

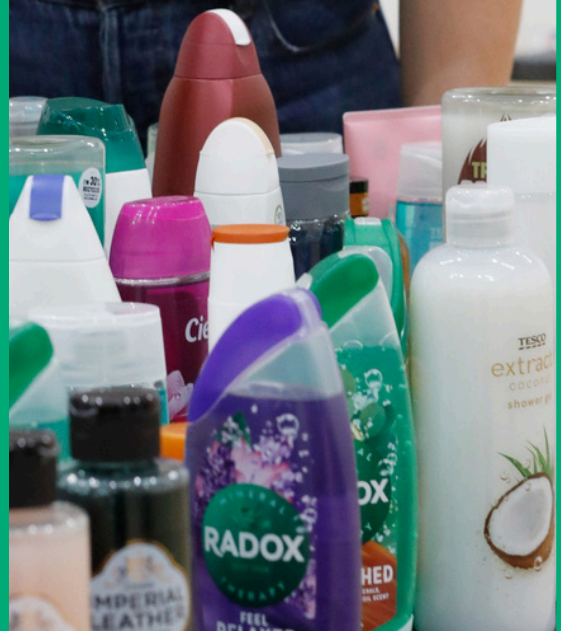


**Hygiene
Hub**



HYGIENE HUB

IMPACT REPORT 2025



2025 in Numbers



TOTAL KG
DISTRIBUTED
IN 2025

35.7K



% INCREASE
SINCE 2024

57%

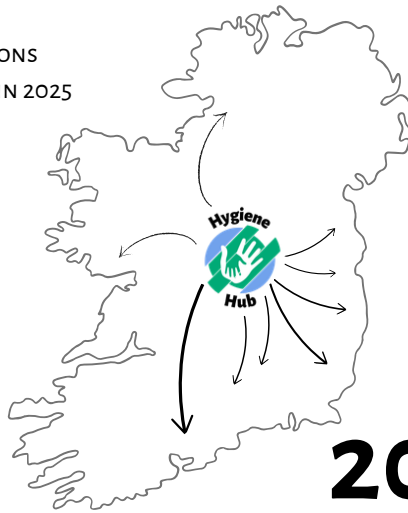


TOTAL KG
DISTRIBUTED
SINCE 2020

115K

176

ORGANISATIONS
SUPPORTED IN 2025



200

ORGANISATIONS
SUPPORTED
SINCE 2020

VALUE OF
DISTRIBUTIONS
IN 2024

€212K



% INCREASE
SINCE 2024

57%



VALUE OF
DISTRIBUTIONS
SINCE 2020

€684K

Introduction

Throughout 2025, Hygiene Hub deepened its impact in response to rising demand for basic hygiene essentials. As more households faced financial hardship, we mobilised through collaboration, compassion and community leadership and reached more people than ever before. Behind every number in this report is a person supported, a family relieved of impossible choices and a community strengthened. We are proud to share the measurable outcome of 2025 - and are grateful to those who made it possible.

I genuinely don't have the words to express what your kindness has meant to me and my children. What you gave was not small in any sense — the products you supplied have made a profound difference to our lives. By taking care of such an essential need, you've freed up some money so I can finally address very overdue bills, and the relief that brings is hard to describe. It has lifted such a weight.

More than anything, you gave us dignity, comfort, and the feeling of being cared for at a time when things are overwhelming.



Our Impact

- **Improved Access to Hygiene Essentials:** in 2025, we distributed **35,749kg** of essential hygiene products, which represents thousands of individuals and families gaining access to essential hygiene items, from household cleaning to self care products. This **57% increase** in distribution compared to 2024 demonstrates not only rising need, but also our ability to scale our response and meet that need with urgency and compassion. We are also incredibly proud to have reached a major milestone this year, surpassing **100,000kg** of donated products since our founding in 2020; this is a powerful testament to the collective action of our community and the growing movement to tackle hygiene poverty across Ireland.
- **Supporting a Network of Community Partners:** in 2025 alone, we supported **176 Community Partners**, strengthening our grassroots response to hygiene poverty across Ireland. These local partnerships ensure essential products reach those who need them most - including individuals experiencing homelessness, families facing financial hardship, and marginalised communities. Since we began, we have collaborated with **200 Community Partners**, building a strong, sustainable national network committed to delivering equitable access to hygiene essentials in every corner of Ireland.
- **Economic Value to Communities:** donated products from 2025 valued at **€212,708** provided vital relief to individuals and families struggling to afford basic hygiene items. Since our founding, the total economic value of donated products has reached **€684,392**, reflecting the generosity, trust and shared commitment of our donors, funders and partners to ensure that no one is left without the essentials they need.



