



Annual Report 2022

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

Sustainability - The rescue and reuse of fabric, sewing machines, and all kinds of sewing, and needlework materials extend the usefulness of these supplies and keep them out of landfills. Local rescue and reuse consume no manufacturing energy and very little transportation energy, 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 textiles, sewing machines, yarn and related tools, and by either selling these to the public at deeply discounted prices, or using them to teach classes, clubs and camps. Retail proceeds of sales pay employees, rent, and utilities as well as fund 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 the Board of Directors & Shop Director

Dear SewGreen@Rochester Community,

The 2021 Annual Meeting highlighted an amazing annual report with incredible growth in every aspect of our not-for-profit enterprise and we were looking to grow our staffing and outreach to the community. The 2021 Annual Meeting was conducted via Zoom and attended by a small group as COVID was still a threat.

2022 was quite a year! Fostering new ways to reach the community, keep the lights on, and ensure safety for staff, volunteers, and customers.

The pandemic lasted into 2022 and SewGreen@Rochester continued its shopping by appointment, machine help by appointment, and virtual classes. By mid-year, we were able to open the store three days a week and eventually returned to being open five days a week, and there were at least 2,600 visitors to the store during 2022. During the warm months, outdoor classes were held on the sidewalk, and during the fall we returned to in-store classes. Attendance at the classes has steadily increased and SewGreen@Rochester is offering a greater variety of classes. We continually try to recruit volunteers and customers to teach classes.

SewGreen@Rochester held its first fundraiser in 2022. The community generously donated \$16,555 to cover the costs of three summer interns and a part-time year-round adult intern who is re-entering the workforce.

Please know that we continue to hold your health and safety above all else.

Thank you for your continued Encouragement and Support!
The Board of Directors and Josefina

Accomplishments & Achievements for 2022

Community Events and Programs 2022 (limited in 2022 due to COVID pandemic)

- Artist Day at Public Market
- West Side Farmers' Market
- Making Baby Items at the Rochester Public Library
- 19th Ward Square Fair
- In-Person Green Friday with free kits (at least 30 attended)
- Girl Scout Troops

Sustainability

Donations in 2022 were not limited by the pandemic, and numerous times we had to put a hold on donations as the storage area was overflowing. We took in over 7.5 tons in total, including 155 sewing machines.

Students and Interns

For Summer 2022 we welcomed three high school age interns thanks to SewGreen@Rochester's first fundraiser. Alec, Rita, and Nadea learned to sew, assisted in the shop and taught other kids how to sew at the West Side Farmers' Market.

During the fall 2022, we welcomed Tiffany, an individual reentering the workforce, as a part-time year-round intern. Again, the cost for Tiffany is being covered by the fundraiser.



Organizations which Received Donations from SewGreen@Rochester-

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.

People's Pantry	Keeping Our Promise- Refugee Resettlement
RGH NICU Unit for Babies	Refugees Helping Refugees
Saints Place	Swan Montgomery Center
Mendon Public Library	Center for Youth Services (CHOOSE)
Angel Of Mercy	Dresses for Girls Around the World
Anomaly Film Festival	Brockport Summer LEAP
World Relief	Community Place Of Rochester
PAD Project	Wilson Commencement Park Summer Camp
Project Linus	

Donations to SewGreen@Rochester

Adrien Clark	Barbara J. Matthews
Beverly J. Brown	Charlotte Marcy
Church of the Good Shepherd	City of Rochester
David A. Kennedy	Dawn M. Lepard
Elizabeth Alpert & James Bearden	Emma Esperon
Episcopal Diocese of Rochester	J.M. Prevratil
Kathryn M. Fisher	Laura Allen-Pannell
Margaret Donaghy	Marjorie A. Ridge
Shirley H Rosini	St. John's Episcopal Church
Spiritus Christi Church	
Webster Presbyterian Church	

Thanks to all of you who donate on PayPal or donate your change at the cash register. We appreciate your generosity to support our mission.

Non-Cash Donations

James Brock	J. Madeline's Quilt Shoppe
Rita Wilbert	Penelope Carter
Karla Kates	Linda Draper
Jeff Sciortino	Susan Dineen
Barbara Smith	Susan Vaala
Sharon Alston	Wendy Yvonne Wurz
Anne Marie Mullin	Zelma Kostyshak
Ceola Bacot	Joy Thorp
A. Joy Eaton	Solange Skyer

Margaret Revelle
Betty Connell
Sandra Goldman
Jan Porter

Marilyn Sadler-Bay
Mary Pojak
Linda Oette
Mindy Erbeling

Thank you to our named and anonymous donors who gave in cash, in kind and with helping hands.

