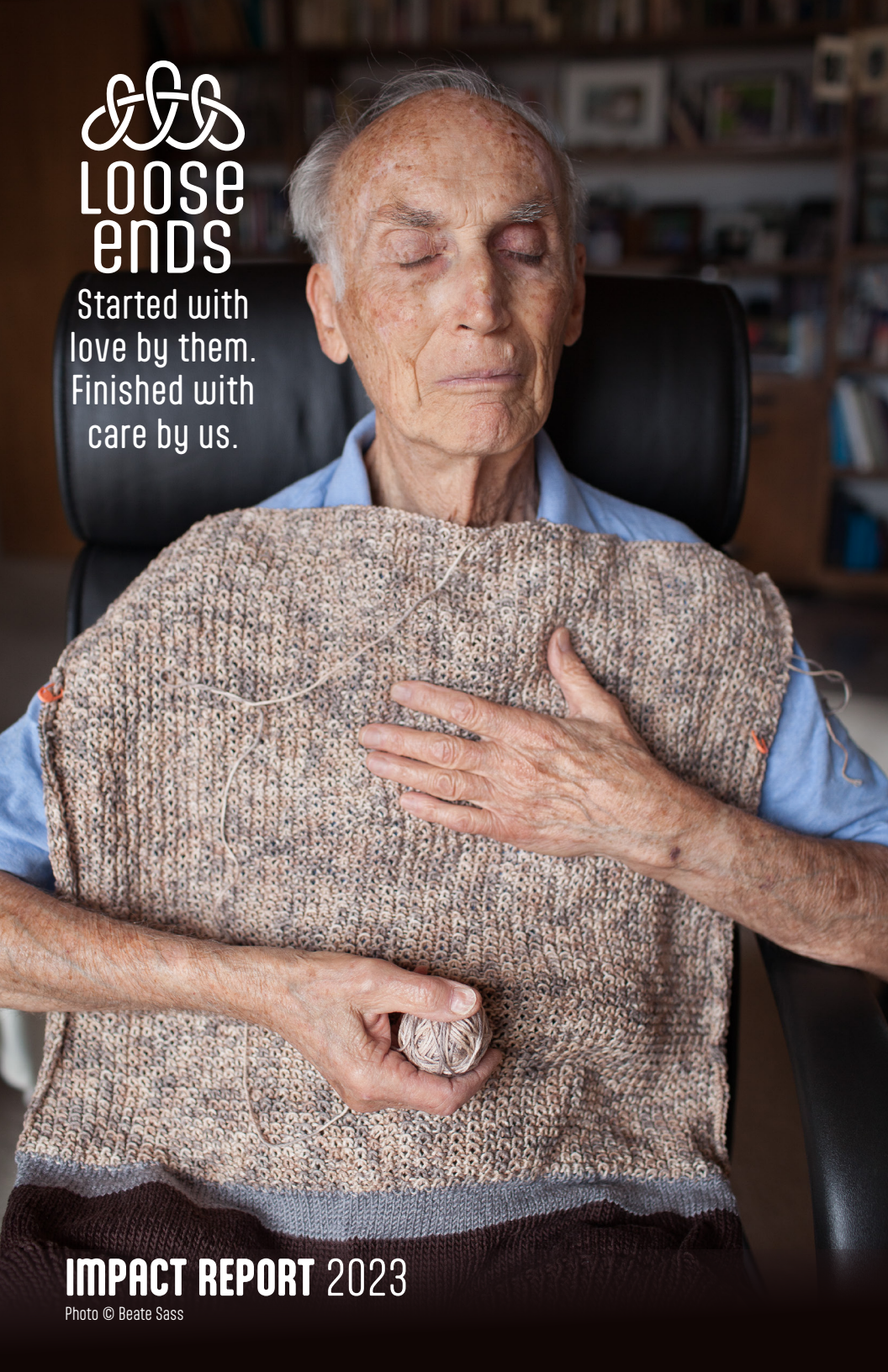




LOOSE ends

Started with
love by them.
Finished with
care by us.



