



2020 Annual Report

Organization

Local Cloth is a 501(c)3 non-profit organization built and sustained by a passion for fiber. Rooted in local resources and talent, we strive to increase awareness of and access to regional production and artisan practices.

Mission Statement

Local Cloth is dedicated to growing and supporting the fiber economy in Western North Carolina through education, inclusive programming, and services which add value to local products. We advocate for our regional community of farmers, artists, makers and designers.

Vision Statement

A regional fiber system that is healthy, abundant and sustainable, where farmers, designers and artists make a living wage.

Board & Leadership Team

Chairman: Judi Jetson

Vice Chairman: Joyce Tromba

Treasurer: Sandy Hartmannsgruber

Secretary: Lynne Noble

Marilyn Haas-Haseman, Caroline Williford, Karen Swing, Nica Rabinowitz, Beth Sellars, Susette Shiver, Mamie Fain

New Interest Groups

The *V-Handwork Circle*, hosted by Susette Shiver meets every Friday from 4-6 pm and usually has 4-6 participants on a given Friday. There are knitters, doll makers, sewists, spinners, weavers, and others all with fiber interests.

The *Spinning Study Group's* purpose is to share the joy of handspinning. The Spinning Study Group's purpose is to share the joy of handspinning. We are conducting a breed study, spinning and plying samples of the dozens of types of wool, mohair, alpaca and llama raised in our Blue Ridge Mountains region.

The *Fiber Art Critique Group* is a fun, positive way to get together with like minded fiber artists to discuss our current work and learn new ways of doing things.

Membership

We added 71 new members in 2020, ending the year with 197 active members.

Anything Fiber Sale

The Anything Fiber Sale is usually an annual yard sale for fiber artists and farmers in Western North Carolina. Held in summer, people would come to buy and sell all kinds of fiber goods. Due to Covid-19, AFS moved to a Facebook Group where the community can keep in contact and buy and sell fiber items. In July 2020, we sold donated items and had a successful yard sale. The AFS and yard sale raised about \$2000 for Local Cloth.

Events

Fiber Farmers Day | November 7, 2020

17 WNC fiber farmers gathered at the WNC Farmer's Market to sell their fiber and fiber products from the animals they raise.

Holiday Market | December 7, 2020

We hosted 11 fiber vendors during the holiday season at a craft market in the Refinery Creator Space, the location of Local Cloth's dye studio.

*Botanical Journeys: Dyeing and Printing with Plants
December 4, 2020 - January 8, 2021*

Located in the Front Gallery of the Refinery Creator Space, this year we focused on natural dyers and eco-printed fiberarts. This exhibit highlighted the work of 9 artists with a mix of finished products and works in the stages of the process from unspun fiber to yarn to garments and rugs, handmade paper that has been eco printed and then made into books, naturally dyed and eco-printed fabric that has been sewn into original one of a kind garments.

Fibershed Affiliate

We joined Fibershed, an international network with more than 40 affiliates promoting the development of regional fiber systems in order to learn what's working elsewhere, build relationships and new global networks.

[Fibershed.org/affiliate-directory/](https://fibershed.org/affiliate-directory/)

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Workshops

Faced with the challenge of continuing workshops in a Covid safe environment, we were able to pivot many traditional in person classes and offer virtual options.

Studio Tours - Members were able to take virtual tours of 10 Local Cloth member's studios and farms.

Virtual Workshops - 53 Zoom classes, handwork circles, and study groups to 132 students.

A total of 289 participants attended both in-studio and virtual classes for the year.

Social Media Revitalization

In 2012, we established a Local Cloth *Facebook* page. Today we have 2,100+ followers. Facebook was an important tool to reach our members and followers this year. We also took the Anything Fiber Sale, traditionally an in person sale, to a virtual platform, which now has 570+ members.

Facebook.com/localcloth
Facebook.com/anythingfibersale

Instagram was also an important platform this year. In 2019 there were only 19 posts, in 2020 we posted 152 times, promoting workshops, studio tours, members achievements and blogs. We gained over 100 followers in 2020.

@Localclothinc

In April, 2020 the *Local Cloth Blog* was given new life by the leadership team members. Many weeks Susette Shiver, the host of the Handwork Circle, writes about what the group is up to but also about topics, like fiber farmers, fundraising efforts, and textile techniques.

Localcloth.org/blog

This year we started using *Youtube* to reach a wider audience. Though, in its infancy, our Youtube Channel has information about studio guidelines, updating member profiles, fundraising successes, and classes.

Youtube.com/channel/UC2k8vciLtUXUOQHuxWMarxQ

Fundraising

In June 2020, Local Cloth, like many organizations, was faced with financial strife due the Covid-19. We undertook the first fundraising campaign to pay rent for the dye studio and to continue to pay instructors. During this Sustaining Donor Campaign, with the help of 27 community and board members, we were able to raise nearly \$10,000. In return the donors received time in the studio for personal projects, free classes, merchandise, and public recognition.

Financials

Programming Income

| | |
|--|-----------------|
| Dye Studio (Interest groups, rentals, workshops) | |
| Fibershed Grant | \$19,143 |
| Special Events | \$1,290 |
| (Fiber Farmers Day, Exhibits, Holiday Market) | \$755 |
| Anything Fiber Sale (FB - Ongoing) | |
| Total Programming Income: | <u>\$2,154</u> |
| | \$23,342 |
| NC CARES for the Arts Grant | |
| Donations and Patron Contributions | \$5,140 |
| (Includes Fiscal Agent fee) | \$9,551 |
| Membership Dues | |
| | <u>\$5,930</u> |
| Unrestricted Income: | <u>\$20,621</u> |
| Total Income: | <u>\$43,963</u> |

Programming Expenses

| | |
|---|-----------------|
| Regional Marketplace + Product Development Survey | |
| (Funded by Fibershed Grant) | \$1,197 |
| Studio Rent | \$8,469 |
| Studio Expenses | \$2,350 |
| (Payment Processing Fees, Insurance, Supplies) | |
| Workshop Exp/Instructor Fees | <u>\$10,425</u> |
| Total Programming Expenses: | <u>\$22,441</u> |

General & Admin Expenses

| | |
|---|-----------------|
| Administrative Expenses (Admin Asst, Bookkeeping) | \$8,291 |
| Advertising, Marketing & Development | \$1,507 |
| Office Expenses | \$1,689 |
| Website & Wild Apricot | <u>\$2,177</u> |
| Total G & A Expenses: | <u>\$13,664</u> |
| Total Expenses: | <u>\$36,105</u> |
| 2020 Net Income: | <u>\$7,859</u> |