

# THE ESSENTIALS COLLECTIVE



ANNUAL REPORT  
2019



# A MESSAGE FROM OUR CHAIR

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The Essentials Collective (TEC) is a small Not For Profit focused on creating the most significant impact possible on the lowest amount of funding needed to make that happen. This year, TEC's achievements included:

**Fifth year of campaigning.** In spite of tough economic conditions TEC achieved its fifth year of successful campaigning, continuing our half-decade trend of creating community impact.

**221,481+ items and counting.** To date, TEC has collected and distributed more than 221,000 items to its community partners. TEC distributes all goods on an 'as needed' basis, meaning items that are requested by recipient organisations for their end-users are the only items we distribute.

**Grant funding.** This was the first year that TEC applied for grant funding to meet a project based need in the Town of Victoria Park. This was a competitive grant and TEC received the funding needed to have a greater impact in the Town.

**Governance and Scaling.** TEC underwent the induction of new board members and a restructure of how volunteers and admin functions are managed. This was driven proactively by the board; with a focus on setting TEC up for scale and ensuring that recipients receive the maximum benefit from a well structured organisation.

As we move in to 2020, we look forward to the continued growth and impact of our services on the WA community and thank you for your support.

**LENNY JACOBY**

Chairperson

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# FROM HUMBLE BEGINNINGS

The Essentials Collective Inc (TEC) is a unique and inspiring Western Australian not-for-profit organisation that provides people in need with essential every day items. In a world where it's easy to take basic things for granted, TEC asks the general public for donations of goods twice a year in May and October.

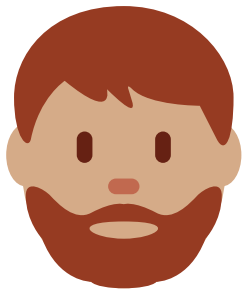
Our first campaign is Essentials for Women. This campaign kicked off in Perth, Western Australia in 2014 when founder, Lenny Jacoby, asked a few friends to donate sanitary items and underwear for women in need. She got a little more than she thought she would. To date, Essentials for Women have provided over 221,000 items to local women's refuges, drop in centres and outreach services in Perth and South West WA. This campaign runs during the month of October.

Our second campaign is Basics for Blokes. This campaign kicked off in 2018 with its Pair for a Pair sock program, where the public can purchase a pair of funky socks and in return we donate a pair to a bloke in need. Similarly to Essentials for Women, donations are distributed to local crisis accommodation, drop in centres and outreach services in Perth. This campaign runs during the month of May.

At TEC, our board and volunteers are committed to a no-fuss and hands-on approach to ensure that goods get to the people that need them.

TEC is a registered charity with the Australian Charity & Not-for-profit Commission. It also holds a Charitable Collections License (no: 22086) with Department of Commerce WA.

# HOW IT WORKS



Our donations come from everyday heroes just like you.



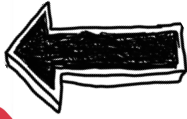
Gather or purchase your new, unused essentials.



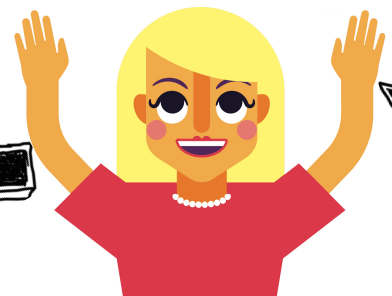
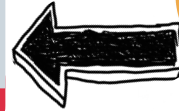
Donate your items to one of our dozens of drop points.



Community partners provide the essentials to those in need.



Community Partners collect only what they need.



Our volunteers pack boxes that directly match Partner needs.



# IMPACT: THE NUMBERS

700+  
pairs of feet warmed  
to date

221,000+  
items donated  
since forming

More than \$661k  
in value for Perth

843 hours  
volunteered  
in 2019

22,481 items  
donated in 2019

Supporting 20  
organisations  
across Perth

# ESSENTIALS FOR WOMEN

Our first campaign, Essentials for Women, began in October 2014 after our founder, Lenny, discovered through a friend a unique issue: being a woman and being homeless meant that sometimes you had to go without essential items like tampons, pads and basic toiletries. Thanks to the generosity of the general public, we have been able to provide over 221,000+ items to women in need in Perth & South West WA.

Most women will be able to tell you of a time that they have had their period catch them by surprise. The awkwardness that follows while you dig deep into a handbag and hope to find a tampon. The walk of shame with a bit of toilet paper wadded in your undies, praying that you don't leak while making a beeline to the "personal hygiene" section in your local supermarket.

