

Community, Creativity, Sustainability



Annual Report 2021

March 20, 2022

Community, Creativity, Sustainability

Contents

About SewGreen@Rochester	3
Mission	3
Goals	3
Message from Leadership.....	4
Board of Directors.....	5
Staff.....	5
Accomplishments & Achievements	6
Financials.....	11
Volunteers.....	12
Looking Forward	13
Call to Action.....	14

Community, Creativity, Sustainability

About SewGreen@Rochester

Founded in 2015, the mission of SewGreen@Rochester is to incorporate community, creativity and sustainability in everything we do.

“SewGreen@Rochester, Inc., is a 501c3 dedicated to rescuing for reuse everything to do with sewing, knitting, crochet, and needlework. The second half of our mission is to educate folks of all ages and walks of life in all varieties of creative and practical machine and hand needle arts. SewGreen teaches low-cost classes and camps in our shop and has many free club opportunities for the community. We take programs out to schools, libraries, and festivals, and we are determined to revive these skills which as much as they are practical, are also good for our emotional lives.

Mission

Community - We strive to increase the self-sufficiency of Rochester’s young people and adults by teaching them the skills of sewing, knitting, and needlework, and supplying the tools and materials they need at low to no cost. Through classes, camps, programs, rental of space and equipment, and sales of fabric and sewing materials donated by the community, SewGreen@Rochester provides everything area residents need to learn to sew and practice needlework skills in a safe and friendly environment.

Creativity - Through teacher-lead class offerings, free workshops and open sewing opportunities we encourage the community to create new items from the rescued fabric and sewing and needlework supplies in our shop. Our friendly and knowledgeable volunteers, interns and staff share their projects and ideas to encourage others to create clothing, accessories, artwork, and other useful and creative objects.

Sustainability - Through the rescue and reuse of fabric, sewing machines, and all kinds of sewing and needlework materials, we extend the usefulness of these supplies and keep them out of landfills. Locally rescued and reused materials consume no energy for manufacturing and very little for transportation, reducing overall greenhouse gas emissions.

Goals

- To foster creativity, by providing a welcoming and well-equipped workspace and by connecting knowledgeable individuals with persons eager to learn and develop skills in sewing and related needle arts.
- To promote sustainability, by operating a storefront reclaiming unwanted textile, sewing machines, yarn and related tools, and by either selling these supplies to the public at deeply discounted prices, or using these supplies to teach classes, clubs and camps. Retail proceeds of sales pay employees, interns, rent, and utilities as well as funding scholarships for individuals who cannot afford to pay for classes.
- To build community, by drawing people from the widest spectrum possible - the city of Rochester, the suburbs, from all walks of life and experience to shop, teach, learn, knit, sew, and work with one another.
- To make available avenues to community service, through internships, volunteering, teaching, and outreach programs.

Message from Leadership

Dear SewGreen@Rochester Community,

The word that best captures our approach in 2021 is FLEXIBILITY. As we leaned into the second year of global pandemic, we found that we needed to be able to work both virtually and in person to serve our learning and retail communities. We continued Zoom classes for the Winter and Spring months, but as online class attendance dropped off, we innovated by adding SewGreen on the Sidewalk. Our classes included sewing Mothers' Day postcards with Julie, sewing machine maintenance, felting with Dorothy, crochet with Jane and knitting with Sue. Adam of Aimless Arrow Embroidery let us try out his chain-stitch embroidery machine. Under our white pop-up tent, we were able to learn and to engage safely, and provide the in-person social contact which has been missed.

At the same time, we offered one-on-one sewing help by phone appointment in the shop. Doug of Sewlution Repairs offered in-shop sewing machine repair on Thursdays. We learned that a high percentage of our community was either not on the internet or had limited internet access, or just wasn't comfortable with virtual learning. For Green Friday, we remained virtual with kits available for \$5 or for free if needed and added some online YouTube tutorials. By being flexible, we had a much higher rate of engagement than we could have predicted. When we could work with students in person, the social aspect, even in masks, was likely as helpful as any sewing advice we shared.

