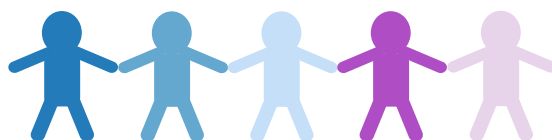




SPONSORSHIP PROPOSAL





LET'S PARTNER TOGETHER TO REDUCE HYGIENE POVERTY ACROSS WA

"No woman should have to go without the basic essentials. For us, this means supplying every woman with what they need and want. What we love is the care The Essentials Collective team takes to sort and pack the items. They have given the community a tangible way to make a difference, starting with their weekly shopping."

Zonta House Refuge

"Thank you so much for the donations we really appreciate all the products that we have received and are at the moment sorting them to make dignity packages for families that come into our service. Again thank you so much."

Karratha Women's Refuge

"I would like to again thank you very much for the delivery and we have been able to extend support to many of our communities. Our staff from the Sobering up Centre enjoyed unpacking the boxes!"

Bloodwood Tree Association

**When you partner with
The Essentials Collective you
are supporting more than
35 West Australian charities**



OUR STORY

Celebrating 10+ years of grassroots community service, helping since 2014.

Since 2014, The Essentials Collective Inc has been helping to bring hygiene dignity to those in need across Perth.

What began as a passion project by a group of committed volunteers in 2014 has transformed into an integral community service trying to meet Western Australia's ever-increasing demands from homelessness, domestic violence and disadvantage.

In recent years, The Essentials Collective has transformed from a founder-led project to a sustainable operation with robust governance, embedded processes, and strong partnerships with our volunteers, beneficiaries, community supporters and funders.

We strive to minimise waste and only deliver what our beneficiaries need, when they need it. Meanwhile, we collect and store essential items in our warehouse space generously provided by Ability WA.

The Essentials Collective offers a simple solution for complex times.

Homelessness and disadvantage will continue in WA. People will always need the essentials. Our aim is to sustain our operations and stretch our reach across WA.

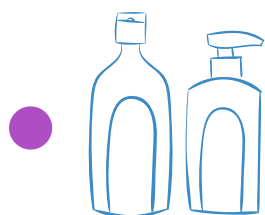
Your support is essential, to ensure we can provide the essentials to those in need.

**Together we can be part of a better future
for people in Western Australia.** ”

OUR IMPACT

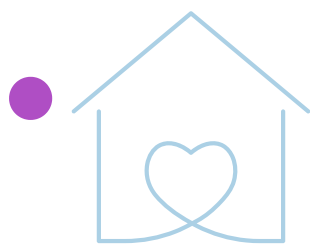
Our Mission is to affirm the dignity of vulnerable people by reducing hygiene poverty in WA. We have been making a difference in WA since 2014.

We distribute essential, every day items for WA people in need. In partnership with local refuges, drop-in centres and outreach services; we support locals who are unhoused or escaping family violence.



267,000+
donated items

19+
campaigns to drive
donations



35+
beneficiary
partners
across WA



6,650+
volunteer
hours



11 years
of positive impact for
WA's disadvantaged



DID YOU KNOW?

Most of our beneficiary partners aren't funded for hygiene essentials and rely on The Essentials Collective to provide these.



YOUR IMPACT

When you partner with The Essentials Collective you are supporting more than 35 West Australian charities including...



Uniting



OUR CAMPAIGNS

The majority of our donations are driven through two annual campaigns that engage the local community with specific calls for support.

In the last 12 months, we have collected and distributed more than \$48,000 worth of products through our structured campaigns, community minded donation box hosts, generous public donations, and enthusiastic volunteer energy!

It's a winning combination which drives us to make a tangible difference to WA's disadvantaged.

Donated items are distributed throughout WA to local crisis accommodation, drop-in centres and outreach services.

We focus on supporting people who are rough sleeping or experiencing housing insecurity, those in crisis accommodation due to domestic violence, at-risk youth, and individuals in need of drug and alcohol rehabilitation or refugee support.



Our Collection Campaign in March/April, Collecting the Basics strives to support hygiene and keep people warm and dry over the cooler months, with a collection of winter items such as socks and beanies in addition to toiletries.

COLLECTING THE BASICS



COLLECTING THE ESSENTIALS

Our Collection Campaign drive in August/September, Collecting the Essentials ensures that people in need have access to items that support personal hygiene, such as soap, shampoo and sanitary items.

PARTNERSHIP INVITATION

Your sponsorship will help us become sustainable so we can build our network of local refuges, drop-in centres and outreach services; increase the visibility of The Essentials Collective; bolster systems and replicable processes to support donations and volunteer efforts; and protect the future of our unique and much-needed Western Australian organisation.

PREMIUM CORPORATE PARTNER

Contribution: \$25,000 per annum

Exclusivity: Become our exclusive sector partner.

Sustainability: Shore up The Essentials Collective's future sustainability to ensure we can continue to fill this critical gap in hygiene poverty for disadvantaged people across WA. This is our key priority and without sustainability we cannot deliver our service, expand or plan for the long-term. A sustainable five-year plan and funding model is the aspiration of the Board.

Volunteer Management: Invest in proactive Volunteer Management best practice to continue engaging and encouraging the teams of volunteers which are integral to our success and operations. Funding would also support The Essential Collective's membership to Volunteering WA, enabling The Essential Collective's to access expertise and the continued professional approach to volunteering.

More Beneficiaries: Increase the positive impact of The Essential Collective's through liaison with more Beneficiaries across WA. More funding will allow greater reach and support across the state. The need continues to grow.

