



— AN **ISSA** CHARITY —

*20 Years*



# 2025 IMPACT REPORT

## Our mission is simple:

### “We clean homes for cancer patients.”

Cleaning for a Reason is a 501(c)(3) nonprofit organization that partners with cleaning companies to offer free home cleaning to cancer patients in the United States and Canada. Our goal is to remove the burden of cleaning and allow those recovering from surgery, in active treatment, or in hospice to focus on their health and spending valuable time with loved ones. Acquired by ISSA Charities in 2017, Cleaning for a Reason continues to expand its mission of providing hope and relief to those battling cancer.



#### A Message of Gratitude

At the heart of Cleaning for a Reason are our partners, sponsors, donors, and volunteers. Since 2006, your generosity brought relief, comfort, and hope to thousands of cancer patients and families. This report celebrates you and the tangible impact you've made.

*“When we began Cleaning for a Reason, we quickly learned that a clean home is far more than tidy rooms — it’s a source of peace, dignity, and emotional nourishment for someone fighting cancer. So many people have said our services are like ‘vitamins for the soul’ — not because of what we do, but because of what it represents: care, compassion, and the reminder that no one is alone in their battle. That ripple of connection and comfort, made possible by each of you, is the true heart of this mission. From the bottom of my heart, thank you for serving with us.”*

— Debbie Sardone, Founder, Cleaning for a Reason.

*“One of the most wonderful experiences my cancer journey brought was being connected by Cleaning for a Reason with OCD Cleaners of Oconomowoc, Wisconsin,” said Kim Ledgerwood, Cleaning for a Reason recipient. “With a highly compromised immune system, I returned home after six weeks away for my transplant surgery and recovery to a beautifully clean house.”*

*“Although we live in a smaller town and were initially told no openings were available, OCD Cleaners made time to care for my home following surgery, driving 35 minutes to provide the complimentary cleanings. My adult children were so delighted with the program and the cleanings that they generously purchased an additional five months of service for us.”*

