



Annual Report 2023

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SEWGREENROCHESTER.ORG

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Eliza and Johnathan creating patterns

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GET INVOLVED

FROM THE PRESIDENT OF THE BOARD

Welcome to the 2023 Annual Meeting! We celebrate our 8th year with continued growth in revenue, visitors, volunteers, paid staff, social media presence, as well as class offerings and attendance. As we have settled into our new post-pandemic normal, community outreach opportunities continue to emerge, and we are energized by the excitement of children and adults whom we reach with hands-on events at local fairs, farmers' markets, and libraries. Our fleet of hand crank sewing machines continues to be a wonderful way to introduce people from 5 and up to the basics of machine sewing- no electricity needed!

Our shop sign-ins indicate visitors grew from 2600 in 2022 to 3600 in 2023. Also, in 2023 we added a fourth part-time staff position to support the all-around mission needs of the shop. There is palpable pride in all members of our growing community of not just surviving as an entity but thriving through difficult times. The question now is - what's next?

As the Board of Directors began to look into 2024 and beyond and consider where we would like to lead SewGreen@Rochester, as a growing not-for-profit, we came to realize it was time for some outside assistance. We are consulting with Causewave (formerly the Ad Council), an organization which focuses on careful analysis of all aspects of not-for-profit organizations in order to help them to be strategic as they grow. Our first meeting was on February 12th, 2024 and we are excited to do this important work together as board members, volunteers, and paid staff.

From 2015 to 2023, we continue to be encouraged by the positive energy and support that flows into our organization. Thank you for helping us to continue to stitch lives together!

Here's to 2024 and beyond! Thank You!!!

Georgia M Carney, President
Jacki Marthinsen, Shop Director



Georgia teaching introduction to dress-forms

A Very Special Thanks to Laura Allen-Pannell for her extraordinary leadership of our organization as President from 2018- early 2023. Laura provided the business acumen which we needed, and was instrumental in getting the paperwork filed whereby we became an essential business during the COVID 19 epidemic. This designation made it possible both to serve our community with sewing supplies and mask kits during the pandemic, and to survive as a business by pivoting into online operation both in sales and educational outreach. Laura's vision and solid dedication to our mission positioned us to stay on track and to keep growing despite a challenging time.



Volunteers sewing with community members at the King Street Summer Fair

MISSION

"SewGreen@Rochester, Inc., is a 501c3 dedicated to rescuing for reuse of 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.

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 and staff share their projects and ideas to encourage others to create clothing, accessories, artwork, and other useful and creative objects.

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

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.

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. Local rescue and reuse consumes no energy for manufacturing and very little for transportation, reducing overall greenhouse gas emissions.

Board of Directions and Staff



From L-R: Lisa Shaw, Georgia Carney, Monique Sullivan, Charlotte Marcy, Mike Kelly, Betsy Lewis, Amy Shema



Jane Beck



Ansel Eklund

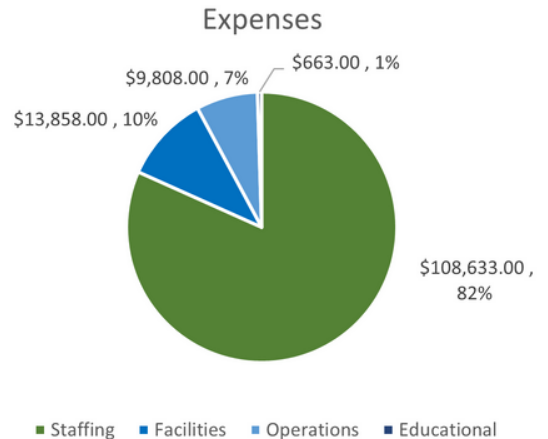
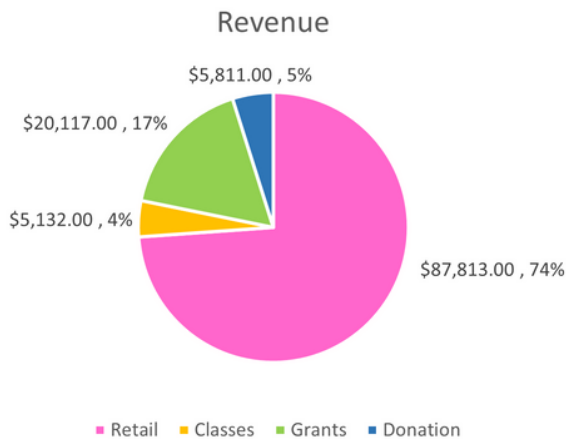