Working with Hygiene Hub is invaluable to the clients and service users that sometimes have nothing.



Diversifying income

- In 2025, we secured a total of **€174,000** in grant funding to support various initiatives, including:
- **€40,130** from Pobal as part of the New Solutions Social Innovation Fund which will allow us to strengthen our work supporting young people most at risk of poverty and social exclusion.
- **€40,000** from the Healthy Ireland Period Poverty fund which allowed us to distribute period and maternity products.
- **€27,400** from the Department of Rural and Community Development and the Gaeltacht as part of the Pilot Place-Based Philanthropy scheme which will allow us to expand our reach in areas of high deprivation.
- **€27,000** from the Irish Youth Foundation for our Schools Programme and support children in need.
- **€20,000** from ESB to support people experiencing or at risk of homelessness.
- **€18,000** from the Toy Show Appeal which supported our efforts to support children and families.
- A series of grants totalling **€1,500** from the Health Service Executive to revitalise our drop off points and improve overall awareness.



Further Growth

- In 2025, we were awarded multi-annual government funding from both Pobal and the Department of Rural and Community Development and the Gaeltacht. Each of these grants will allow us to expand our network across Ireland and support particular at risk individuals and areas, while also expanding our team. A huge thank you to Pobal and the Department for recognising the importance of tackling hygiene poverty across Ireland.
- In 2025, we launched 4 Hubs across Ireland, in Kildare, Louth, Mayo and Meath. We are delighted to see the establishment of new Hubs 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. As part of our expansion into Kildare, we partnered with Kildare County Council who both collect and donate items to support their local community. This marks our first partnership with a county council, and we are delighted to have them on board.
- We premiered our new mini-documentary *‘The Impact of Hygiene Poverty in Ireland’* as part of Ireland’s fifth National Hygiene Week, thanks to funding received by the Irish Human Rights and Equality Commission’s grants programme.
- We welcomed 3 new board members in 2025 - welcome Ciarán, Denise and John.

We’re proud to stand alongside Hygiene Hub in their mission to end hygiene poverty. Supporting their work is about more than products, it’s about dignity, confidence and wellbeing for individuals and families across Ireland. At Boots Ireland, we’re grateful to play a small part in that impact.

Key Partners

- 2025 was another pivotal year for partnerships at Hygiene Hub. We maintained steady support from our existing partnerships, while also expanding our network of partners.
 - We opened an additional 7 drop off points with **Boots**, increasing our footprint to 30 stores across Ireland, 5 of which were in new counties, resulting in key support for new volunteers. We also partnered with Boots for two campaigns - **Back to School** where we collaborated with Boots and Spotlight Oral Care to support families, and **Christmas** where Boots matched all donations received via participating stores. These campaigns resulted in approximately 9,000 additional items on top of what was donated via stores!
 - **Kenvue** continued their support throughout 2025, which resulted in more than 2,000kg of donations.
 - **Waterwipes** donated an incredible 20,000 packets of wipes.
 - We received 454kg from **Meaghers Pharmacy** stores.
 - **The Blackstuff Soap Company** donated excess soap 8 times.
 - New partnerships include:
 - Thanks to **Harris PR**, we've been working with **Ford Ireland** which has allowed us to distribute an incredible 4,780kg across Ireland.
 - **Essity Ireland** which will see 150,000 items donated in 2026.
 - **Thérapie Fertility** which saw the opening of drop off points in Dublin, Galway, Limerick and Louth.

At Harris PR, we've seen first-hand the incredible impact Hygiene Hub continues to make in communities right across Ireland. Supporting their work through the provision of Ford Transit vehicles has helped enable their team to reach more people, more efficiently, ensuring essential hygiene products are delivered where they're needed most. It's a powerful example of how mobility can support meaningful social change, and we're proud to play a small role in helping their mission grow nationwide.

Hygiene Hub

Registered Charity Number: 20206208

Company Registration: 681881

email: info@hygienehub.ie

www.hygienehub.ie

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