

## 2010 Annual Report

The Southeast Fiber Arts Alliance is now one and a half years old. We've just completed our first full calendar/fiscal year and, boy, we've come a long way baby! We've gone from ten individual and one organizational member on January 1, 2010 to 35 individual and eight organizational members on December 31st. We began the year with a bank balance of \$570 and ended it with \$6793. Here's a quick look at what happened over the course of the year:

January -

- Received 501(c)(3) status retroactive to July 17, 2009 (1/5/2010)

February -

- SEFAA joined GoodSearch/GoodShop
- Article about SEFAA in WeaveZine magazine (2/5/2010)
- Cathy Fox featured SEFAA in her ArtCriticATL blog (2/15/2010)
- Linda Fetter and Leisa Rich re-elected to SEFAA's Board of Directors (2/22/2010)

March -

- SEFAA brochures printed
- SEFAA booth at Sewing & Quilt Expo (3/11-13/2010)
- Board of Director's Retreat Day (3/28/2010)

April -

- Switched to Vertical Response for email newsletters and announcements
- SEFAA website online
- SEFAA booth at STITCHES South (4/22-25/2010)

June -

- Started SEFAA blog, Facebook Page, and Twitter account
- Received donated office furniture from Sibold and Associates

July -

- Purchased liability insurance
- First class - In Living Color with Rebecca Ewing (7/25/2010)

August -

- Awarded Social Ventures Consulting Grant from Grassroots.org
- Registered with PayPal and able to receive online donations through website
- Second class - A Taste of Fiber (Arts) with Leisa Rich, Ray Pierotti, and Jane Timmers (8/22/2010)

September -

- Survey to determine needs and desires of individual members launched
- Direct donation campaign targeting members of member organizations launched (this raised **\$3775** with the vast majority coming from AKG members!)
- Received VR500 award for email marketing excellence from VR

October -

- Board of Directors Retreat Day (10/1/2010)
- SEFAA booth at Georgia Quilt Show (10/14-16/2010)

November -

- Possible location for SEFAA Center identified at the Senior Citizens Services Center
- Third class - Holiday Silk with Hellenne Vermillion (11/14/2010)

- Site visit from Social Venture Consulting Grant team (11/18/2010)

December -

- Final Social Ventures Consulting Grant presentation in Washington DC (12/8/2010)
- Linda attended Building a Sustainable Nonprofit Organization at the Foundation Center on a full scholarship (12/16/2010)

As you can see, it's been a busy, productive, and very exciting year. 2011 promises more of the same, but before we preview what's to come, I need to say thank you. Thank you first to SEFAA's Board - Linda Fetter, Jane Timmers, Leisa Rich, and Ray Pierotti - you have given your time, talent, skills, and energy to SEFAA. You're awesome! What more can I say?

Thank you to all of you who have volunteered for SEFAA over the year - whether manning our booths at STITCHES, the Sewing & Quilt EXPO, and the Georgia Quilt Show, donating your time to teach one of our three classes, donating images for promotional materials, and/or donating items for drawing prizes and to sell at our booths. Each and every one of you made a difference. You helped publicize and promote SEFAA and you were instrumental in SEFAA making a big bang with very few bucks.

Thank you to our members - individual and organizational. SEFAA wouldn't exist without your belief, trust, and support.

Finally, thank you to GoodSearch/GoodShop for an easy and painless way to raise money; to Syne Mitchell and Cathy Fox for great publicity; to the Sewing & Quilt EXPO, STITCHES South, and the Georgia Quilt Show for free booth space at their events; to Vertical Response for providing free email marketing services; to Grassroots.org for providing free website hosting/website building services and the fantastic Social Ventures Consulting Program grant; to TechSoup.org for very low-cost software; to Sibold and Associates for an office full of furniture; to Bob Weidler for donating architectural services; and to the many, many individuals who have provided advice and guidance over the year. Your help is invaluable.

Now, let's look forward to 2011 which is starting off at a fast pace. Already, eight new individual members and two organizational members have joined SEFAA, Gail Goodwin presented Ethnic Textiles to a sold out crowd on January 9th, Tanisha Coffee and her video crew donated their time to film a promotional video for us earlier this month, (stay tuned, the video should be online by the beginning of March) and students at the Art Institute of Atlanta started the redesign of our website.

Next week is our benefit evening at Callanwolde Fine Arts Center where we'll be launching our Crowdrise.com online fundraising campaign. This will be the final push to raise the funds necessary to open the SEFAA Center in July. Linda and I will be on People for People (a People TV show) on the 24th to promote SEFAA, this event and our Crowdrise campaign. But we need all the help we can get. Please spread the word. We want and need this campaign to go viral!

We're beginning to plan for our booth at STITCHES South in April and for a fiber garage sale in May. July will be a big month with the opening of our fiber center along with a grand opening party/open house. In October we'll have a booth at the Georgia Quilt Show and, between now and the end of the year, we'll offer at least four seminars or classes. We're also planning to host an exhibition, possibly a juried show to run in conjunction with a new annual fundraiser tentatively planned for November.

So, 2011 will be another year of major growth and change for SEFAA. We're here:

- to provide fiber art education;
- to promote fiber art and fiber artists and to increase the appreciation of, and participation in, the fiber arts;
- to preserve fiber art skills and traditions;
- to support fiber artists, fiber art organizations, fiber art educators and businesses;
- to connect the fiber arts community; and
- to develop purpose-built facilities.

Together we will achieve these goals.