

THE ESSENTIALS COLLECTIVE



ANNUAL REPORT 2023



FROM THE CHAIR

Refreshed with the appointment of an Executive Officer we embarked on 2023 with a renewed passion and vitality. In particular, our goal was to resume the two annual Campaigns – now renamed to Collecting the Essentials and Collecting the Basics.

Our 2023 Strategic Planning reinforced the need to obtain sponsorship with a goal to sign multiple, multi-year sponsorship agreements. During 2023 the sponsorship efforts have been fruitful having received funding from EEO Specialists, Mineral Resources, Alcoa, Crown Resorts, CommBank and in-kind support from Ability WA.

Our achievements this year include:

- Resume Collecting the Basics campaign
- Funding from Mineral Resources to cover costs for regional distribution – Essentials for Regional WA
- Coverage on GWN relating to the regional distribution
- Appearance on The West Live regarding Hygiene Poverty
- Beneficiaries up to over 30 organisations.

Our Board is unanimously grateful for the outstanding efforts of our Executive Officer, Ellen Slobe. Without Ellen's exceptional contribution we would not have been able to execute the Campaigns and achieve as much as we have this year.

As Chair, I would like to acknowledge the wonderful contribution of the Board to our success this year. The Board has been refreshed in the last two years and each member has embraced the role. We are seeing significant improvements in the operation, strategy and direction of The Essentials Collective.

Moving into 2024 our immediate goal is to continue to engage with corporate sponsors to ensure sustainability in delivering the services. In addition, in 2024 we hope to further improve our governance and procedures.

RICHARD BONE
CHAIRPERSON



FROM HUMBLE BEGINNINGS

Our History ...

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

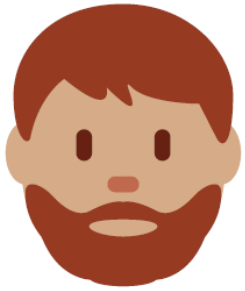
Our first campaign is Collecting the Basics (previously Essentials for Women). This campaign kicked off in Perth, Western Australia in 2014 when founder, Lenny Jacoby, asked a few friends to donate sanitary items and underwear for women in need. She got a little more than she thought she would. To date, Collecting the Basics/Essentials for Women have provided over 170,000 items to local women's refuges, drop in centres and outreach services in Perth and regional WA. This campaign runs during the month of May.

Our second campaign is Collecting the Essentials (previously Basics for Blokes). This campaign runs during the month of May in the lead-up to Winter.

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.



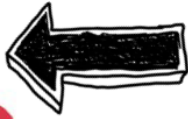
Gather or purchase your new, unused essentials.



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

730+
pairs of feet warmed
in 2023

245,550+
items donated
since foundation

More than \$68k
in value for Perth
in 2023

600+ hours
volunteers in 2023

9,230+ items
donated in 2023

Supporting 34
organisations
across WA

COLLECTING THE BASICS

This campaign ran from April – May 2023

**We believe in the basics.
Basic dignity, basic respect, basic
warmth, hygiene and safety.**

When the weather gets colder, many vulnerable people in our community struggle to stay warm and comfortable.

In May 2023, we launched *Collecting the Basics*; a donation drive that focuses on providing essential items for comfort and survival to those in need during the Winter months.

Returning in 2024, the public is invited to donate new and unused items during the campaign. Items like thermal underwear, socks, beanies, ponchos, and gloves can be dropped off to any of our donation drop-off locations across Perth.

Items are distributed to people in need through crisis accommodation centres, drop-in centres and outreach services for men, women and youth.

Every donation makes a difference!

COLLECTING THE ESSENTIALS

This campaign ran from October – November 2023

We believe in access to the Essentials... Essentials to support dignity, respect, hygiene and safety.

Many vulnerable people in our community struggle to access the essentials that most of us take for granted.

Introducing "*Collecting the Essentials*", a new donation drive with a focus on providing essential personal hygiene and care items to individuals in our community experiencing adversity or disadvantage.

We invite the public to contribute by donating new and unopened toiletries like body wash, toothpaste, shampoo, conditioner, hairbrushes, razors, etc.

Donors can drop off donations at any of our collection points across Perth.

Donated items directly support men, women and children in need through our network of 30+ beneficiary partners, including crisis accommodation facilities, drop-in centres, women's refuges, and other outreach services.

Every donation makes a difference!



