

ANNUAL REPORT 2023

February 2024

The Community Clothesline had a very successful year, expanding our ability to give new and used clothing directly to people in need and limiting the amount of textiles going to landfills.

We met (or exceeded) all of the goals set last year, except one!

GOALS FOR 2023:

- ✓ **Finalize 501(c) 3 registration**
- ✓ **Approve board mission and by-laws**
- ✓ **Secure storage facility** *Thanks to Lewis Tree Landscaping!*
- ✓ **Increase financial donations by 40%** *We DOUBLED our funding!*
- ✓ **Add minimum of 4 new in-kind donor organizations**
12 Organizations + dozens of new individuals!
- ✓ **Continue to develop Website and Marketing**
- ✓ **Add minimum of 4 new recipient organizations**
We added 16!
- ✓ **Launch Baby Gift Bag Initiative**
Added Shower Box Initiative, too!
- ✓ **Develop educational component**
Delivered 4 educational presentations to community organizations.
- ✗ **Locate textile shredding facility**
No luck yet, but we did find a recycling box whose profits go to a community hygiene bank. (Less than 20% of our clothing is discarded in this way.)

The Clothesline Success Story



The Brockport Lions Club presents a check for \$770, the exact amount needed to file our 501c3!

2023 was an exciting year of growth and development for the Community Clothesline. Thanks to a donation from **The Lions Club of Brockport**, we had the funds to file for our 501c3 title with the IRS. This bestows official non-profit, tax-exempt status on the organization and allows our partners to declare tax deductions for financial and in-kind donations.

The Lewis Tree Landscaping Company graciously funded a year's lease on a storage unit to house our rapidly expanding inventory! **Brockport Carpeting** donated carpeting to keep the storage unit clean and dry. **The Hygiene Bank of Clarkson** provided additional shelving, and **The Brockport Lions Club** purchased the storage totes.



Moving Day! Thanks to Lewis Tree, we have a clean, dry storage unit!

Like they say, it takes a village!

We now collaborate with 42 service organizations throughout Western New York. We envision The Community Clothesline not as a clothing shelf, but as a distribution hub. Clothing shelves are wonderful resources, (we collaborate with many!), but we saw the need for support services for the community organizations throughout the Greater Rochester Area. Social workers, case

managers, program directors, etc. simply do not have the staffing, time or money to coordinate the collection, sorting, and redistribution of donated clothing to their clients. And many of those clients cannot access the clothing shelves. We serve individuals and families, but our main focus is providing the management piece of the recycling and redistribution for service organizations.

Clothesline clothes are always free. Organizations place their orders and we pull from our inventory and deliver directly to the individuals or groups. We also participate in public events like health fairs and street outreach, and operate “pop-up” shops in under-resourced areas.



The Clothesline delivers kids' winter clothing to the Healthy Moms program at Rochester Regional Health.



A free clothing “pop-up” shop at Lightfoot Square last summer.

New Endeavors in 2023



Shower Boxes! This year, the Father Tracey Advocacy Center received a grant to acquire a mobile shower bus that will schedule stops throughout the City of Rochester, providing a hot shower to the unsheltered or anyone in need. The Clothesline created “shower boxes” to distribute. Each box, labeled by size and gender, contains a fresh, clean outfit comprised of underwear, t-shirt, sweatshirt, and sweatpants and socks. We also provided flip-flops and towels for the shower program.



Baby Boxes, Too!

The Clothesline creates baby boxes for new and expectant moms. Each box contains an outfit with accessories like booties, bibs, hats, washcloths, etc., plus an infant book and toy.



Upcycled Crafts!

This past fall, the Clothesline was invited to participate in the **Town of Henrietta's Make A Difference Day**. Shirley Wiegert, our volunteer craftsperson who specializes in recycling and upcycling used textiles, ran a workshop for the kids, building hand puppets from donated socks! Near Christmas, Shirley made snowmen from used socks to give out at **Rush-Henrietta School District's** family night for newly arrived immigrants.



Year-round Employee Clothes Drive!

In addition to funding our storage unit, **The Lewis Tree Landscaping Company** keeps a Community Clothesline donation box in their offices. Everyone on staff has been extremely generous; we have picked up numerous carloads of both new and used clothing.



Teen Trends!

The Clothesline distributes our more youthful fashions to the clothes closets at All-City High and East High in Rochester. We also collaborated with Brockport Baptist Church to bring prom dresses to Young Womens College Prep Charter School.

Numbers for 2023

INCOME

Donors	\$5,355.75
Cans/Bottles Drive	\$305.00
Fundraiser	\$58.00
Service Organizations	\$3,676.00

EXPENSES

Office Supplies/Equipment	\$1,367.76
Network Server/Website	\$289.00
Printing	\$407.00
Discounted Clothing	\$2,184.50
Misc. Items	\$127.72
Upcycling Materials	\$21.73
Gas Reimbursement	\$104.63
501c3 Filing	\$770.00
Storage Rental	\$2,400.00

2022 BALANCE (checking) \$1,306.50

2023 BALANCE (checking) \$954.94

2023 RESERVE ACCT \$2,300.00

(Reserve Fund established as savings account for major expenses)

FINANCIAL DONORS

LEWIS TREE LANDSCAPING	\$2,500.00
ANONYMOUS	\$2,000.00
BKPT LIONS CLUB	\$1,125.00
LENNA PAPADIMATOS	\$1,100.00
JOAN MCGUINN	\$600.00
BRAD ALEXANDER	\$600.00
MAUREEN LOWRY	\$300.00
PATRICIA/ARCHIE KUTZ	\$300.00
PAYPAL DONORS	\$125.75
MOREHOUSE/DUDLEY FAMILIES	\$100.00
MOMS CLUB BKPT	\$51.00
CYNTHIA PENNINGTON	\$50.00
DAVID MARKHAM	\$50.00
KEVIN JUSTICE	\$40.00
MISC.	\$80.00

EVERY DOLLAR COUNTS!