More Donation Boxes: Increase the reach and number of Donation Box hosts and community engagement through promotional and other resources to promote, deliver, pick up and engage with donation box hosts.

Synergy with other organisations: The Essential Collective's currently partners with Ability WA who provide storage and sorting warehouse space as well as their wonderful supported employees who actively participate in the sorting sessions, aiding in both their skill development and capacity building. The Essential Collective's would welcome finding and leveraging synergy with other organisations to minimise waste and maximise opportunities.

Promotional: Increased collaboration and promotional opportunities between The Essential Collective's and sponsoring organisation.



PARTNERSHIP INVITATION



The Essentials Collective invites you to partner with us to affirm the dignity of vulnerable people by reducing hygiene poverty across Western Australia.

OPERATIONAL PARTNER

Contribution: \$15,000

Living our mission doesn't happen by accident. The Essentials Collective works empathically, tirelessly and strategically to affirm the dignity of people experiencing disadvantage by relieving hygiene poverty.

The Essentials Collective has minimised the vast majority of its operational costs through smart processes and strategic, generous partnerships. What remains to ensure our sustainability and our continued community impact are operational costs such as affording our Program Coordinator and the cost of compliance (insurances, volunteer checks etc). We seek an Operational Partner to support us.

CAMPAIGN PARTNER

Contribution: \$4,000

Support one of our annual collection campaigns. The Essentials Collective hosts a campaign in March/April and a second campaign in August/September.

Donation boxes are hosted throughout the metro area and Campaign Partners' logos feature on boxes and in all campaign promotions, aligning your organisation with doing good in the community.

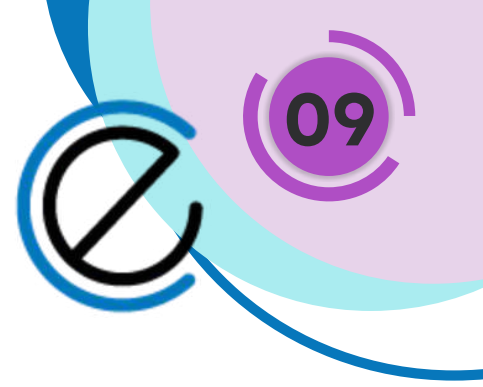
DONATION BOX SPONSOR

Contribution: \$1,000

Increase the reach and number of Donation Box hosts and community engagement.



BENEFITS OF PARTNERING WITH THE ESSENTIALS COLLECTIVE



1

To help you promote your sponsorship of the program, you will be provided with The Essentials Collective logos and badges for use on your website, promotional material and social media.

2

Your company name and logo on The Essentials Collective website and marketing material.

3

A dedicated media release and social media post announcing our partnership.

4

Positive promotion across a range of media including to 7,000+ people via our socials.

5

Volunteer & Workplace Giving opportunities to engage your staff.

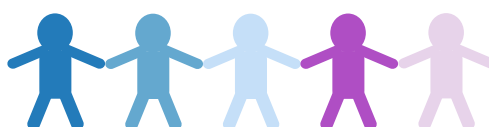
6

Photo opportunity with The Essentials Collective for your marketing channels.

7

Regular Impact reports on how you are helping us reach our goals.

The Essentials Collective welcomes a conversation to ensure we can match expectations and our capacity to deliver on benefits. We are a volunteer-led, grassroots organisation with great skills, experience and enthusiasm to grow and deliver value to our Partners. The ideas above are starting points on which to build specific value for your organisation.



OUR PEOPLE POWERED PROCESS

It all starts with generous **DONORS** who add essential items to their shopping lists and donate throughout the year or during our campaign call outs.

BENEFICIARIES across WA are able to offer hygiene dignity to their clients thanks to The Essentials Collective people-powered process and these essential donations.

Supportive **BUSINESSES** throughout the metropolitan area host The Essentials Collective donation boxes. Some host them all year round and others during our campaigns.

Donations are **DELIVERED**, making their way across Perth and (with funding) regional WA, to empower people in need.

Amazing **VOLUNTEERS** pick up donations, sort them and package specific items for delivery.

MEASUREMENT

The Essentials Collective tracks and measures success by

Outcomes

Number of

- Campaigns
- Items collected
- Items donated
- Beneficiaries and MOUs signed
- Donation Boxes in the community
- Volunteer hours
- Funding partners

Measure what matters

We engage with our Beneficiaries and regularly survey them to ask how we have changed experiences and opportunities for their clients.

We engage with our volunteers and Donation Box hosts to understand how we can improve their experience.



MEET OUR TEAM



SONIA FACCIN NOLAN

CHAIRPERSON



RICHARD BONE

VICE-CHAIR



RACHEL PEARCE

TREASURER



MELISSA DE ABREU

SECRETARY



CATHERINE BENTLEY

BOARD DIRECTOR



LAURIE DAVIDSON

BOARD DIRECTOR



JAMIE HORNER

BOARD DIRECTOR



ELLEN SLOBE

PROJECT OFFICER

STRIVING TO ACHIEVE THE FOLLOWING GOALS

- 1 Financial and system sustainability
- 2 Replicable processes implemented across the Regions
- 3 Stretching and seaching across WA to increase our positive impact
- 4 Excellence in stakeholder engagement with our volunteers, beneficiaries, community supporters and funders





THANK YOU

Let's continue this essential conversation and close the hygiene poverty gap in WA together!

Sponsorship Liaison Contact: Sonia Nolan



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