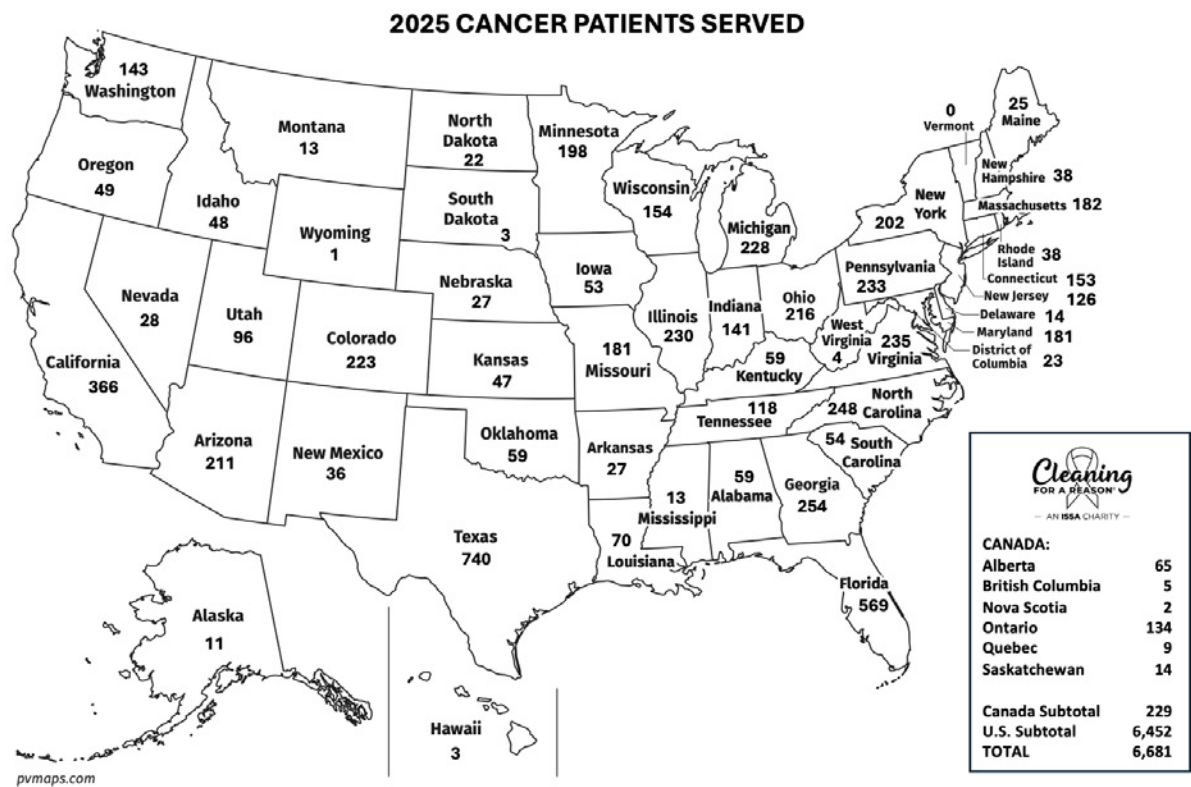




# 2025 Impact at a Glance

## 2025 Patients Served: 6,681 (+8% from 2024)

-  U.S. Patients Served: 6,452
-  Canada Patients Served: 229
-  Top U.S. States Served:  
TX 740 • FL 569 • CA 366
-  Top Canada Provinces Served:  
ON 134 • AB 65



## 2025 Cleaning Partners: 1,400

-  U.S.: 1,350
-  Canada: 50

## 2025 Donated Cleanings: \$2,688,488

-  U.S.: \$2,598,388
-  Canada: \$90,150

## Patients Served Since 2006: 65,082

-  U.S.: 63,222
-  Canada: 1,860

## Donated Cleanings Since 2006: \$23,188,281

-  U.S.: \$22,523,571
-  Canada: \$664,710

## Patient Navigators (referring patients): 3,802 (+12% from 2024)

-  U.S.: 3,704
-  Canada: 98

## Board Update

In 2025, Cleaning for a Reason benefited from the guidance of the ISSA Charities Board of Directors. Their leadership ensures our organization remains strong, responsive, and focused on what matters most: supporting cancer patients through the gift of a clean, healthy home. Learn more about the Board, led by Co-Chairs Ted Stark and Ken Vuylsteke, at [issacharities.org/board-of-directors](https://issacharities.org/board-of-directors)

# Corporate Partners and Sponsors Strengthen Our Ability to Serve

Cleaning for a Reason relies on the generosity of corporate partners and sponsors to sustain and expand our mission. Through financial support, in-kind contributions, and advocacy, these partners help fund the coordination and outreach that make free home cleanings possible for cancer patients and strengthen our ability to meet growing demand.

## Strategic Partner



## Corporate Franchise Partners



## Sponsors



Contec Professional  
Direct Mop Sales, Inc.  
Extend-A-Reach  
Fabulous Shoe Night  
GDI Integrated Services

Helen's Angels  
Lyceum Insurance Services  
Metro Services Group  
Microfiber Wholesale  
Moody Insurance Worldwide

Organize It  
Professional Building Services  
Sponge Outlet  
The Cleaning Software

Cleaning for a Reason serves thousands of cancer patients every year—and the need continues to grow. Join us in making a real, lasting difference. To refer a partner or sponsor, or to grow your impact, contact [lucy@cleaningforareason.org](mailto:lucy@cleaningforareason.org).

## Celebrating Our 2025 Top 100 Partners

Our Top 100 Partners, out of our base of 1,400 partners, are the cleaning companies that served the highest number of cancer patients. These companies go above and beyond—donating cleanings, rallying their teams, often fundraising, and advocating for cancer patients in their communities. Because of their dedication:

- More cancer patients received a clean, healthy home during treatment, following surgery, and in hospice care
- Families experienced relief during one of the most challenging seasons of life
- Communities became more aware of the power of service-driven businesses

Their generosity, consistency, and heart for service set a powerful example for the entire Cleaning for a Reason partner community. We are honored to celebrate their extraordinary impact.