We are VERY thrifty shoppers. In addition to non-clothing needs required to operate, financial contributions help purchase deeply discounted new items, like underwear!



IN-KIND DONATIONS

A VERY BIG THANK YOU to everyone who donated new and used clothing!

The Clothesline received **159** loads of donated clothing; delivered **131** loads to service organizations; and delivered **245** orders to individuals and families.



The Clothesline participated in 23 COMMUNITY EVENTS

Clothing Drives

Lewis Tree Landscaping
Henrietta McDonalds
Pallet Jack's Overstock
Town of Henrietta

Presentations

Brockport Baptist Church Clergy
NYS Dept. of Human Services
Migrant Education Program
Lions Club of Brockport

Pop-Ups

Hope Dealers
Elderwood Nursing Home
Delphi Rise
Father Tracey Advocacy Center
Rush-Henrietta School District Refugee Open House
Muck Duck Co-op
All City High School
East High School
Young Womens College Prep

Fundraiser

Hope Dealer Color Run

On the Horizon

GOALS FOR 2024:

- Pursue one central office/warehouse for all facets of running the Clothesline
- Research grant opportunities
- Obtain an intern
- Increase volunteer staff, formalize training
- Increase collaboration with churches
- Expand services in rural areas/migrant programs
- Develop Spanish language marketing materials
- Create presentation materials

Our number one goal for 2024 is locating a larger space in which all the needs of the Community Clothesline can be served. We currently store our inventory in three different places, all of which are unheated! On a typical day, we drive ten miles between these storage areas, pulling the necessary order items, stuffing our cars full, driving back to our homes to sort, or bundling up and doing it on-site in the elements. When we first started two years ago, working out of our homes was not an issue, but now that we serve so many, we need a single, large, dry space to house all our inventory with heat and lights and the room for volunteers to work. This would allow our operations to run much more efficiently. Please let us know if you or your organization knows of a possible site.

Now that we have received our 501c3 status, pursuing non-profit grants is possible. We have experienced first-hand the very real need for this service in our communities. With more resources, we know we can do more. The Community Clothesline is a wonderful, joyful endeavor; we expect 2024 to be another year of continued growth and success.

The People Behind The Community Clothesline



Carol Evans was one of our first volunteers! She is our clothing broker – always on the lookout for donations and new contacts. She’s a ball of fire! She drives, sorts clothes and helps out at “pop-ups”!

Our Staff

- **Taysie Pennington** *President/Chairperson*
- **Cilla Drinkwater** *Secretary/Co-Chair*
- **Bruce Pennington** *Treasurer*
- **Maureen Lowry** *Clothes Sorter*
- **Carol Evans** *Clothing Broker*
- **Shirley Wiepert** *Repurpose Activity Manager*
- **Rebecca Gaeza** *Spanish Interpreter*
- **Richard Pennington** *Business Consultant*
- **Sean McGuinn** *Driver*
- **Doug & Cathy Chesnut** *Drivers*
- **Sal Sciremammano** *Driver*

Our Partner Organizations

All City High School
Cameron Community
Catholic Family Charities
Eastern Orleans Community
Action Center
The Community Hygiene Bank
Community Outreach &
Recovery Enhancement (CORE)
Delphi Rise
Dollar General
East High School
Ecumenical Clothing Shelf
Elderwood at Lakeside
Elk Place Shelter
Encompass
Father Tracey Advocacy Center
First Baptist Church Brockport
Goods Galore Overstock
Healthy Moms
Henrietta Recreation Center
Henrietta Senior Center
Hope Dealers
IBERO
Judicial Process Commission
Lewis Tree Landscaping

Lions Club of Brockport
Little Shop of Hoarders
Migrant Education Center
Moms Club of Brockport
Monroe County Health Dept
Muck Duck
MVP Health Care
Oak Orchard Community Health
Ogden Presbyterian Church
Pallet Jack’s Overstock
Penfield Robotics Club
Peoples’ Choice Kitchen
Person Centered Housing
Options (PCHO)
Phelps Shelter
Project Haven Shelter
Recovery All Ways (RAW)
Health Reach for the Homeless
SUNY School of Health
TJ Maxx
Wegmans Bockport
Willow Domestic Violence
Young Women College Prep
YWCA

Our Clients

About 85% of our clients reside in the City of Rochester, but we also serve rural areas and towns in Monroe, Orleans, Genesee and Steuben Counties.

We deliver clothes to:

Low-income Families
Unemployed
Homeless/Street Outreach
Community Clinics
Transitional Housing
Residential Programs
Shelters
Nursing Homes
Public Schools
Veterans
Immigrants
Asylum Seekers
Migrant Workers
Parolees
New Mothers
and MORE!