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MEDIA RELEASE - For Immediate Release

As Cost-of-Living Pressures Mount, the Essentials Collective Launches 2025 'Collecting the Basics' Campaign to Support Those in Need

[4 March 2025] – As cost-of-living pressures continue to weigh heavily on communities across Western Australia, The Essentials Collective is launching its 2025 'Collecting the Basics' campaign to provide vital hygiene and winter essentials to individuals and families experiencing hardship, in collaboration with Campaign Sponsor, [EEO Specialists](#).

Homelessness support services have reported a significant increase in demand, with more people than ever seeking assistance for basic necessities. The Essentials Collective is responding by rallying the community to donate essential toiletries of winter warmth items, ensuring that those doing it tough have access to the basics they need.

“Every day, we hear from frontline relief organisations about the increasing number of people needing support,” said Sonia Faccin Nolan, Chair of The Essentials Collective. “With cost-of-living pressures forcing more individuals and families into hardship, demand for assistance has surged. This campaign is about coming together as a community to ensure no one is left without the basics.”

Last year's 'Collecting the Basics' campaign gathered over 4,320 donated items valued at \$18,500, providing direct relief to people in crisis. This year, The Essentials Collective hopes to exceed that number to meet growing demand. Donations of toiletries like deodorant, shampoo, and body wash, as well as winter essentials, such as new socks, gloves, and beanies, will be collected through participating local businesses, community groups, and partner organisations.

“With winter approaching and financial pressures mounting, it's critical that we step up our efforts to support the most vulnerable in our community,” Sonia added. “Every single donation, no matter how small, makes a tangible difference in someone's life.”

The campaign runs from 4th March until 11th April, with dozens of collection points located across Perth. Businesses and community groups interested in hosting a donation box or running a collection drive are encouraged to get involved.

About The Essentials Collective:

The Essentials Collective is a WA-based charity dedicated to providing essential personal care and hygiene products to people experiencing hardship. Since 2014, it has delivered over 250,000 donated items through the support of dedicated volunteers and community partnerships.

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Interview and Photo Opportunities:

Interviews with Sonia Faccin Nolan (Chairperson) upon request.

Photos and interviews with any of the collection points can be arranged.

Pictured below: Sonia Faccin Nolan, Chairperson of The Essentials Collective (centre) with Franca Sala Tenna (left) and Jane Chilcott (right) from Campaign Sponsor; EEO Specialists.