Our 2025 Top 10 Partners are:



**#1 Detail Cleaning Services  
of Houston, TX**

**Owner Emma Arzate**

*Served 71 cancer patients*



**#2 The Cleaning Authority  
of Concord, MO**

**Owner Mike Weintz**

*Served 58 cancer patients*



**#3 Jeannie Cleaning  
of Portage, MI**

**Owner Jeannie Henderson**

*Served 52 cancer patients*

**#4 The Cleaning Authority of Minneapolis, MN, Owner Jim Brethorst, 51 patients**

**#5 Becht Pride Cleaning Services of Indianapolis, IN, Owners Benjamin & Tammy Becht, 50 patients**

**#6 Maids and Moore – Austin, TX, Owner Holly Moore, 43 patients**

**#7 BA House Cleaning of Castro Valley, CA, Owner Anita Hodzic, 41 patients**

**#8 Legion of Clean of Peoria, AZ, Owner Stefani Hathaway, 37+ patients**

**#9 Just Peachy Clean of South Daytona, FL, Owner Jen Rodgers, 37 patients**

**#10 Two Maids of Virginia Beach, VA, Owner Lee Sheridan, 36 patients.**

To see the entire list of 2025 Top 100 partners, go to [cleaningforareason.org/cleaning-companies](https://cleaningforareason.org/cleaning-companies).



*"As an entrepreneur, it is near and dear to my heart that I give back to the community in which I live. Surrounded by friends, neighbors, and loved ones who continue to face the toughest battle of their lives, Cleaning for a Reason is my path for giving back. I want to help ease the burden for those who must fight the fight. I firmly believe that a clean home and a healthy environment play a vital role in the welfare and recovery of cancer patients."*

*— Dawn Fiscella, Owner of Immaculate Clean, Charter Partner Since 2007, and Top 100 Partner 2022, 2023, 2024, 2025.*

# Celebrating Our 2025 Top Fundraisers

Thanks to those who fundraise, Cleaning for a Reason can reach more communities throughout the United States and Canada. Their dedication and creativity help generate critical support that expands our network of cleaning partners and ensures more cancer patients receive support.

## Founder’s Circle (\$50,000+)



**CBF \$100,000 “Count Me In!” Challenge (4th annual)**  
- **Debbie Sardone**  
Raised \$100,557

## Legacy Circle (\$25,000–\$49,999)



**Kathleen Albertson Fundraising and Awareness Campaign (10th Annual)**  
Raised \$25,050

## Visionary (\$10,000–\$24,999)



**Golfing for a Reason (2nd annual) – Mark Presho & Bethany Harrington**  
Raised \$21,000

## Advocate (\$5,000–\$9,999)

**The Legends Invitational (1st annual)**  
- **Renee Hantz**  
Raised \$7,429

**National Mah Jongg League Foundation, Inc. (8th annual)**  
- **David Unger & Larry Unger**  
Raised \$5,000

**Jewish Community Foundation San Diego**  
- **David Wax**  
Raised \$5,000

Click out the full list of [Top 2025 Fundraisers](#) by visiting our website.

## 2025 Partner Fundraiser Highlights

From small community initiatives to larger events, our partners show how grassroots efforts can raise funds and shine a spotlight on the needs of cancer patients.

- **March Madness Fundraiser – Owner Beth Derickson, Cornerstone Cleaning (March 1–31)** This basketball-themed giving campaign invited local businesses to sponsor levels from \$33 (“Three Pointer”) to \$99 (“Slam Dunk”), with recognition via social media, website mentions, and client communications. Eleven businesses responded, raising over \$1,000.
- **Cleaning for a Reason T-shirt Fundraiser – Owner Jeannie Henderson, Jeannie Cleaning (April–August)** – Partners loved the t-shirt Jeannie designed for her team, so she turned it into a fundraiser, raising more than \$10,000.
- **Ride for a Reason – Owner Debbie Emms of Rise & Shine Cleaning Service (April 9, Dallas & September 6, West Nashville)** – While navigating her own cancer journey, Debbie led two inspiring indoor cycling events, bringing together riders, supporters, and “ghost riders” who donated without attending. The events raised \$4,263, lifting up cancer patients, honoring survivors, and remembering loved ones.
- **Garage Sale – Owners Lisa and Sean Kirkpatrick of Vibrant Cleaning Services of Medina, OH (June 13–14)** – Hosting their third annual garage sale, Vibrant Cleaning Services donated 100% of profits from donated items, raising \$2,142.
- **Client & Staff Giving – COO Christy Brainerd, Buckets & Bows Maid Service of Lewisville, TX (ongoing)** – By inviting clients and staff to join in the giving, Christina raised \$2,372. Clients know the benefit of a clean home; staff take pride in working for a company that gives back.