With each new COVID variant, we anxiously watched the rate of infection to gauge the safest mode of operation. The shop closed for a few weeks, and we returned online to Zoom with winter classes. As Spring approaches, we are hybrid and moving back toward in-shop classes. COVID has brought a hyperfocus on social distancing. We recognize the need for additional classroom space to ensure adequate elbow room, to minimize disruption for students and shoppers student and to ensure staff, volunteer, shopper, student, and instructor comfort levels. We are investigating additional space for instruction near the shop. Flexibility, safety, listening to and caring for our community - these are the keys to surviving the pandemic as a unique style of not-for-profit.

We will be on the sidewalk under the tent once again this summer, not because we must, but because it is lots of fun to work out in the fresh air and sunshine! There is the bonus of engaging with folks passing by and the joys of conversation. We are looking forward to community events like the 19th Ward Square Fair, the Arnett Block Party, and Maker's Fair. We are planning Spring and Summer Camp, classes in the shop and at public libraries, and anywhere that invites us to come in and share our sewing machine and needlework skills.

One of things that COVID did not interrupt is SewGreen@Rochester's ability to offer opportunity through internships. The program is expanding. Exciting new programs are in the works and launching in 2022.

As we celebrate 6 years of the SewGreen@Rochester adventure, we thank you for continuing to support our vision for the community!

Thank you for your continued Encouragement and Support!

Laura Allen-Pannell, Board President
Georgia Carney, Education & Outreach Manager

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Board of Directors

Laura Allen-Pannell, President
Mary Elizabeth Lewis, Treasurer
Mike Kelly, Secretary
Melissa Dawson, Director
Charlotte Marcy, Director
Jacki Marthinsen, Director
Barbara Matthews, Director
Mary Worboys-Turner, Board Advisor (new role)

We extend a warm welcome to our new Board members Melissa, Jacki, and Barbara as well as, Mary into a new non-voting board advisory role.

Staff

Georgia Carney, Manager, Education and Outreach
Josefina Calzada, Manager, Operations

We offer our gratitude and appreciation for the years of support by board members, staff, and volunteers who have moved on to new endeavors in 2021. A special thank you to:

- Tom Bohrer, Board of Directors
- Josefina Calzada, resigned from the Board 2nd quarter and took on a paid staff role.
- Jennifer Quick, Board of Directors, Secretary
- Anne Freeze, Operations Manager
- Deb LaBelle, Website, Online Shop, and Newsletter Volunteer
- Paula LaManna, Social Media Volunteer
- Rosemarie Penzotti, Volunteer Coordinator

Key support roles have transitioned to staff and board members.

- Website, Online Shop, and Newsletter: Charlotte & Georgia
- Social Media: Georgia
- Volunteer Coordinator: Jacki

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Accomplishments & Achievements

Community Events and Programs

Suspended, across the greater Rochester area, due to pandemic.

Donations to the Community

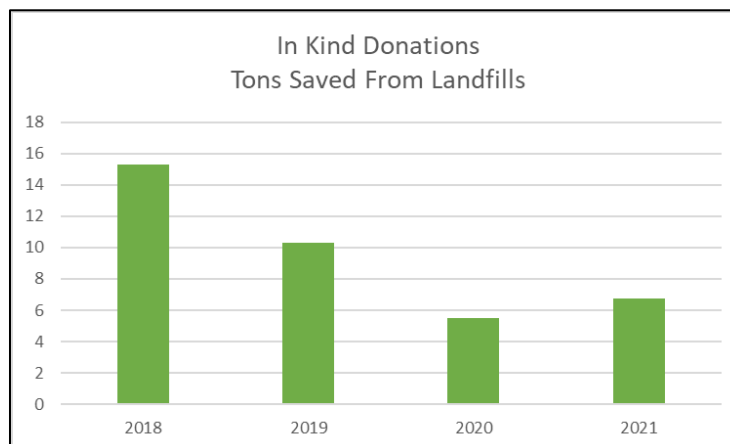
This area of our mission remained especially active during the pandemic which says much to the generosity of our community members who donate their time and talent forward. SewGreen@Rochester donated over \$1700 in kind to the following:

