

In 2020, ISSA, the worldwide cleaning industry association, created the ISSA Advocacy Fund to build on the success of its government affairs and ensure the association has the resources to successfully advocate and influence public policies on behalf of the full cleaning supply chain.



\$100,000

Since its launch, we have raised nearly **\$100,000** to coincide with ISSA's 100-year anniversary in 2023 to expand our grassroots advocacy, lobbying, coalition building, and public-relations efforts.

With this support, we've successfully impacted public policies and advanced issues affecting the full spectrum of the cleaning industry. 2023-2024 highlights include:



ISSA-Supported Essential Workers for Economic Advancement Act Introduced in U.S. House of Representatives - In May 2023, U.S. Representative Lloyd Smucker introduced the bipartisan Essential Workers for Economic Advancement Act. This legislation would create a year-round, non-seasonal temporary worker program.

We're expanding our reach and changing the way the world views cleaning:



Ending Period Poverty

ISSA is proud to serve on the Steering Committee for the newly-launched National Coalition to End Period Poverty. This coalition was formed in April 2024 to dismantle barriers that prevent access to affordable menstrual-care products, promote menstrual equity for all, and end period poverty.

Additionally, **seven** states increased access to period products, and the federal Menstrual Equity for All Act and Period PROUD Act were both introduced. ISSA also hosted its first-ever End Period Poverty service project in conjunction with ISSA Show North America 2023. Hundreds of show attendees assembled **500** personal-care bags that were distributed to charities in the Las Vegas area.



International Cleaning Week

The U.S. House of Representatives, a record **24** states, Puerto Rico, and the city of Chicago all proclaimed March 24-30, 2024 as an official "Cleaning Week".



Clean Advocacy Summit

A record **120+** industry leaders hiked Capitol Hill and met with **133** congressional offices representing **32** states in April 2024, to advocate for the cleaning industry and our legislative priorities, including addressing chronic labor shortages in the cleaning industry and sufficiently funding EPA's pesticide-registration activities.



Safer Choice Award Recipient

The U.S. Environmental Protection Agency and Safer Choice selected ISSA, along with **15** ISSA-member companies, as 2023 Safer Choice Partner of the Year Award recipients.



Strength in Numbers

ISSA celebrated nearly **1,800** Advocates for Clean. Advocates receive biweekly ISSA Legislative & Regulatory Updates and are the first to hear about pressing legislation, compliance deadlines, ISSA advocacy events, and more. In a 2023 ISSA advocacy survey, **42%** of respondents rated ISSA advocacy a "5" (very important) and **19%** considered advocacy the most important part of their membership decision.

Thank you to our **70 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://www.issa.com/advocacyfund)