For more fundraising ideas, see [cleaningforareason.org/fundraiser-in-a-box](https://cleaningforareason.org/fundraiser-in-a-box).



Jeannie Cleaning rocks their Cleaning for a Reason T-shirts with pride.



Debbie Emms rides strong for a reason.



Vibrant Cleaning Services helps clients declutter while supporting cancer patients



*“This is exactly why I support Jeannie Henderson and Cleaning for a Reason. She’s supported me personally in the past and continues to show up for others in a big way. Nothing but respect. What you and your team do truly matters—it’s bigger than business; it’s impact. Proud to support people who lead with heart.”*

— Chris Rogers, Donor



## 2025 Industry Engagement, Fundraising, & Service Highlights

- **John Riches' Chili Cookoff (February 2)** – This third annual culinary fundraiser in Orleans, Ontario, Canada, brought the community together with the support of John Riches, Shannon Hall, and sponsor Dustbane Products, Ltd., raising \$5,000.
- **ISSA International Cleaning Week (March 23–29)** – On March 27, volunteers from Facility Plus, TCA of Etobicoke-Mississauga, BGIS Sustainable Cleaning Solutions, Bunzl Canada, Dustbane Products Ltd., JEM Cleaning, Stewandy Cleaners, Priehl Cleaning, Chicago Clean Home, and ISSA joined forces to clean for 11 cancer patients in two cities: Mississauga, ON and Chicago, IL. Facility Plus sponsored the Canada event and donated \$1,000 to the cause, while Chicago sponsors included PortionPac, Allegra Marketing, and Potbelly Sandwich Works.
- **GDI Integrated Facility Services Volunteer Initiative (April 30)** – Organized by Kathleen Albertson, teams across six cities—Boston, MA; Manhattan, NY; Columbus, OH; King of Prussia, PA; Philadelphia, PA; and Pittsburgh, PA—provided complimentary house cleanings for six cancer patients with crew chiefs from Cleaning for a Reason partner companies.
- **Volunteer Cleaning Day – Bay City Supply & Wind Associates (October 18)** – For their third year, these dedicated teams in Bellingham, WA, with crew chiefs from Whatcom Janitorial and Cleaning With Care, transformed the homes of eight cancer patients, while raising \$2,000.
- **Golfing for a Reason Tournament (October 20)** – Under the leadership of Mark Prescho and Bethany Harrington, industry leaders gathered at Bella Collina in San Clemente, CA, raising more than \$42,000 for Cleaning for a Reason and the ISSA Hygieia Network. Sponsors included BradyPlus, Amcor, Georgia-Pacific, Gojo, SSS Triple S, Kutol, Kelly Spicers, Western Maintenance Sales, Onyx, Precision, Mytee Square Scrub, Network Distribution, Midlab, Contec Professional, Sanitaire, and Spongeoutlet.
- **1st Annual Legends Invitational (November 10)** – Legends Marketing & Sales hosted this inaugural fundraising event at Atomic Golf, Las Vegas, NV, raising over \$7,000, while kicking off the ISSA Show with purpose and generosity.

Ready to make a difference? Contact [lucy@cleaningforareason.org](mailto:lucy@cleaningforareason.org) to kick off your own fundraiser and help bring clean, healthy homes to cancer patients.