IMPACT REPORT 2023

Photo © Beate Sass

K2TOG

Loose Ends connects people.

In knitting patterns, this is noted as K2Tog (knit two together).

Loose Ends envisions a world more connected, less divided, where strangers come together through crafts, and the simple desire to comfort people experiencing loss.

OUR MISSION

Loose Ends aims to ease grief, create community, and inspire generosity by matching volunteer handwork finishers with projects left unfinished due to death or disability.



STAFF

Masey Kaplan (left)
Co-Founder & Executive Director

Jennifer Simonic (right)
Co-Founder & Director of Development
& Community Outreach

Photo © Winky Lewis

Dear friends,

When Jen and I launched Loose Ends in late summer of 2022, we had no idea it would grow as quickly or as widespread as it has. It started as an inkling of an idea — a wondering — a “what-if.” What if there were a way to connect the hundreds of thousands of unfinished craft projects around the world with volunteer finishers? What if there were a way to bring tangible comfort to people who are grieving? What if there were a way to engage willing crafters, and encourage generous acts between strangers all over the globe?

The answers came in the early months of 2023, when a few smaller affiliate news stations told the story of our tiny group on TV. At the time, we had about a thousand volunteer finishers and a dozen or so projects. Today, we’ve welcomed more than 22,000 volunteer finishers from 64 different countries. More than 2000 projects have been finished or are in progress (1262 submitted in 2023). Loose Ends has been part of more than 90 news stories or podcasts, and a mini-documentary, with more on the horizon.

In May, 2023 we became an official 501(c)3 nonprofit. We built our board of directors, and continued to matchmake as more and more projects filled our spreadsheets.

As we continue to grow, and look forward, we recognize that we wouldn’t be here without all of the community support that has come our way. This effort is being nurtured by us, but it belongs to the wider community of crafters and project owners who continue to connect through our group.

I want to thank everyone who was part of building this community network: Our volunteer finishers, who raised their hands to help strangers; Project owners, who entrusted strangers with their precious textiles; Our smart board, whose sage guidance and hand-holding have been invaluable; Three special volunteers who have been motoring behind the scenes to keep us organized and growing; and our donors and partners, whose generosity is making this possible. Thank you for being an integral part of the tapestry that is Loose Ends.

Sincerely,



Masey

Masey Kaplan
Co-Founder & Executive Director
Loose Ends Project

THE PROBLEM

There are hundreds of millions of crafters worldwide; tens of millions in the US alone. When crafters die, they leave unfinished projects behind. Likewise, as crafters age, it can become difficult to continue crafting due to changes in health and ability. Often, projects are left undone and run the risk of being thrown away.

THE SOLUTION

Loose Ends matches willing, skilled volunteer crafters to projects that have been left unfinished due to death or disability. By taking up where the original crafters leave off, these "finishers" complete unfinished textile projects and return them to the friends and family they were intended for.

"In a world that is so troubled, it is refreshing to hear about all the wonderful and kind acts from Loose Ends and all your volunteers. You are a beacon of hope and a model for how human beings ought to treat and care about each other."

— Beate Sass, 2023 Project Submitter

PRESS

In 2023 Loose Ends was featured in more than 60 stories, podcasts, radio spots, newspapers, TV news, blogs and magazines articles, and documentaries. In April, 2023 Masey and Jen met in California to shoot 6 hours of footage for a 60 Second Docs. Viewed more than three million times, the one minute documentary brought tens of thousands of followers to our Instagram account, thousands of new finishers our way, and scores of new projects.



The Washington Post

The INDEPENDENT

The Boston Globe

The Seattle Times



BRANDING UPDATE

Loose Ends quickly grew from an organization that matched knitters, crocheters and quilters, to one that matched all textile handwork. Our original logo was no longer cutting it. In November 2023 we launched our new and improved logo and tagline.

