



# A Year in Review: 2020-2021 ISSA Advocacy Fund

Advocate. Influence. Impact.

June 2020 - ISSA, the Worldwide Cleaning Industry Association, created the ISSA Advocacy Fund (IAF) to build on the success of our government affairs efforts.

Since then, we've effectively advocated, influenced, and made an impact during the challenges of the COVID-19 pandemic, resulting in:



**\$53,470**

The total amount contributed to expand ISSA's grassroots advocacy, lobbying, coalition building, and public relations activities.

**With this support, we directly invested in efforts to expand our reach and share our message:**

**\$27,500**

Spent on targeted public relations promoting congressional passage of a cleaning tax credit, which was featured in several publications, including:



**\$8,000**

Spent developing a promotional video, infographic, and other key materials to support a healthy and safe workplace tax credit, which was introduced in Congress and supported by more than 50 trade associations.



**Healthy & Safe  
Workplace  
Tax Credit**

**We successfully influenced and impacted legislation and regulations impacting the industry:**



## Essential

Ensured the industry was deemed "essential" by the federal government and most state governments during the 2020 "stay-at-home" orders.



## EPA & FDA

Eased U.S. regulations by the EPA and FDA for disinfectants and hand sanitizers.



## PPP

Successfully lobbied to have cleaning services and equipment expenses qualify for PPP loan forgiveness.



## White House

ISSA's Executive Director participated in a call with the President and VP to convey the importance of maintaining a strong supply chain.



**100**

More than 100 ISSA advocates met virtually with nearly 50 congressional offices to advocate for the industry's legislative priorities at the ISSA Clean Advocacy Summit.



**16,000**

The number of times 2,200+ advocates contacted 1,000+ federal and state elected officials regarding public policy issues impacting the cleaning industry.



Celebrated National Cleaning Week, which was introduced in Congress by Representative Darin LaHood (R-IL) and proclaimed by five Governors in Alabama, Missouri, North Carolina, South Carolina, and Texas, as well as the Mayor of Chicago.

**Thank you to our nearly 30 IAF contributors for all you do to demonstrate the value of clean and change the way the world views cleaning.**

Some of our contributors include:



Learn more about and contribute to the ISSA Advocacy Fund at [issa.com/advocacyfund](https://issa.com/advocacyfund)



Advancing Clean. Driving Innovation.