



2021 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, JoAnn Stanley

Secretary: Lynne Noble

Marilyn Haas-Haseman, Caroline Williford, Susan Proctor, Elizabeth Bell Strub, Beth Sellars, Susette Shiver, Mamie Fain

408 Depot St.

In June, Local Cloth achieved a long time goal. We moved into a new 3000 sqft community fiber studio in the River Arts District. This new space features a classroom, studios, dye lab, and exhibit and retail space showcasing locally sourced items.

Shop Local Cloth - Inspired by the 2020 fiber artist & farmers needs assessment survey, we opened our retail space. Representing 39 selling artists, with a favorable commission split 75/25. In our first year we have exceeded sales estimates.

Founding Resident Artists

Joanna White - silk painting; Nica Rabinowitz - fiberartist; Judi Jetson - spinner & dyer; Beth Sellars - needle felter; Vasanto - wet felter

Events

Fiber Farmers Day | May 1, 2021

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

Local Cloth Open House | June 12, 2021

Members were invited into the new 3,000 sq ft community fiber studio and retail space to celebrate our grand opening.

Kay Speckman Estate Sale | July 2 & 3, 2021

Kay, an accomplished milliner and fiber artist passed away in February and Local Cloth members helped her husband, Ernie, clean out her studio and find good homes for her materials and equipment.

Fleece to Shawl Exhibit at SAFF | Oct 22 - 24, 2021

A generous group of fiber farmers and artists volunteered their time and their fleece at the Local Cloth booth to demonstrate the steps of making a product starting with roving. 3 shawls were made that weekend and will be auctioned off with the proceeds going to Blue Ridge Blankets.

Farmer's Spotlight | Second Saturdays

4 farmers visited Shop Local Cloth to talk about the products and experiences from their farm.

Holiday Market | December 4, 2021

We had our most successful market yet in the new studio. 12 vendors sold their handmade goods, including knitted accessories, needle felted creations, quilted homegoods, yarn, roving and raw fleece.

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Membership

We added 51 more members in 2021, ending the year with 236 active members.

New member levels: Wool, Angora, Alpaca all with a professional add on opportunity for fiber businesses. All new levels include additional benefits.

Blue Ridge Blanket Project

Our mission is to connect fiber farmers, processors, dyers and weavers all together in order to make yarn and blankets made from animals raised in WNC. Proceeds from blanket sales will be put back into the project, enabling us to keep the project going. Initial funding was provided by a Natural and Cultural Resources grant from The Community Foundation of Western North Carolina. We have purchased all of the necessary fiber for the sample blankets: wool, alpaca and mohair. We are now looking for the weavers. We anticipate buying several more pounds of fiber at this year's Fiber Farmers Day.

Social Media

2 Newsletter per month

Facebook

200+ new followers totaling at about 2.3K reached 18k accounts in 2021

Instagram

150+ new followers totaling at 893 reached 3.3k accounts in 2021

Facebook.com/localcloth

Facebook.com/anythingfibersale

@Localclothinc

Workshops

In June of this year we moved into a wonderful large new community studio and did our very best to provide in studio Covid safe workshops. This represented the shift from virtual workshops and meet ups to in person classes again some with a virtual options.

Workshops - 200 classes, handwork circles, interest groups and events to for a total of 287 participants.

Affiliate Groups - Community fiber groups that also use our studio for their meetings.

- Mountain Quilters
- Designing Divas

Financials

Program Income

Workshops (Interest Groups, rentals, scholarship)	\$38,798
Special Events (FFD, AFS, holiday market, estate sale)	\$1,360
Resident Artist rentals	\$9,025
Retail Sales	<u>\$46,263</u>

General & Administrative Income

Fundraisers	\$7,523
Covid grants	\$1,927
Donations and Patron contributions	\$2,867
Membership Dues	\$8,785
TOTAL INCOME:	<u>\$116,548</u>

Programming Expenses

Workshops (incl refunds, instructor fees)	\$15,985
Special events	\$3,341
Rent	\$20,308
Studio (cleaning, supplies, renovation, insurance, utilities)	\$8,010
Vendor Payments + processing fees	<u>\$27,826</u>

General & Administrative Expenses

Admin (Bookkeeper, Admin Asst, Retail Coord)	\$13,357
Marketing (incl advertising, fundraising, memberships)	\$2,037
Office expenses (incl D&O ins)	\$902
Website & Wild Apricot	\$5,926
TOTAL EXPENSES	<u>\$97,692</u>

NET \$18,856

* Grant of \$49,742 from Community Foundation of WNC not included. It funds the Blue Ridge Blankets project.