ASG for Verona St Animal Shelter	Nelson – Baby Sewing Give Away
Brockport Summer Leap	Oasis Tappers
Church Ladies – D Morrow	Peoples Pantry of Rochester, NY
Community Place of Greater Rochester	Project Linus
Faith Church Quilting Group	Puerto Rico Youth Program
Hapitat for Cats	PUSH Physical Theater
J Gagnier, sponsored for Fashion Week	Sadat Family
National Council of Jewish Women	Sasha Festival
Keeping Our Promise	Secondhand Wonderland via Op Shop
Livonia Middle School	Sewing With a Purpose
Matthew’s Closet	South Wedge Food Basket
Mission Share Outreach	Southwest Food Pantry

Sustainability

Donations in 2021 were limited by the pandemic, reducing the frequency and total number of items received through in-kind donations. We took in 6.75 tons in total. In particular, the community supported the call to help us fill the increased need for sewing machines.

- Donations -total weight 6.7 tons.
- 103 sewing machines sold, 12 donated to the community. This is the second year in a row that over 100 machines found new owners. That is 2X the annual counts of years prior to 2020.



Internships

Each year students become interns at SewGreen@Rochester through the City of Rochester Youth Employment Service, Summer of Opportunity Program as well as funded through grant programs. For the past 5 years, SewGreen@Rochester has challenged interns to design and implement their own service project and each time, they have stepped up to the challenge.

Coming soon: Check out the online interviews and hear from some of the interns in their own words and what the internships have meant to them, as they prepare for college and careers. [SewGreen@Rochester YouTube Channel](#)

The internship program is expanding! Learn more in Call to Action (page 14).

2021 Interns:

Rachel and Alondra, two high school students, came in with a desire to learn and to grow. They did so in many ways. They learned sewing machine operation and maintenance as well as the nuts and bolts of running a retail business rooted in environmentally sustainable practices. As their community service project, Rachel and Alondra chose to make and distribute face masks to community organizations in need. When the demand overwhelmed their ability to make these, they learned to engage our community for sewing support. By reaching out, they received more masks than they anticipated. Because of this generosity, they were able to help more children and adults.



Newsletter and Social Media Outreach

We have experienced growth on both of our social media platforms, Facebook and Instagram, as well as with our newsletter.

- SewGreen@Rochester's Notions Newsletter has grown from 1100 to 1348 subscribers. 60%-80% open the email and about 9% click through to the website. We get phone calls as well following up on info from the newsletter.
- Facebook Followers - from 1700 in 2020 to 2,084 in 2021 (<https://www.facebook.com/SewGreenRochester/?fref=ts>)
- Instagram followers- from 1000 in 2020 to 1,304 in 2021 (<https://www.instagram.com/sewgreenrochester/>)
- YouTube, become a subscriber: [SewGreen@Rochester YouTube Channel](#)

Shop Visitors and Class Attendance

- Visitors to the Shop (signed in, actual # is higher) - 2557
- One on One Help w. Machines and/or Projects- 739 appointments
- 22 classes conducted via Zoom, 161+ attendees.
- Held 19 SewGreen on the Sidewalk sessions, 150+ attendees.



New Offering: Kits

Green Friday

SewGreen@Rochester's alternative to Black Friday is typically an open house at the shop with multiple craft stations. To ensure the tradition continued during the pandemic, kits were developed and made available for pick up and donation. Facebook Live sessions were conducted periodically throughout the day delivering demos for each kit. Of the 229 kits assembled, 145 of them were purchased.

