



RESIDENTIAL HOUSE CLEANING

# Cleaning for a Reason: How Free Cleaning Supports Cancer Patients in Northern Ontario

A story-driven awareness piece about the Cleaning for a Reason partnership — who qualifies, how to apply, what the program provides, and how Binx supports cancer patients and families across North Bay and Sudbury.

**Free**

Cleaning for Cancer Patients

**2**

Free Cleans per Patient

**Local**

Northern Ontario Partner

**Care**

Beyond the Clean

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## SECTION 01

# About the Cleaning for a Reason Foundation



Cleaning for a Reason provides free cleaning to cancer patients across North America.

Cleaning for a Reason is a non-profit foundation that connects cancer patients undergoing active treatment with partner cleaning companies who donate their services. Founded in 2006 in the United States and expanding to Canada, the program has provided free cleaning to tens of thousands of cancer patients across North America.

The program operates on a simple model: cleaning companies that care about their communities become certified partners and donate cleaning services to verified cancer patients. There is no cost to patients, no means testing, and no complex qualification process. If you are a Canadian resident undergoing active cancer treatment, you may qualify.

## Why a Clean Home Matters During Cancer Treatment

- Cancer treatments including chemotherapy and radiation suppress the immune system. A clean home with reduced allergens, bacteria, and mould load directly reduces infection risk.
- Physical fatigue from treatment makes household tasks impossible for many patients. A clean home reduces daily stress and allows energy to be focused on recovery.
- Mental wellbeing during cancer treatment is significantly impacted by environment. Living in a clean, orderly space reduces anxiety and improves quality of life during a profoundly difficult time.

- Family members and caregivers are often overwhelmed with medical coordination, appointments, and emotional support. Removing cleaning from their burden frees up time for care.

## SECTION 02

# Who Qualifies and How the Program Works

Cleaning for a Reason is designed to be accessible. Qualification requirements are intentionally minimal — the program wants to help as many cancer patients as possible, not create barriers.

## Qualification Requirements

- Currently undergoing active cancer treatment (chemotherapy, radiation, immunotherapy, or combination therapy)
- Canadian resident
- Living in an area served by a Cleaning for a Reason partner (Binx serves North Bay and Sudbury)
- Home is a private residential property (apartments and condos qualify)

## What the Program Provides

Qualifying patients receive two free cleaning sessions performed by a certified partner cleaning company. Sessions are provided once per treatment cycle. The cleaning is a professional residential clean of the primary living areas — kitchen, bathrooms, bedrooms, and common areas.

### No Cost, No Catch

There is no application fee, no income qualification, and no obligation beyond verifying cancer treatment status. The program is funded entirely by the generosity of partner cleaning companies like Binx Professional Cleaning.

## SECTION 03

# How to Apply in Northern Ontario

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Applying for Cleaning for a Reason is a straightforward process. Applications are submitted online through the Cleaning for a Reason foundation and matched to the nearest certified partner. In North Bay and Sudbury, Binx Professional Cleaning is the partner who fulfills these applications.

1

## Visit [cleaningforareason.org](https://cleaningforareason.org)

Complete the online application form. You will need to provide your name, address, and the name of your oncologist or treating physician.

2

## Treatment Verification

The foundation contacts your physician's office to verify active cancer treatment status. This is done directly — you do not need to gather or submit medical records.

3

## Matched to Binx

Once verified, your application is matched to Binx Professional Cleaning as the Northern Ontario partner. You will receive contact from Binx to schedule your first cleaning visit.

4

## Scheduling

A Binx team member calls or emails to arrange a convenient appointment. We work around treatment schedules and medical appointments.

5

## Free Service Delivery

Binx performs a professional residential clean of your home. No payment is requested or expected at any point.

If you or someone you know is facing barriers to the application process — limited internet access, language difficulties, or health challenges that make completing a form difficult — contact Binx directly at (705) 845-0998 (North Bay) or (249) 239-1225 (Sudbury). We will help navigate the application process.

## SECTION 04

# What Services Are Provided



A professional clean covers all primary living areas, removing the burden from patients and families.

The Cleaning for a Reason service provided by Binx is a complete professional residential clean — the same service we provide to our regular residential clients in North Bay and Sudbury. There is no reduced standard for program recipients.

## What Is Included

- Kitchen: counter wipe-down, stovetop cleaning, sink cleaning, appliance exteriors, floor sweep and mop
- Bathrooms: full sanitization of toilet, sink, shower/tub, mirror, floor
- Bedrooms: dusting, vacuuming, linens changed if provided
- Living areas and hallways: dusting, vacuuming, tidying
- All cleaning done with 100% green-certified products — safe for immunocompromised patients
- HEPA-filtered vacuums used throughout — critical for patients with respiratory sensitivity

## Special Accommodations

Binx is trained to accommodate the specific needs of cancer patients. If a patient requires cleaners to wear specific protective equipment, use fragrance-free products only, avoid certain areas, or work during specific hours when they are away for treatment — we accommodate all of these without question. The goal is to make the experience as comfortable and supportive as possible.

## SECTION 05

# The Impact on Cancer Patients and Families

The impact of a clean home extends far beyond the practical. For cancer patients enduring treatment cycles that leave them exhausted, nauseous, and often housebound, the state of their home environment is a significant factor in their daily quality of life.

## What Patients and Families Tell Us

- "The relief of not having to look at a dirty house when I could barely get off the couch was enormous. It lifted such a weight."
- "My husband was spending every spare moment trying to keep the house up. Having Binx come in gave him time to just sit with me."
- "I cried when I walked into a clean kitchen. I hadn't been able to do it myself for three months. It meant the world."
- "My oncologist said reducing infection risk at home was as important as anything I could do. Knowing the house was professionally cleaned made me feel safer."