The new branding hints at loops of string, connected through the middle, and could relate to any type of textile craft. The three looping shapes represent the three individuals involved with every project: The original crafter, the project owner, and the finisher, all connected.

LOOSE ENDS
finishing projects left undone
knit / crochet / quilt



Started with love by them.
Finished with care by us.

A NEW WEB APP

On average, twelve finishers signed up for every project submitted. Our spreadsheets overflowed – and slowed – and almost as soon as we started to get the hang of it all, we outgrew our systems. In September, 2023, we launched our new app, created by a team of programmers who, hearing we were running everything in Google Sheets, simply wouldn't hear of it. Mark, Jim, Jay and Stephen have built us a tool (pro-bono) that will continue to grow as Loose Ends grows.



PARTNERSHIP SPOTLIGHT: LOOKING AHEAD TO 2024

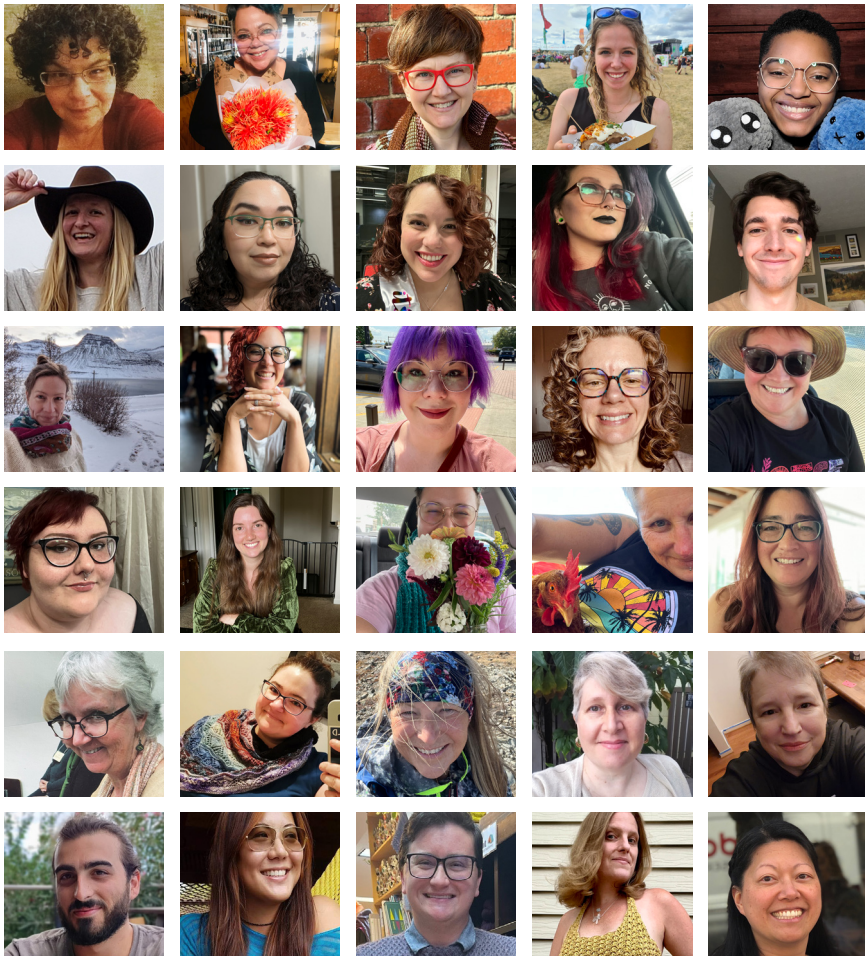


In March, 2023 we received an email from JOANN, a national leader in the crafting community. Their team wanted to know how they could support our work and jumped right in supplying materials to finish projects, when enough was not left behind. Regularly they drop shipped yarn, fabric, batting, and embroidery floss to so that finishers could complete projects without a cost burden to grieving families.

As time passed it became clear that JOANN would be perfect partners for Loose Ends. We both serve a wide and varied population of textile crafters. Their connection to Loose Ends felt like a continuation of care for their own customers, even after they were no longer able to craft.

