HYGIENE HUB

Introduction

Hygiene Hub is a national charity and social enterprise on a mission to tackle hygiene poverty across Ireland, one helping hand at a time. We do this by partnering with community and corporate partners, and supporters to provide access to essential hygiene and personal care items to those across the country who may otherwise go without.

The Issue

Hygiene poverty remains a largely hidden issue across Ireland. Thousands of individuals and families struggle to afford basic - and essential - hygiene products, such as soap, shampoo, deodorant, laundry detergent and many more. While often overlooked, the inability to access these essentials can have a profound impact on a person's confidence, health and ability to participate fully in daily life.

For many, this means making difficult choices between food, utilities and hygiene. It can also lead to social isolation, missed opportunities in education and employment, and a loss of dignity.

Our Response

Hygiene Hub works to address hygiene poverty through a community-based, partnership-led model. We provide access to essential hygiene and personal care products through our network of over 160 Community Partners - including homeless services, family resource centres, schools and many more - to ensure products reach those who need them most.

Our approach is simple but effective, and is one that prioritises dignity, accessibility and sustainability. We collect donated products from the public and corporate partners, supplement these with purchased goods where needed, and distribute them through trusted frontline organisations who understand the needs of their community.

"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."

— Beneficiary

Our Impact

In the past year, Hygiene Hub has distributed thousands of hygiene products across Ireland - supporting people of all ages and backgrounds. The impact goes beyond the practical provision of items - it improves health outcomes, while also restoring a sense of dignity and self-worth.

Find out more:

Feedback from our Community Partners highlights the difference our support makes. Individuals feel more confident attending school, interviews and social settings. Parents describe a feeling of relief at being able to provide for their children without any additional financial strain.

Frontline workers consistently note that hygiene support can act as a gateway to broader engagement, helping to build trust and enabling individuals to access further supports.

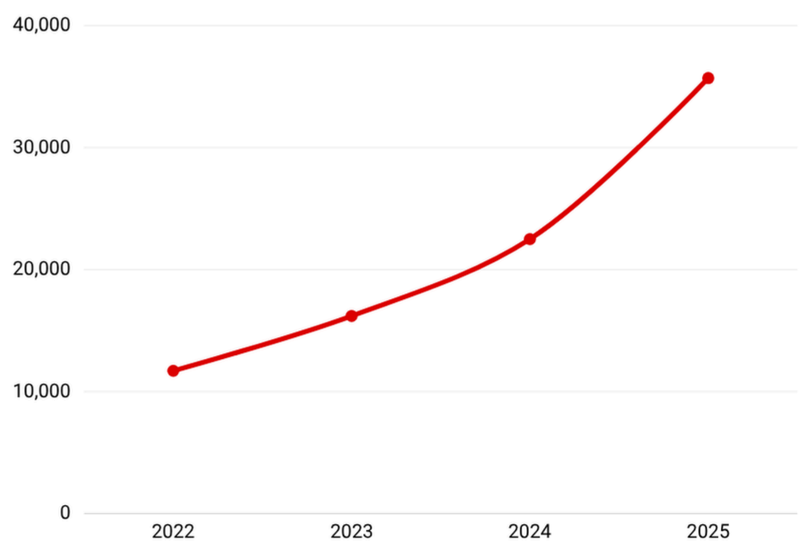
2025 in Numbers

Total **KG** distributed in 2025 — **35.7K**

Representing a financial value of: — **€212,000**

Total organisations supported across Ireland — **200**

Growth in Distribution



Looking Ahead

Hygiene Hub continues to expand its reach and strengthen partnerships to ensure that no one has to go without basic hygiene essentials. As demand grows, so too does the need for increased awareness and support.

Over the next three years, we will establish 10 additional Hubs, targeting areas of high deprivation in particular. Each local hub will provide:

- reliable access to essential hygiene products;
- strong referral pathways through schools, health professionals and frontline services;
- education workshops;
- volunteer recruitment and training;
- real-time data collection to inform service delivery, policy development and funding decisions.

This approach moves beyond short-term distribution to build consistent, community-rooted systems of support.

By addressing hygiene poverty, we are not only meeting a fundamental need - but we are helping to restore dignity, confidence, and opportunity for individuals and communities across Ireland.