

SEFAA

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www.fiberartsalliance.org



2011 Annual Report

SEFAA made major strides in 2011 with the opening of the SEFAA Center in September and a dramatic increase in the fiber arts programming offered. We began 2011, our second full calendar/fiscal year, with a bank balance of \$6,795 and ended it with a balance of \$10,678.54 Individual memberships increased 94% from 35 individual to 68 and organizational memberships dropped 25% from eight to six during the year. Here's a quick look at what else happened over the course of the year:

January -

- Purchased Quickbooks accounting software. Transition from Excel spreadsheet accounting to Quickbooks occurred over the course of 2011.
- The Peachtree Handspinners Guild and the Textile Appreciation Society of Atlanta joined SEFAA.
- Business memberships were replaced with a three-tier sponsorship program.
- SEFAA partnered with students at the Art Institute of Atlanta to redesign the SEFAA website.
- Ethnic Textiles seminar with Gail Goodwin.

February -

- Fundraising kickoff party at Callanwolde Fine Arts Center.
- Suzi Gough and Ray Pierotti were re-elected to the Board of Directors; Nancy Williams was elected to the Board of Directors.
- Kathy Haynes was honored as SEFAA's first Volunteer of the year.
- Tanisha Coffey and her team of volunteers filmed a promotional video for SEFAA's online fundraising campaign.
- Taped People for People episode (a People TV show).
- SEFAA's Advisory Committee was formed.
- Started monthly Organization E-newsletter.

March -

- Successful month long online fundraiser through Crowdrise.com (raised \$6,010)
- 2010 tax return completed and approved.
- Susan Nease becomes Membership Chair.

April -

- SEFAA booth at STITCHES South
- SEFAA joined TAFE, the Textile and Fiber Arts List.
- SEFAA received GuideStar Exchange Seal from Guidestar.org.

May -

- First annual Fiber Garage Sale.

June -

- Yarn bombed Freedom Park to celebrate International Yarn Bombing Day and World Wide Knit In Public Day.
- Knitting + Beading + Wow! class taught by Linda Fetter.

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July -

- Board retreat day.
- From Dance Costume to Fine Art: A Biography of Bogolon Cloth seminar with Dr. Jessica Stephenson.
- Application to participate in State Charitable Contributions Program (Georgia's payroll deduction program for State employees) was turned down due to SEFAA's relatively high administrative/fundraising percentage of total costs for 2010.

August -

- Tour of Order from CHAOS: Art Inspired by Math, Science and Unnatural Disasters" with artist Karen Tunnell.
- Signed a two-year lease for space in the Senior Citizens Services building.
- Received City of Atlanta business license.
- Sold/donated excess office furniture.

September -

- Tour of the Atlanta History Center's Mary Crovatt Hambidge Collection with Susan Neill, Curator of Textiles & Social History.
- Awarded second Social Ventures Consulting Grant from Grassroots.org, this time concentrating on marketing.
- Moved in to SEFAA Center.
- Purchased bookcases to separate studios as well as folding tables and chairs.
- Hosted Open House.
- Received Vertical Response All-Star Award for receiving VR500 Awards for four consecutive quarters.

October -

- Purchased property insurance.
- First SEFAA Center rental by WCAGA.
- Site visit by Lakisha Greenwade, one of two Social Venture Grant MBA students.
- Breaking Through Creative Blocks: How to Develop More Creative Designs in Your Art class with Ben Hollingsworth.
- Tour of the Opulent Object in Wood, Metal, and Fiber with artist Jon Eric Riis.
- WiFi installed at the SEFAA Center.

November -

- Site visit by Chandra Carter, our second Social Venture Grant MBA student.
- Both studios in SEFAA Center rented with 1-yr leases.
- Exterior sign in front of Senior Citizens Services installed.
- Articles of Incorporation and Bylaws reviewed by Mary Galardi of Galardi Law. The Articles were updated to strengthen exculpatory language; the bylaws were updated to strengthen indemnification language, to add a Whistle Blower Protection Policy and to delete references to business memberships.
- First annual Artists' Sale.

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- A Holiday Taste of Fiber Arts class with Jane Timmers and Linda Fetter cancelled due to low enrollment.
 - Student exhibition, Spotlight on Student Fiber Trends, prospectus/entry form completed and advertising for exhibition begins.

December -

- Final Social Ventures Consulting Grant presentation (see attached summary)
- Intro to Crochet class with Leisa Rich cancelled due to low enrollment.
- Successful year-end online fundraising campaign (raised \$1,545.)

2011 was a busy, productive, and very exciting year thanks to our many members, our Board - Linda Fetter, Ray Pierotti, Leisa Rich, Nancy Williams -and our many volunteers. SEFAA wouldn't exist or be thriving without your trust, support, advice, time, talent, skills, and energy!

So, what is in store for 2012? Plenty!

- Programming - classes, workshops, and tours throughout the year.
- Exhibitions - Square-Foot Fiber Art Pin Up Show in March and Spotlight on Student Fiber Trends in June and more later in the year.
- Events - Fiber and Fabric Bazaar (2nd annual garage sale with a new name) in May, 2nd Annual Yarn bombing event in June, and the 2nd Annual Artists' Sale in November.
- Outreach - Booths at STITCHES South in April and the Georgia Quilt Show in October as well as demonstrating fiber art techniques at the American Craft Council show in March.
- Fundraisers in March (silent auction at Pin Up Show) and December (online campaign.)
- New ventures - A partnership with Senior Citizen Services to provide regular fiber arts classes for seven Fulton County Senior Centers, implementation of an intern program, and compilation of a regional fiber database.
- Marketing/Publicity - A redesigned and much more functional website, new brochures and updated promotional materials.

Together we'll continue to provide fiber art education, to promote the fiber arts, and to connect the fiber arts community, and, 2012 will be another busy and exciting year for SEFAA.