(left to right) Wind Associates Owner John Beers, event manager Gianna Lenz, and volunteers clean for cancer patient MaryAnne Welch (center)



The cleaning industry comes together to tee off for Golfing for a Reason.



## Celebrated Leaders, Philanthropists, and Industry Trailblazers



Debbie Sardone, Cleaning for a Reason founder and member of both the ISSA and ISSA Charities boards, was named to the 2025 Forbes 50 Over 50 list for her visionary leadership and extraordinary philanthropic impact.

She continues to inspire the industry, rallying more than 200 cleaning business owners in her fifth annual \$100,000 fundraising challenge and celebrating outstanding partners at her CBF Live Gala.

Kathleen Albertson, Client Relations Manager at GDI Integrated Facility Services, received this year's ISSA Jack D. Ramaley Industry Distinguished Service Award for a decade of remarkable volunteerism with Cleaning for a Reason. Through her leadership and partnerships, she has raised over \$100,000 to bring the gift of a clean home to cancer patients—reminding us that cleaning is more than a service; it's an act of care that builds community. In 2025, she also led GDI in a Volunteer Day of cleaning in six cities during Cleaning for a Reason Month in April.



## Proudly Celebrating Our 20th Anniversary in 2026

Cleaning for a Reason proudly celebrates its 20th anniversary in 2026. Founded in **2006**, with our **official anniversary on May 6**, what began as a simple act of kindness by founder Debbie Sardone has grown into a powerful movement supported by more than 1,400 cleaning companies across the United States and Canada, including 100 Premium Partners dedicated to lasting community impact. Together, over the past two decades, we have helped more than 65,000 cancer patients focus on healing instead of household chores during one of life's most challenging moments.

As we look ahead to this milestone year, we are excited to commemorate 20 years of service by amplifying the collective impact of our partners, sharing stories of lives touched, and setting bold goals to serve even more patients in the years ahead. Throughout 2026, we invite you to join us in celebrating this legacy—by highlighting your involvement, engaging your teams and communities, and helping us extend the reach of this mission further than ever before.

To mark this special anniversary, we encourage you to showcase the official 20th Anniversary logo on your website, social media channels, email signatures, and marketing materials. Your participation helps honor the journey we've shared and underscores the role you play in making a meaningful difference every day.

Access official logos [here](#)



## Looking Ahead to 2026: Growing Together

### What's Ahead:

- **Increasing Patient Applications** — As demand continues to rise, we are bringing on a part-time Patient Support Coordinator to work more closely with patient navigators, strengthen referral relationships, and ensure patients receive timely, compassionate support throughout the application process.
- **Expanding Our Partner Community** — We will actively recruit new cleaning partners through targeted promotion, industry events, and our network of corporate and franchise partners—allowing us to serve more cancer patients in more communities. Each one, reach one: refer a cleaning company to join the mission of providing clean homes for cancer patients.
- **Expanding Volunteer Days in Canada** — With the support of Bunzi and Dustbane Products Ltd. as key sponsors, we are launching Volunteer Days in Canada to increase awareness, deepen partner engagement, and support fundraising efforts across new regions.
- **Elevating Fundraising & Community Events** —By leveraging OneCause, we will host more engaging and impactful fundraising and community events that bring partners, supporters, and local communities together—raising critical funds while expanding awareness of our mission.
- **Empowering Partners to Lead Locally** — We will continue refining our marketing and fundraising toolkits, equipping partners with practical, easy-to-use resources to raise awareness and support cancer patients within their own communities. Cleaning for a Reason Month in April and Breast Cancer Awareness Month in October are especially strong opportunities for cause marketing.



*"Receiving support from Cleaning for a Reason has meant the world to me. During treatment, the last thing I could manage was keeping my home clean, and every day felt overwhelming. When a team came to help, it wasn't just about dusting or vacuuming—it was the relief of walking into a home that felt safe, calm, and cared for. Knowing someone cared enough to give their time and effort lifted a huge weight off my shoulders, letting me focus on healing and feel a little more like myself again. It reminded me that even in the hardest moments, kindness and compassion can make all the difference."*

—Sue Park, Cancer Patient