Serena helping shop manager
Jacki Marthinsen wind yarn



Eliza McDaniel

Financial Summary



Grants

City of Rochester
 Episcopal Diocese of Rochester
 John F. Wegman Fund (RACF)
 Spiritus Christi Tithing Grant



	2022	2023
Expenses	\$89,222	\$132,962
Staffing	\$67,626	\$108,633
Facilities	\$13,777	\$13,858
Operations	\$7,634	\$9,808
Educational	\$182	\$663
Revenue	\$94,723	\$118,873
Retail	\$61,121	\$87,813
Classes	\$1,300	\$5,132
Grants	\$10,510	\$20,117
Donation	\$21,792	\$5,811
NYS Sales Tax	\$4,795	\$6,963
Checking Acct Balance	\$106,931	\$95,799

Donors

Elizabeth Alpert & James Bearden
 Charlotte W. Fridd
 Sandra Marafino
 Susan Melech
 Kimberly Miranda
 Kenneth and Mollie Traub
 Vicki L. Vetere
 Barbara Wainright

First Unitarian Church
 National Council of Jewish Women
 Network for Good
 Rochester Museum & Science Center
 Rochester Waldorf Education Association, Inc.
 Spiritus Christi Church
 Temple Sinai
 Women's Club of Pittsford

Highlights



Needle Felting Class



Sewing 101 Graduate

Community Events

Westside Farmers Market
19th Ward Community
Association Square Fair
Brighton Eco-Fair
King Street Summer Event
Rochester Maker Faire
Green Friday



Volunteers from the University of Rochester

Volunteers

SGR RECOGNIZES AND APPRECIATES OUR WONDERFUL VOLUNTEERS. SOME HAVE SPECIFIC SKILLS AND BRING THOSE TO SPECIFIC ACTIVITIES. OTHERS OFFER IN A GENERAL WAY, WHATEVER IS NEEDED, WHENEVER. SPREAD THE WORD, THAT VOLUNTEERING AT SGR IS FUN AND A COMMUNITY EFFORT. PLEASE KNOW YOU ARE ALL APPRECIATED AND ESSENTIAL TO OUR MISSION. MANY THANKS!

Community Partners

19th Amendment Emporium
Refugees Helping Refugees
Keeping Our Promise
REACH

Asbury United Methodist Church
Susan B Anthony Center at the U of R
World Relief Refugees
DePaul Mental health
Mathew's Closet
Helen Dale Elementary
People's Pantry
PAD Project
Repair Cafe
SEAC Tool Shed
South Wedge Mission
Rochester Public Library
Spiritus Christi Church



Spinning Class

CLASSES & CAMPS

2023 was the best year yet for SewGreen Rochester's educational outreach. We expanded the range of classes offered, from wool spinning to Tunisian crochet and ribbon embroidery. Over 580 people attended our classes in 2023!

Our December break camps were well-attended, teaching beginning knitting, fabric origami, gift bag sewing, and amigurumi (which is Japanese crocheting of tiny creatures, for those who don't know...), We even learned how to pronounce it.

Komebukuro was a popular class offering. It is a Japanese method of making a beautiful bag from scrap fabric, traditionally used for rice offerings or as a gift bag for a special friend. We learned to pronounce that one too. Visible mending was a popular topic, based on (Japanese again!) traditional mending methods metamorphosed into the popular way of adding beautiful patches and embroidery to torn or ragged garments.

Beginning sewing classes on Saturday morning were always full, with students learning about their sewing machines and how to use them in Sewing 101, and expanding their fledgling skills in Sewing 201.

Our Quilt Block of the Month group was resurrected, thanks to quilting maven Janet Barclay. Participants learn a new block each month, either in the shop under Janet's tutelage, or at home with her detailed instructions.