Newsletter and Social Media Outreach

The newsletter went out by email to over 800 contacts monthly. 65% of these contacts open the email and .05% click through for more information on the website, knowing we are no longer selling online. These are strong statistics, and we thank Charlotte Marcy for her strong volunteer leadership on the newsletter.

We successfully led our first email campaign from March through May of 2022 to raise awareness around our internship offers through our website. This led us to increase our presence on YouTube.

Georgia Carney led our social media presence for the past two years, building a following of over 1000 on Instagram and more than 1700 on Facebook. In 2020, she created 627 posts which helped to keep our community engaged and also supported sales on the online store. We thank Georgia for her consistent support to our community online.

Class and Club Attendance

Class and Club attendance has steadily risen since SewGreen@Rochester began offering in-store classes. We offer free crochet and knitting clubs and felting each week and conducted a variety of classes including:

- Felting
- Spinning
- Jewelry Making
- Serger 101
- Sewing Machine 101
- Tote Bags
- Zipper Bags
- Microwave Bowl Cozies
- Hand Embroidery
- Aprons
- Knitted Mittens
- Visible Mending
- Rub-Off a Pattern

Open Sewing, Clubs, and Camps!

We resumed open sewing, family sewing club, in-store classes, camps, as well as knitting and crochet clubs in 2022.



2022 Financial Report

	TOTAL INCOME	Register Income	PAYPAL Income	Donations	Internship Donations	Grant Income
	\$99,068.38	\$65,903.91	\$8,632.00	\$3,944.83	\$10,077.64	\$10,510.00

	TOTAL EXPENSE	Operations	Insurance	Rent	Staffing
2022 Total Year	\$89,296.57	\$12,517.55 14%	\$750.00 1%	\$8,400.00 9.4%	\$67,629.02 75.6%

Volunteers

Our great team of volunteers are in the shop to teach classes, attend community events, process donations, help customers, and keep the shop looking organized and attractive. Volunteers continue to take home totes of material, trim, yarn, knitting needles, etc. to be measured, sorted and tagged at home and then returned to the shop. A huge thank you and we look forward to seeing you all!

Our volunteers collectively gave 2,945+ hours of time to SewGreen@Rochester without which there would be no shop and no community mission. In addition, Doug Potter donates at least two hours of his time each week in the store analyzing and, if necessary, repairing sewing machines for sale and also troubleshoots customer machines that are brought to the shop. Doug's effort enabled SewGreen@Rochester to sell 103 sewing machines during 2022.

Other volunteers include Heritage Christian Services, Lifetime Assistance, and Holy Childhood, who dedicate at least one hour per week.

A special thanks to volunteer Robin Lalise (one of Charlotte Marcy's sons), who helped put together the videos for the successful email campaign to fund the internships.

We would also like to thank:

Jane Beck, Azalea Bietz, Dorothy Belknap, Janet Barclay, Jeannette Bruttiodauria, Sherril Goslar, Laurie Kennedy, Sue Maddock, Charlotte Marcy, Jacki Marthinsen, Maureen Martin, Sue Melech, Sandi Parloto, Doug Potter, Henrietta Foster, Alec Rouleau, Sue Sennet, Lisa Shaw, Amy Shema, and Pam Young. If we missed your name, please let us know so we can honor your service to our mission as well.

Board of Directors 2022

Laura Allen-Pannell, President
Mary Elizabeth Lewis, Treasurer
Michael Kelly, Secretary
Melissa Dawson, Director

Charlotte Marcy, Director
Jacki Marthinsen, Director
Barb Matthews, Director

Staff

Georgia Carney (Jan 2022 - November 2022)
Josefina Calzada
Jane Beck (as of Summer 2022)
Ansel Eklund (as of November 2022)

Call to Action

Donations are always welcome!

Help SewGreen@Rochester sustain its mission and ever-growing outreach!

Donate at the shop, by mail, or via the website:

<https://www.sewgreenrochester.org/>

Seeking board members

Help SewGreen@Rochester expand the strategies for online community engagement, community outreach, marketing, as well as new approaches to delivering services.

Email us: info@sewgreenrochester.org

Have a Needlework Skill to Share? Volunteer teachers are always needed for classes and camps. Email volunteer@sewgreenrochester.org

Internships!

Do you know a student looking for meaningful employment?

We offer paid internships offered throughout the year. Applications are available at the shop

Email us with interest: info@sewgreenrochester.org