In late 2023 we signed a partnership agreement naming JOANN our exclusive large craft store partner, and look forward to a point-of-sale fundraising campaign February, 2024. JOANN customers are invited to donate \$1, \$5, \$10, or round up their purchase to the nearest dollar. All proceeds will benefit the mission of Loose Ends. In addition, they will continue to support finishers and project owners by offering exclusive discounts, supplying materials, and serving as a designated meet up spot for families and finishers to swap projects in person.

LOOSE ENDS FINISHERS & THEIR CRAFTS



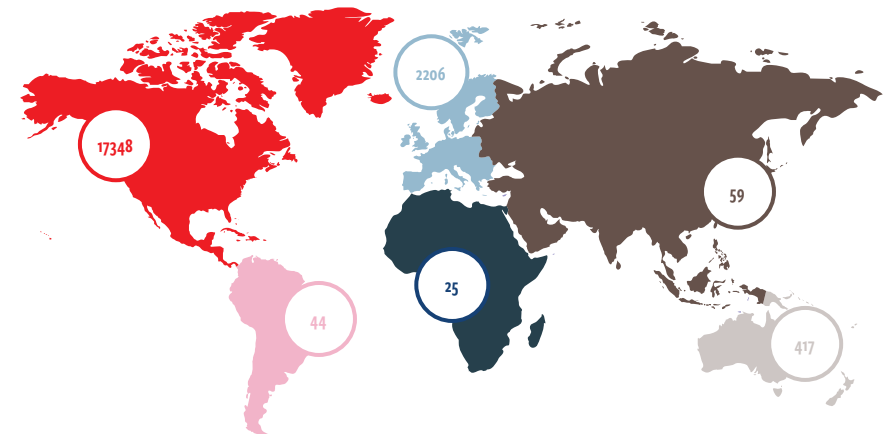
BY THE END OF 2023, LOOSE ENDS HAD WELCOMED 19,980 VOLUNTEER FINISHERS, FROM 64 COUNTRIES AND HAD MATCHED PROJECTS IN 10 COUNTRIES.

10982 knitters
10771 crocheters
6804 cross-stitchers
3799 quilters
3612 embroiderers
1785 needlepointers
286 rug makers

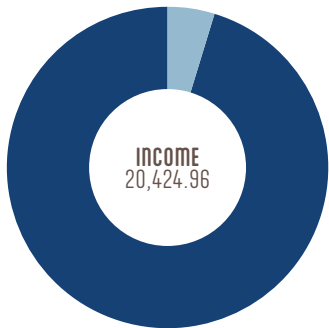
COUNTRIES WITH LOOSE ENDS FINISHERS, 2023