## **Imagine doing that every month.**

Imagine having one pair of undies to last you until you can afford another pair. This is the reality for homeless women.

And that is how Essentials for Women began. We were the first campaign in Australia to ask specifically for essential items. We aim to generate donations of new underwear, sanitary items and basic toiletries for women in need. Since starting the organisation, we've learnt a lot about homeless women. Many leave domestic violence situations after years of abuse. They land hard with literally the clothes on their backs. We do not judge them; we admire them. They are strong and capable women.

If you can't afford to support a charity, a donation drive or a few coins when someone asks, remember that a smile and a conversation is free. Often these are the most sought out things. A small connection with another person, free from judgement and to be acknowledged.

At Essentials for Women, we pride ourselves on reaching beyond the inner city borders of Perth and impacting regional areas. Our campaign for goods runs annually in October.



221,000+  
items  
donated



# BASICS FOR BLOKES

We know that we can't change everything about homelessness in Perth. We know that the cost of living is high, that access to basic hygiene products is difficult, that people can fall through the gaps in our system. It is the simple things that we take for granted that can make a tangible difference, that giving people a hand up, not a hand out, can empower them to put their best foot forward.

Basics for Blokes is the brother campaign to Essentials for Women. Our goal is to make sure that every man in Perth has access to basic toiletries, socks and underwear.

## **The turning point that motivated us to start BFB**

"What I need is access to basics. I want a toothbrush for free. I want socks when I need them. It was f\*\*king cold last night. Do you hear what I'm saying? You talk about affordable housing. I want accommodation. I want somewhere to live."

These words echoed in a room full of not-for-profits, politicians and a handful of homeless people, spoken by a gutsy bloke at a Roundtable to End Homelessness back in June 2016.

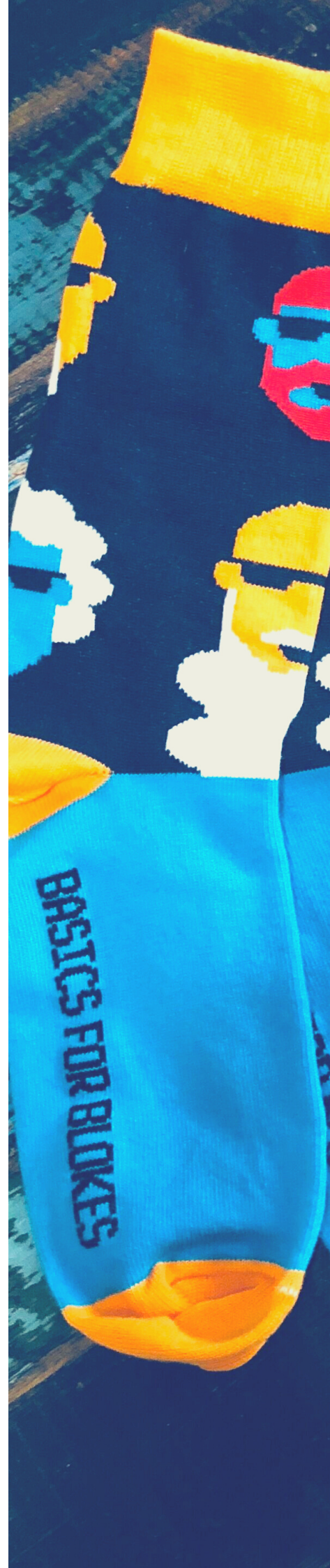
That night, TEC sent out a quick call on the EFW Facebook page and, in true Perth style, people responded generously. With only one drop off point and a week, EFW had over 65 pairs of socks for UnitingCare West's Tranby Centre in the Perth CBD.

When you drop off a haul of donations like that to a busy drop in centre in Perth CBD, you can almost feel like a rock star. People give you hugs. People stare in amazement. The love is tangible. That day we also dropped off a package for the guy who spoke out. It had a toothbrush and other essential toiletries, a note to say thanks for speaking up and, most importantly, a few pairs of socks.

Now fast forward to 18 months. The TEC is standing at Perth Homeless Connect and a bloke approaches our EFW stand. "Hey I know you ladies. You gave me some socks once a while ago." It was rewarding to chat to him again. He still remembers getting that package. He was heard in a busy world. He got to know that he mattered.

To continue delivering on this promise, Basics for Blokes launched a successful Chuffed campaign that seed funded initial costs of purchasing the pair for a pair socks. We had custom made socks created by local Perth illustrator, Rebecca Mills and for the sale of every pair, we donated a durable everyday pair to a bloke in need here in Western Australia. We exceeded our stretch target of 500 pairs and have donated more than 700 pairs in our first year's campaign (2018). We will be launching our second campaign in 2020.