LAST DAYS TO DONATE!



THAT'S A WRAP!



FEEDBACK FROM OUR RECIPIENTS

"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

Volunteers

Our team of volunteers are passionate, hard working, incredibly generous and, most importantly, love to have fun.

We are fortunate to have such a dedicated group of volunteers to assist with the campaigns.

All volunteers undergo a National Police Clearance.

Sponsors

This year we have seen several of our sponsors go above expectations and contribute either resources or volunteering. We look forward to building this model of working with sponsors in the future.

Board

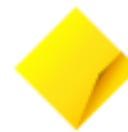
This year the Board has been outstanding – from the Strategy Planning session through to sourcing sponsors and getting involved in campaigns. All Board members contribute strictly as volunteers.



Board members: Rachel Pearse (Treasurer), Ellen Slobe (Executive Officer), Laurie Davidson, Naomi Brooker (on screen), Catherine Bentley (Secretary), Richard Bone (Chair), Melissa De Abreu (Vice Chair), Sonia Faccin Nolan

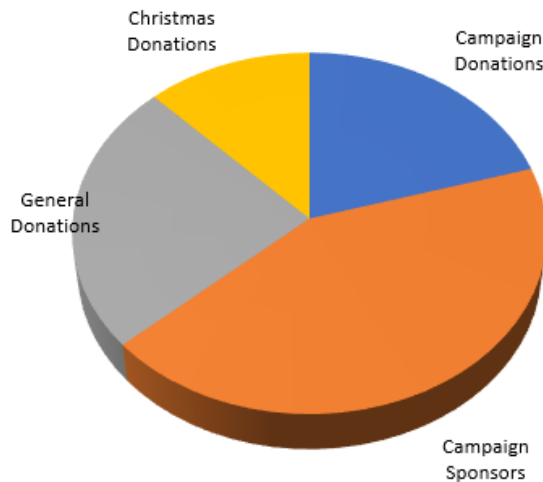
OUR PARTNERS AND SUPPORTERS

We are grateful for the generous support received by our sponsors:

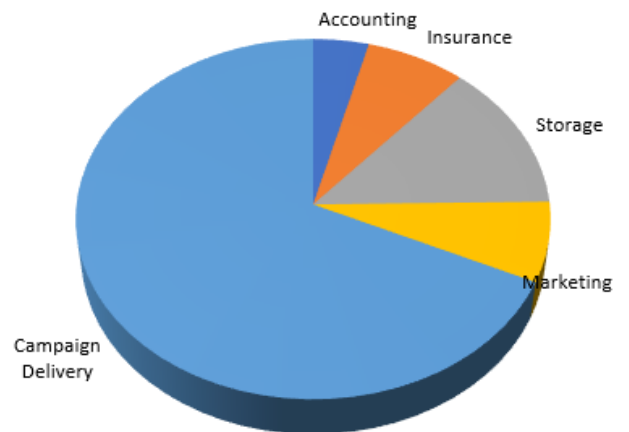


FINANCES

INCOME



EXPENSES



FORWARD PLANS

The last two years have been transformative. Our vision of fully implementing a 3-tier governance framework is now complete. The Board is highly functional providing high-level strategy and governance. The Executive Officer is outstanding – she has been highly productive and has successfully led the Collecting the Basics and Collecting the Essentials campaigns this year. In addition, she managed to coordinate Essentials for the Regions expanding the range of beneficiaries to regional WA.



We have further work to do in securing corporate sponsorship. The work done by the Board – and in particular the sponsorship sub-committee – has positioned us very well in terms of collateral and approach. The engagement with several smaller sponsors this year is a testament to the work done to-date. For 2024, there will be a strong push to secure several multi-year sponsors to ensure sustainability.

The Essentials for Regions mini-campaign was very successful and is also an opportunity to align with several candidate sponsors that operate in those areas. For 2024 we will endeavour to repeat and expand the Essentials for Regions initiative, if we secure appropriate funding.

The focus for the Board has been the implementation of the 3-tier framework and ensuring financial sustainability through securing corporate sponsorship. Beyond these initiatives the continued focus will be on governance including risk management, succession planning and long-term strategy. To this end we will repeat the annual Strategy Planning exercise in early 2024.

The Essentials Collective provides significant help to individuals in need. The demand from the Beneficiaries confirms this and the number of beneficiary partners continues to increase.

RICHARD BONE

CHAIRPERSON