Expanding Kits Offering

The kits for masks and Green Friday have been very popular. Staff and Volunteers have continued to develop new kits at various skill levels. Watch how to videos: [SewGreen@Rochester YouTube Channel](#)

- Aprons
- Button trees
- Pillows
- Grocery totes
- Tied together fleece scarf
- Fleece hats
- Napkins
- Microwave bowl cozy
- Small zipper bags
- Quilt block of the month



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Donations to SewGreen@Rochester

Cash Donations

Laura Allen-Pannell
Grace Boudway
Susan C Branagan
Bruce & Charlotte Fridd
Karen Kaminski

L Laurie Kennedy
Davide Morse
Jill Orbach
Pamela Young
Spiritus Christi

Thanks to all of you who donate through PayPal, at the cash register and through the mail. We appreciate your generosity to support our mission and Community, Creativity, and Sustainability goals.

Grants

We thank the Episcopal Diocese of Rochester for their continued support.

Non-Cash Donations

James Brock
LeeAnn Fahey
Dolores & Ken Fanton
Kim Pier
Julie Miranda
Nancy Andrus
Dorian Fine
Tamen Gasanne

Tim Young
Anna M. Cole
Elizabeth Peters
Ellyn Sheidlower
Walter M Querb
Chi Wah Brown & Jane Andrews
DWF Décor
Terry Noonan

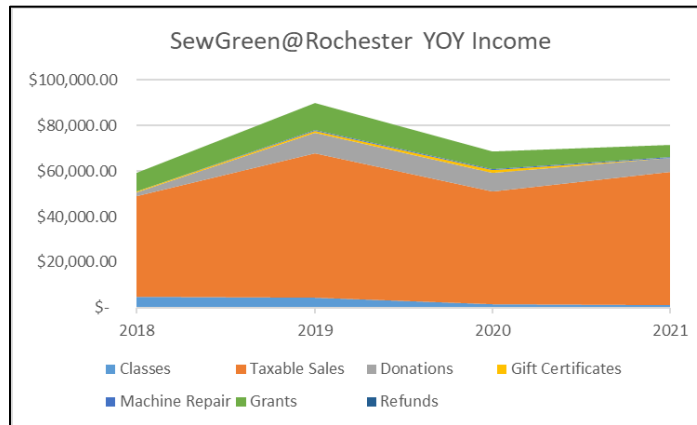
Thank you to the many anonymous donors that support Community, Creativity & Sustainability!



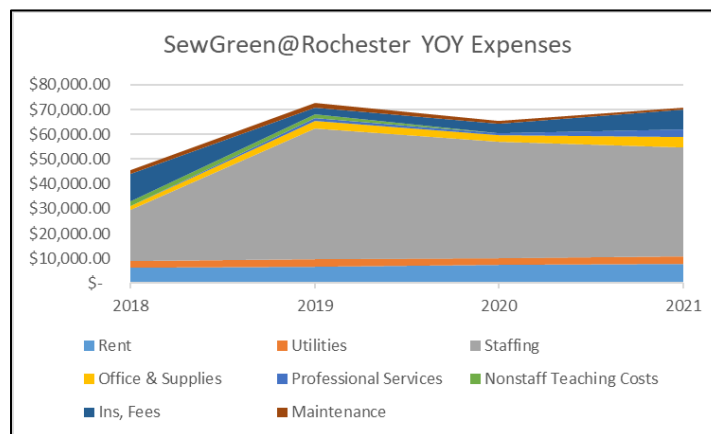
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Financials

