

Sewing Seeds for Hope Update - September 2025

We'd like to give you all an update on SSFH and ask for your help in a few areas.

You will recall that SSFH was officially launched three years ago with a grant from Episcopal Church Province One with additional financial support from Trinity Concord and St. Peter's in Weston. We started with three "sewists" and as sales have grown we now have eight women in Manchester and Lowell participating.

In August of last year we registered as a 501C3 in the state of New Hampshire. We ended 2024 with sales of \$24,000. 100% of sales go directly to the women making the products. They are proud to be contributing in a meaningful way to help support their families financially.

Our sales primarily have come from church, temple and mosque coffee hours and arts & crafts fairs. This year we have been working to improve quality, expand product offerings and develop multiple sales channels. To that end we now sell on-line through our website, are in a few retail outlets, have been doing custom work for interior decorators and have launched a Keepsake Quilt line.

We have ambitious sales goals for this year and could use your help to reach them. We'd like to bring on more women next year.

We need **volunteers** to help with coffee hour and arts & craft sales in greater Boston and southern NH. Coffee hours involve a time commitment primarily on Sunday mornings from 9:30 - noon. Arts & Craft fairs are typically on Saturdays from mid-morning to late afternoon. Any amount of time you could give would be appreciated. It's fun and people are so supportive of our mission. Here's link to list of upcoming sales. <https://www.sewingseedsforhope.com/where-to-find-us>

Our biggest challenge is expanding our social media presence. We currently only have 77 followers on Facebook. Please like SSFH on **Facebook** and share/boost posts about new products, upcoming sales etc., to your friends.

<https://www.facebook.com/sewingseedsforhope>

We are working on our first major online sales push with a “**Holiday Gift Guide**” that will be emailed in November. It will tell our story, showcase our products and link to our webstore. We are building a distribution list and hope to get to 500 names and email addresses for a meaningful launch. If you’d be comfortable sharing emails with us of like minded friends, members of your book club, family etc., it would be really helpful. You can email Jan Merk who is copied above with email addresses for the gift guide. Anyone can easily opt out at any time.

One of our newest women is an outstanding quilter and consequently we are introducing a custom “**Keepsake Quilt**” line. Flyer is below. We offer memory and good wishes quilts for graduation, new baby, bereavement, weddings or any occasion. Please

distribute the flyer to anyone who might be interested. We also have invested in an embroidery machine and do custom embroidery work. Some pictures below.

Lastly, we’ve had great success with **in-home pop-up sales**. If you’d be willing to host one please let us know.

Thank you for your consideration. Please contact any of us (our emails are above) if you have any questions, suggestions or ideas on other ways you’d like to get involved.

Gratefully,

Karen, Carroll, Carolyn & Hansi