Commission to create an awareness campaign on hygiene poverty in Ireland.
- A series of grants totalling **€6,314** from the Health Service Executive to revitalise our drop off points and improve overall awareness.
- We also received **€685** from Tipperary County Council to support the purchasing of hygiene items for local families.



Key Growth

- We onboarded **our first staff member** in 2024 - welcome to the team Liz! This has allowed us to streamline our operations and ensure donor care for all of our drop off points. We are excited to further grow the team in 2025.
- In 2024, we also launched **Hygiene Hub Kilkenny**. We are delighted to see the establishment of a new Hub who are now providing a helping hand to their local community. However, one thing we learned this year is that the demand for donated hygiene items far exceeds what we can provide. Looking forward, we hope to establish more new Hubs to start to meet this demand.
- 2024 was a pivotal year for partnerships at Hygiene Hub. Not only did we receive increased support from our existing partnerships, we also launched some really exciting new partnerships.
 - We opened an additional 8 drop off points with **Boots**, including 3 in new counties; this targeted support in key areas has been incredibly helpful, especially for newer volunteers. **Kenvue** was another incredible support to us throughout 2024. They more than doubled the amount they donated to us, resulting in a huge **2,191kg** of donations for our Community Partners.
 - New partnerships include:
 - launching drop off points in each of the 10 **Meaghers' Pharmacy** stores;
 - collaborating with **Waterwipes** where we diverted products with short shelf life, to those who may go without.
 - engaging with other large corporates like **Irish Life** and **Uisce Éireann**, which we are very grateful for.

“ it can be hard to visualise just how important your donations are but people are just so delighted - something most take for granted is nearly like a luxury.. ”

Hygiene Hub

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Company Registration:

Charity No:

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*tackling hygiene poverty across Ireland,
one helping hand at a time*