Income	2018	2019	2020	2021
Classes	\$ 4,688.00	\$ 4,295.00	\$ 1,729.00	\$ 1,135.60
Taxable Sales	\$ 44,293.00	\$ 63,394.00	\$ 49,265.00	\$ 58,626.00
Donations	\$ 1,488.00	\$ 8,942.00	\$ 8,074.00	\$ 5,816.00
Gift Certificates	\$ 374.00	\$ 851.00	\$ 1,425.00	\$ 345.00
Machine Repair	\$ 15.00	\$ 403.00	\$ 145.00	\$ 110.00
Grants	\$ 8,415.00	\$ 11,920.00	\$ 8,000.00	\$ 5,400.00
Refunds				\$ (27.89)
Totals	\$ 59,273.00	\$ 89,805.00	\$ 68,638.00	\$ 71,404.71



Expenses	2018	2019	2020	2021
Rent	\$ 6,100.00	\$ 6,700.00	\$ 7,300.00	\$ 7,900.00
Utilities	\$ 2,825.00	\$ 3,052.00	\$ 2,868.00	\$ 3,040.23
Staffing	\$ 20,666.00	\$ 52,473.00	\$ 46,821.00	\$ 43,869.61
Office & Supplies	\$ 1,693.00	\$ 3,046.00	\$ 2,623.00	\$ 4,050.12
Professional Services	\$ -	\$ 1,350.00	\$ 875.00	\$ 3,040.00
Nonstaff Teaching Costs	\$ 1,574.00	\$ 1,542.00	\$ 190.00	\$ 275.43
Ins, Fees	\$ 11,117.00	\$ 2,825.00	\$ 3,447.00	\$ 7,803.25
Maintenance	\$ 1,557.00	\$ 1,686.00	\$ 1,323.00	\$ 827.22
Totals	\$ 45,532.00	\$ 72,674.00	\$ 65,447.00	\$ 70,805.86



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Volunteers

Living in a new reality, our volunteers demonstrated their flexibility to roll with the many changes - full shut down, curbside pick up, shopping by appointment, online teaching, classes on the sidewalk in all types of weather and gradual reopening and pandemic related surge setbacks. Without the generosity of the volunteers there would be no shop and no community mission. They support every aspect of SewGreen@Rochester, Inc:

- Measuring and tagging material
- Assisting in store operations, assisting, and advising customers, customer sales at the register, straightening shelves and displays, accepting and sorting donations, cleaning, etc.
- Teaching classes, such as felting, knitting, crocheting, sewing
- Mentoring groups such as knitting, crocheting
- Assist with outside activities (sewing at schools, libraries, public events, etc.)
- Participate as board members

Volunteers are looking forward to the return to face-to-face engagement through more in-shop and community activities, and the resumption of in-shop clubs and groups.

A huge thank you to all!

Jane Beck
Dorothy Belknap
Julie Brandon
Josefina Calzada
Velma Campbell
Mark Darling
Jeanette Gruttadauria
Linda Dronsfield
Patricia Ferrara
Kate Fisher
Barbara Gawinski
Marjorie Gearhart
Scot Graham-Raad
Pam Jacobstein
Deborah LaBelle
Clare LaDelia
Donna LaDelia
Paula LaManna
Sue Maddock
Maureen Martin

Jacki Marthinsen
Charlotte Marcy
Sue Mellech
Rachel Monfredo
Linda Paciocco
Anne Peck
Kristen Peden
Rosemarie Penzotti
Doug Potter
Kathy Schmidt
Sue Sennett
Lisa Shaw
Barbara Sullivan
Alicia VanBorssum
Camelia Vonica
Sheila Wassink
Marcia Weinert
Faith Willhoft
Pam Young

Apologies for any names we have missed. Many, many thanks for all you do!

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Looking Forward

Face to Face Activities, Classes and Day Camps

- In-Shop Classes: Look for the return of the teaching calendar and a regular cadence of classes
- Clubs & Groups: Our club and group members are ready to get back to face to face gatherings and SewGreen@Rochester, Inc is excited to restart the knitting and crocheting club and family sew. Have ideas? Stop in the shop and share.
- Day Camps: We are excited to bring back Fashion Camp! Watch for information in early summer. Additionally, as the pandemic moves toward endemic day camps will return during the school year in association with school breaks. More to come!
- Additional Classroom Space: We love the SewGreen@Rochester, Inc location and it's accessibility. However, we also recognize the need for additional space for conducting classes. Investigation in rental space in the immediate vicinity of the shop is underway.

