



EVENT SPONSORSHIP OPPORTUNITIES





THE OPPORTUNITY



Of the nearly **1.5 million** housekeeping cleaners, **89.6%** are women and yet only **39.9%** of women are first-line supervisors of housekeeping and janitorial cleaners.



In the U.S., women earn almost **60%** of undergraduate degrees, yet they make up only **14.6%** of executive officers.



It has been reported that women apply for a job or promotion if they have **100%** of the required skills whereas their male counterparts will apply when they have **60%** of the necessary skills.



A study found **74%** of women in junior or middle manager level positions aspire to reach senior or executive leadership ranks within their organization, but **nearly half** of women surveyed find it challenging to reach these positions or receive promotions.



Employee retention is a challenge for nearly every business, but within the cleaning industry alone, the annual turnover rate is approximately **300%**.



Sixty-seven percent of women rate mentorship as highly important in career advancement, but **63%** report they've never had a mentor.



Over half (57%) of employees think their company should be doing more to increase diversity among its workforce.



OUR SOLUTION

The ISSA Hygieia Network is an ISSA Charities signature program dedicated to the advancement and retention of women in the cleaning industry. Led by several female executives, the Hygieia Council is on a mission to provide the necessary programs, tools and support that enable all women in the cleaning industry to accelerate their careers and achieve their full potential.

To date, Hygieia has created numerous programs and initiatives aimed at helping women thrive in the industry, including:

- An Online Mentoring Program** – Hygieia’s free mentoring program connects new female employees or those trying to advance their careers with experienced mentors and industry leaders to provide professional guidance and advice. Considering that 25% of employees who participate in a formal mentoring program earn a salary grade change and are five times more likely to get promoted, Hygieia’s mentoring program aims to help women succeed at all levels. Mentoring has also been shown to help increase employee morale and retention rates, while also helping workers achieve higher leadership positions and salaries.
- An Annual Award Ceremony** - Hygieia’s award ceremony is held in conjunction with the ISSA Show North America. The formal event invites all industry members to celebrate and recognize the people who prioritize the advancement of women in the workplace.
- The “Invisible Heroes” Book** – In 2017, Hygieia published its first book, “Invisible Heroes: The Inspirational Stories of 23 Women (And 1 Man) Who Clean Our World,” to shine a spotlight on industry leaders and cleaners making a difference.
- A Scholarship Program** – Hygieia’s annual scholarship helps young professionals focus on their education while also introducing them to the numerous opportunities within the global JanSan industry.

Moving forward, Hygieia aims high to provide more opportunities for women to advance their careers, and your support is vital in making these goals a reality.

- Hiring a Full-Time Project Manager** – As Hygieia expands its Council and Advisory Board, it expands its reach and requires a full-time project manager to help support and drive Hygieia’s current and future initiatives.
- Hosting Regional Networking Events** – Starting in 2020, Hygieia will host local networking events for women across the country, connecting industry professionals with new employees and recruits.
- Providing Certified Training and Development Programs** – With a laser-focus on providing the educational tools needed to advance in the workplace, Hygieia plans to provide online certification training and leadership development programs for companies and individual employees to utilize.





WHY YOU SHOULD GET INVOLVED

As a sponsor of the ISSA Hygieia Network, you will be an industry leader in diversity and inclusion and champion for women. Companies with more diverse management teams have **19%** higher revenue, and organizations with women holding at least **30%** of leadership roles are **1.4 times** more likely to have sustained, profitable growth.

As an event sponsor of the Hygieia Network, **100%** of your donation contributes to our necessary operating funds, including running our formal mentoring program that remains free to members, supporting our sponsorship program and helping host our annual networking and awards event. Over the last several years, Hygieia has hosted one of the highest profile events within the industry, selling out each year with over 350 attendees.

The ceremony is held in conjunction with the annual ISSA Show North America and features an inspirational keynote speaker as well as a formal presentation from the leading women of the Hygieia Council. During the event, the award winners and scholarship winner are announced. The ceremony also allows attendees ample time to network with industry members and enjoy hors d'oeuvres and beverages.

Above all, the Hygieia Awards Ceremony shines a spotlight on gender equality and inclusion within the global cleaning industry. To continue our mission in helping advance and retain women in the industry, **we ask for your support.**





EVENT SPONSORSHIP & BENEFITS

All Sponsorship levels request a three-year commitment



Event Sponsorship (\$3,500)

- Gain event access for you and your employees
- High profile brand visibility at the event
 - Sponsor's logo featured on introductory slide, event materials and table tent
- Unparalleled networking opportunities



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Once complete, please scan and email this form to Hygieia at sponsor@hygieianetwork.org

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REFERENCES: U.S. Department of Labor: <https://bit.ly/2lglDQ0> | Center for American Progress: <https://ampr.gs/2i4eeR4> | Harvard Business Review: <https://bit.ly/1zZzB3B>
Leaders & Daughters Global Survey, 2017: <https://bit.ly/2leoiEg> | Cleaning & Maintenance Management: <https://bit.ly/2M1h7Tu> | Chronus: <https://bit.ly/2CGlWqV>
Boston Consulting Group: <https://on.bcg.com/2lozvP5> | Global Leadership Forecast 2018: <https://bit.ly/2oxiYEH>

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