All in all, the restart of in person activities at SewGreen was a welcome sight after the isolation and travails of the pandemic. We look forward to even more classes and camps in 2024.



Fearless Fashion Camp

Fearless Fashion Camp grew out of a program SewGreen@Rochester provided for Wilson Magnet High School in 2016. Interest in fashion design has grown due to TV programs like "Project Runway". There are fashion programs which teach styling with existing pieces from a student's wardrobe. What Fashion Camp does differently is to guide campers of all ages (yes, even grandmothers or fathers!) through the whole process in an intensive 2-week timeframe: from creating an original sketch, patterning, choosing fabrics, trims, and buttons, sewing, fitting, adjusting, accessorizing, and walking the runway. In 2022 and 2023, we worked with local designer Jenna Gagnier, who acquires sustainable materials for her fashion lines from SewGreen@Rochester. She not only assists with camp but also does a presentation of her design process and work to further inform campers about fashion as a career choice.

Campers learn to appreciate the creativity, thought, discipline, and hard work that goes into creating a wearable design. The bonus is the community which is built together through positive feedback and encouragement with campers and the mainly volunteer camp staff. We have camp costs affordable- \$100 for the 2-week camp in 2023. We don't anticipate raising that fee in 2024 due to a generous grant from the Genesee Valley Council on the Arts which will fully fund our program. These funds will allow us to hire more staff, have a dedicated space for camp (thanks to Barbara Hoffman), and provide field trips to a local fashion manufacturer and the Memorial Art Gallery.





Introduction to crochet class: Granny Squares

7 tons

Of donated fabrics, notions, yarns,
sewing machines

149

Sewing Machines Donated

112

Classes Offered

3,120+

Estimated Volunteer Hours



INTERNS



Our 2023 interns learned many marketable skills that will stand them in good stead over a lifetime. These basic skills included the use of cash register and point of sale software, organizing and merchandising the shop, and accepting and weighing donations. Most importantly, they had the chance to interact with people from all different backgrounds and different skill levels. They learned sewing machine maintenance, selection of the correct supplies for a particular garment, garment repair, and how to work as a team. They helped to teach classes, and one intern developed and taught a class (with assistance from the other interns). The interns assisted community members during Open Sew with sewing projects. They participated in outreach events, like the West Side Market, including setup, take down, and teaching people how to use the machines.



Staff attempted to engage two of the shy interns to learn more about them and their interests. One day one of the shy interns wore a blouse she had sewn herself. After receiving several compliments, she became animated about the blouse and even suggested conducting a class to sew peasant blouses. The intern made the pattern, provided the write-up for social media, accumulated a pile of suggested fabric, and enlisted the other interns to help her teach the class. The class was full, the students successfully sewed the blouses, and the intern was very proud of herself. The staff was happy to see her bloom and further encouraged her self-confidence.





Ansel teaching wool felting snowman class.



sewgreenrochester



Liked by crochetactivism and 34 others
sewgreenrochester Crochet club is rockin' 🌍 🍷 🍷

Stay Connected

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.

Employment opportunities

Share your expertise in the fabric arts by teaching a class.

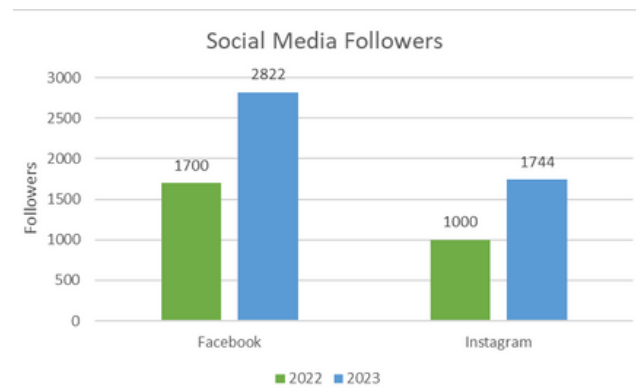
Paid internships offered throughout the year.

Volunteers needed

Volunteer in the shop, to teach a class, at a community event, or from the comfort of your home. Many opportunities available.

Email us: info@sewgreenrochester.org

Instagram Followers Increased 74%



Follow us @sewgreenrochester