Continuing Virtual Presence More

- SewGreen@Rochester will continue to build on the virtual foundation of instruction and videos
- Watch for additional YouTube instructional videos, Zoom Classes, and Facebook Live sessions
- Interested in teaching a fabric arts topic, one time or recurring? We will continue to expand our cadre of instructors across sewing, quilting, knitting, crocheting, and other specialties.

Expanding Internships

- SewGreen@Rochester, Inc so proud of the internship program!
- A fundraising campaign is underway to fund expansion of the current internship program from a Summer program to a program that offers short term internships year round, Summer, Fall Semester, and Spring Semester.
- Additionally, we are writing for grants to assist in establishing a full-year internship to assist interns in establishing a year of employment, a resume packed with skills and experience, setting a foundation for an advanced school program, a trade or apprenticeship program, a full-time job, or starting their own small business!
- Our goals for interns include:
 - Provide more employment opportunities to people in our neighborhood and community, especially underserved.
 - Build experience and retail skills while earning money. Includes running a storefront, managing customers, teaching classes, organizational, display, creative, sewing, knitting, crocheting and other fabric arts related skills.
 - Establish job-readiness skills by surrounding our intern with positive role models who will teach leadership and business skills.
 - Enhance self-confidence in a safe and welcoming work environment with leaders who have strong skills in mentoring others.

Micro-Grants & Creator in Residence Sponsorships

- NEW! Micro-Grants for creative projects, up to 3 months in duration.
- NEW! Creator in Residence sponsorship for creators and designers, for longer term projects.

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Call to Action

Donate!

Support The SewGreen Mission:

Scholarships, Community Activities, Off-site Classes, Specialty Instructors, and more.

Help SewGreen@Rochester sustain its mission and outreach.

Donate via the website: <https://www.sewgreenrochester.org/>

Donate via PayPal: https://www.paypal.com/donate/?hosted_button_id=G7CSN4K5QDSHA

Donate via the mail or in shop. 438 w Main St, Rochester, NY 14608

Support Paid Internships:

We are expanding the number and frequency of internships to provide more opportunities to people in our neighborhood and community. Help SewGreen@Rochester provide more opportunities for internships.

Donate via the website: <https://www.sewgreenrochester.org/>

Donate via PayPal: https://www.paypal.com/donate/?hosted_button_id=UL2F4EKHXSP5A

Donate via the mail or in shop. 438 w Main St, Rochester, NY 14608

Support Through United Way:

SewGreen@Rochester, Inc is a listed United Way Donor Designation, #3386. Please consider us for your United Way donations this year. You can donate one time or periodically through a payroll deduction. If your company matches donations, even better!

In-Kind Donations:

Check the website for drop off times and needs. <https://www.sewgreenrochester.org/>

Volunteer!

Do you enjoy working with people of all ages and backgrounds? Do you like to participate in clubs (knitting, crocheting, sewing, quilting)? Is sorting and organizing your thing? Help SewGreen@Rochester regain its in-shop and community engagement. As we emerge from the pandemic, fully open the doors for shopping, re-establish in person classes, and as the community opens its arms to community engagement, there are many opportunities to volunteer. If you've got time but prefer to work from home, we need volunteers who can measure and label fabric for the shop. Email us with interest:

info@sewgreenrochester.org

Join the Board of Directors!

Help SewGreen@Rochester expand our strategies for online community engagement, community outreach, marketing, as well as new approaches to delivering services in person with social distancing in mind. Email us with interest: president@sewgreenrochester.org

Apply for Paid Positions!

- Share your expertise in the fabric arts by teaching a class.
- Apply for an internship.

Email us with interest: info@sewgreenrochester.org