### The Bigger Picture

Clean environments measurably reduce stress hormone levels and improve sleep quality. For cancer patients whose recovery depends on rest and stress reduction, a professionally maintained home is not a luxury — it is a health intervention.

## SECTION 06

# Binx's Partnership with the Program



Binx Professional Cleaning has been a committed community partner across Northern Ontario.

Binx Professional Cleaning became a Cleaning for a Reason certified partner because we believe that the communities of North Bay and Sudbury have supported our business, and it is our responsibility to give that support back in meaningful ways.

Cancer affects virtually every family in Northern Ontario. The isolation of treatment, the physical and emotional toll on patients and caregivers, and the financial strain that comes with extended medical care all create conditions where practical community support makes an enormous difference. Providing clean homes to cancer patients is one of the most direct, meaningful things a cleaning company can do.

## Our Commitment

- We accept every verified Cleaning for a Reason application matched to our service area with no cap on volume.
- We send our best crews — the same professionals who serve our regular residential clients.
- We use the same green-certified products and HEPA equipment on every program clean.
- We accommodate any special request related to a patient's medical needs without question.
- We follow up with program recipients to ensure the service met their expectations.

## SECTION 07

# The Northern Ontario Cancer Community

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Cancer care in Northern Ontario presents unique challenges. Patients in the North Bay and Sudbury areas may have longer travel distances to specialist treatment centres, more limited access to support programs available in larger urban centres, and smaller community networks. These realities make community-based support programs like Cleaning for a Reason even more important.

## Local Cancer Support Resources

- North East Cancer Centre (Sudbury): The regional cancer treatment centre serving Northern Ontario, affiliated with Health Sciences North.
- North Bay Regional Health Centre: Cancer care services including chemotherapy administration and coordination with the North East Cancer Centre.
- Canadian Cancer Society Northern Ontario: Navigation services, financial support, transportation coordination, and community connection.
- Cleaning for a Reason (Binx partner): Free cleaning services for active treatment patients in North Bay, Sudbury, and surrounding communities.

Binx Professional Cleaning is committed to being a meaningful part of the support network available to cancer patients and their families across the Northern Ontario region. We encourage patients, caregivers, and healthcare workers to share information about our Cleaning for a Reason partnership widely.

## SECTION 08

# How to Support Cleaning for a Reason

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You do not need to be a cancer patient to support Cleaning for a Reason. There are several meaningful ways to contribute to the program's mission of providing clean homes to those undergoing treatment.

## Ways to Support

1

### Refer a Patient

If you know someone undergoing cancer treatment in Northern Ontario, share this guide and the application link at [cleaningforareason.org](http://cleaningforareason.org). The program relies on word-of-mouth to reach

2

### Share on Social Media

Sharing information about the Cleaning for a Reason program in North Bay and Sudbury Facebook groups, community pages, and local networks expands our reach to patients we might

3

### Inform Healthcare Workers

Oncology nurses, chemotherapy staff, social workers, and palliative care coordinators are often the first to know when a patient needs support. Share this document with local healthcare

4

### Donate to the Foundation

The Cleaning for a Reason Foundation accepts direct donations that help fund program administration and expand to new partner areas. Visit [cleaningforareason.org/donate](http://cleaningforareason.org/donate).

## SECTION 09

# Other Community Programs at Binx

Cleaning for a Reason is the cornerstone of Binx Professional Cleaning's community commitment, but it is not our only involvement. We believe that businesses operating in Northern Ontario have an ongoing responsibility to give back to the communities that support them.

## How Binx Gives Back to North Bay and Sudbury

- Cleaning for a Reason: Free cleaning for cancer patients undergoing active treatment — our primary community program.
- Local employment: All 70+ Binx cleaning professionals are Northern Ontario residents. We employ locally and invest in local careers.
- Local procurement: Where possible, we source supplies, equipment, and services from North Bay and Sudbury area businesses.
- Community sponsorship: Binx supports local events, charities, and community organizations across Northern Ontario annually.
- Environmental commitment: Our 100% green cleaning program reduces the chemical load on Northern Ontario's water and air resources.

### Connect with Binx

To refer a cancer patient, learn more about our community programs, or book a residential or commercial cleaning service in North Bay or Sudbury, visit [binx.ca](http://binx.ca) or call us directly. We are proud to serve Northern Ontario.

ABOUT BINX

# Why Clients Trust Binx Professional Cleaning

|                     |               |                |                 |
|---------------------|---------------|----------------|-----------------|
| \$                  | W             | Q              | G               |
| \$5M                | WSIB          | Quality        | 100%            |
| Liability Insurance | Full Coverage | Audit Verified | Green Certified |

Binx Professional Cleaning is a locally owned and operated cleaning company serving North Bay, Sudbury, and surrounding communities in Northern Ontario. With 70+ trained cleaning professionals, we deliver consistent, verified, and insured cleaning services to over 200 commercial and residential clients every week.

We are proud partners of Cleaning for a Reason, providing free cleaning services to cancer patients in our community. We use 100% green-certified Green Cleaning Chemical products across every account. Every cleaning visit is verified through our Quality Audit inspection platform – so you never have to wonder whether the work was done.



## Know Someone Who Qualifies?

Help connect cancer patients in North Bay and Sudbury with free cleaning services. Applications at [cleaningforareason.org](http://cleaningforareason.org) — Binx Professional Cleaning is your Northern Ontario partner.

Get a Free Quote — [binx.ca/contact](http://binx.ca/contact)

North Bay  
1315 Hammond Street  
North Bay, ON P1B 2J2  
(705) 845-0998

Sudbury  
767 Barrydowne Road  
Sudbury, ON P3A 3T6  
(249) 239-1225

[binx.ca](http://binx.ca)

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