700+  
pairs of  
feet warmed



# OUR BENEFICIARIES

Our aim at TEC is to provide essential personal items to men and women in WA who are doing it tough. We know that when those basic needs are met, people feel more human, more in control and more like themselves.

By providing these essentials to our beneficiary organisations, and ensuring their clients have what they need, when they need it, we are saving organisations' valuable time and resources, so that they can stay focused and continue to provide the best support they can to their clients.

With the support of hundreds of individuals and local businesses, we are currently working with more than a dozen organisations across WA. Due to the sensitivity of some of their work, we cannot name them all, but we are proud to acknowledge the hard work and commitment of all of the agencies, including:



## Get Involved:

There are always opportunities to get involved in the work of TEC. Whether it is as a volunteer or a donor; a business or a group of friends. Without local, grass roots support we would not be able to have the impact we do. Every little donation makes a difference, and we would love you to be part of our story.

Give us a call, follow us on Facebook or Instagram and find out more about the work of The Essentials Collective.

Facebook: @essentialscollective

Instagram: @essentialscollective

# WHAT OUR BENEFICIARIES SAY

*"The donations are making a huge impact for the young people we support by allowing them to freshen up and address personal hygiene barriers which play a huge role in increasing self-esteem when being out in public or trying to continue to attend school or when looking for work. As a community service provider we greatly appreciate the energy and effort."*  
- Youth Futures WA



*"No women should have to go without the basic essentials. For us this has meant we can supply every woman with what they need and want. What we love is the team takes the care to sort and pack the items. They are a pleasure to deal with and have given the community a tangible idea they can adopt in their weekly shopping"*  
- Zonta House Refuge



# OUR VOLUNTEERS

The Essentials Collective is a 100% volunteer run organisation.

From our board right through to the people who sort through donations, we work entirely with passion and love for what we do. You'll even find that you'll be sorting donations alongside our directors and founder throughout the year.

Our team of volunteers are passionate, hard working, ridiculously generous and, most importantly, love to have fun. All volunteers undergo a Working with Children Check and National Police Clearance.

There are three types of volunteers that help support our operations:

## Team leaders

- Responsible for drop off points in selected areas
- Coordinate the collection of goods
- Take goods to central drop off points

## Team members

- Work with team leaders to collect donations in selected areas
- Take donations to local / central collection points

## Sorters & Packers

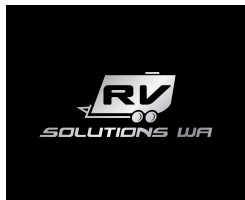
- Needed throughout the campaigns
- Volunteer on an "as need" basis throughout the campaigns

22,481 items  
worth \$66,994  
collected in 2019





# OUR PARTNERS & SUPPORTERS



Effective modern organisations recognise that they represent a part of the community and that achieving systemic change requires a networked approach. We've worked over the last six years to continually integrate ourselves into the community and form strong partnerships with organisations, large and small, that serve as drop points for collections through to in-kind donations of space and time.

We'd like to take the opportunity to thank our partners and supporters for all that they do in helping us provide the essentials to those in need within the WA community.

## 2019's Most Donated Items:

Pads = 1,539

Toothbrushes = 1,500

Soap = 1,355

# THE ROAD AHEAD: OUR THREE YEAR PLAN

TEC has serviced the community for five years and we plan to continue to grow our impact. To achieve this, we will continue to focus on the three year plan the board set in 2018. Our three year plan is focused on:

**Expand our partnerships network of refuges.** Each year, the impact of our campaigns and donations ensure that we distribute those items to those who need them as the need emerges. Items are delivered to a matched need, meaning all items are consumed and wastage is nearly zero; achieving maximum value per item. To continue to maximise impact, we need a strong network of recipient partners that we can funnel our donated items into as they need them. Our focus will remain on establishing MOUs and formalising partnerships where we can best affect outcomes.

**Expand beyond Perth metro to regional WA.** We've grown year over year in Perth and have seen an increase in demand for support in the regions. We will work with recipient partners on the ground in the regions to establish effective means of collecting and distributing to those in need. This will be a 2021 focus.

**Secure a space.** Park Property has donated space to us for sorting and collecting over the last four years. TEC moved out of Park Property in 2019 and is reviewing space options. To support our growing operational needs and donation pool, we must seek a permanent space where we can operate with other service based organisations to achieve our objectives.

**Seek grant funding.** While we have operated completely independent of any funding, we recognise that grant funding will better position us to achieve the other strategic objectives mentioned above.

We look forward to working with you and the community into the future.

**LENNY JACOBY**

Chairperson