- | | | |
|--------------------------|-----------------------------|------------------|
| 1. UNITED STATES: 15,980 | 23. FINLAND: 10 | 45. INDONESIA: 1 |
| 2. UK: 1,571 | 24. SINGAPORE: 9 | 46. VENEZUELA: 1 |
| 3. CANADA: 1,366 | 25. PORTUGAL: 8 | 47. OMAN: 1 |
| 4. AUSTRALIA: 328 | 26. JAPAN: 6 | 48. COLOMBIA: 1 |
| 5. GERMANY: 170 | 27. POLAND: 6 | 49. UKRAINE: 1 |
| 6. NETHERLANDS: 118 | 28. CZECHIA: 4 | 50. URUGUAY: 1 |
| 7. NEW ZEALAND: 89 | 29. GREECE: 4 | 51. ROMANIA: 1 |
| 8. FRANCE: 59 | 30. BRAZIL: 4 | 52. UGANDA: 1 |
| 9. SWEDEN: 41 | 31. CHILE: 3 | 53. NIGERIA: 1 |
| 10. IRELAND: 37 | 32. UNITED ARAB EMIRATES: 3 | 54. KENYA: 1 |
| 11. BELGIUM: 30 | 33. MALAYSIA: 3 | 55. THAILAND: 1 |
| 12. SWITZERLAND: 29 | 34. HONG KONG: 3 | 56. BULGARIA: 1 |
| 13. DENMARK: 25 | 35. ESTONIA: 3 | 57. JAMAICA: 1 |
| 14. ITALY: 23 | 36. ICELAND: 2 | 58. TÜRKIYE: 1 |
| 15. SOUTH AFRICA: 20 | 37. CÔTE D'IVOIRE: 2 | 59. LITHUANIA: 1 |
| 16. SPAIN: 20 | 38. VIETNAM: 2 | 60. ARUBA: 1 |
| 17. MEXICO: 18 | 39. BERMUDA: 2 | 61. CROATIA: 1 |
| 18. NORWAY: 17 | 40. LUXEMBOURG: 2 | 62. SLOVAKIA: 1 |
| 19. AUSTRIA: 15 | 41. LATVIA: 2 | 63. HUNGARY: 1 |
| 20. INDIA: 14 | 42. PHILIPPINES: 2 | 64. ECUADOR: 1 |
| 21. ISRAEL: 14 | 43. JERSEY: 2 | |
| 22. ARGENTINA: 11 | 44. COSTA RICA: 2 | |

FINISHERS BY CONTINENT, 2023

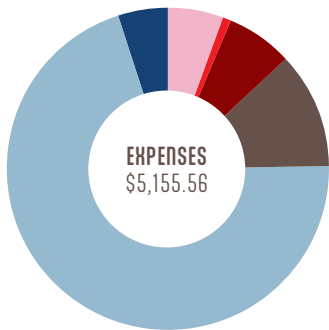


2023 FINANCIAL OVERVIEW



INCOME

- Individual Donations: \$ 19,424.96
- Grants: \$1000



EXPENSES

- Office expenses 3,619.35
- Licenses & Permits 600.00
- Insurance 349.83
- Advertising & marketing 295.84
- Supplies 252.54
- Contract & professional fees 38.00

DONORS

- 226 donors gave through online donations in 2023
- Several obituaries suggested donations to Loose Ends "in lieu of flowers."
- We received one \$1000 grant from Awesome Without Borders

Loose Ends is registered with the following Giving Funds:

Benevity, NPOConnect, Pilot, Fidelity

GIFTS OF TIME & SKILL

24,519
crafting hours logged by volunteer finishers

1400+
volunteer hours given by three active volunteers who assist with data and social media: Shobana, Arla & Amy

240+
pro-bono programming hours logged by our tech team.

LOOKING AHEAD: OUR DREAMS FOR 2024

- Growing the program to areas beyond English-speaking populations.
- Designing and selling branded merch.
- Developing a presence at crafting events.
- Developing awareness in communities that serve grieving people, and in organizations that focus on care for people with compromised health.
- Developing our tech to support project submitters, and continuing to develop the CRM so that we can become less dependent on Google spreadsheets and Gmail.
- Hiring help.



SPECIAL THANKS:

Amy Schroth, who maintains order and keeps the peace in our private finisher group

Arla McCue, who works tirelessly spreading awareness to yarn and fabric shops

Chris Kast, who offered his branding genius and thought up our brilliant new tagline

JOANN who, even before they were a formal partner, sent needed materials to finishers at no cost, and cheered us on

Schwabe, our legal team, who take care of us pro-bono

Shobana Albrecht, who wrangled our data before it was in the app, and who continues to keep an eye on most Loose Ends business

Winky Lewis Photography, who created a photo library for our media kit, pro-bono

Our Tech Team: Mark, Steven, Jim, & Jay who created our desktop app pro-bono

Our Board of Directors: Jessica Tomlinson / Chair; Shobana Albrecht; Robert Bethge, who helped us launch and who continue to guide us.



 **LOOSE ends**

Started with love by them. Finished with care by us.

LooseEndsProject.org

Photo © Winky Lewis