



# *Seamwork* IMPACT REPORT

A look back at 2022





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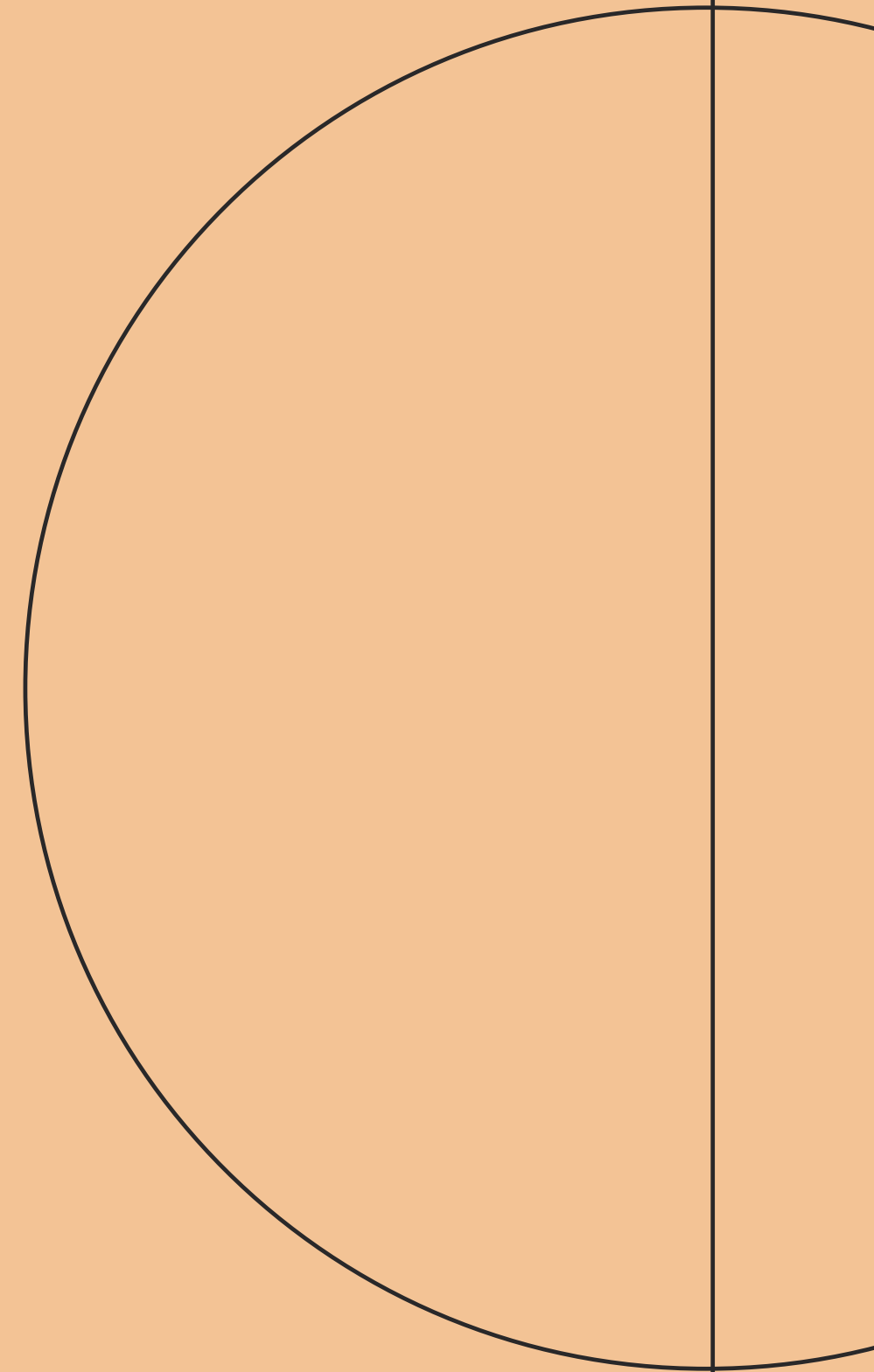
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# OUR PURPOSE IS TO *SPREAD* *CREATIVITY*.

**Creativity is contagious.** When people see it, they want to be a part of it. When they see heart, thought, and fun going into something, they also see the possibilities for themselves.

So, we spread creativity from the inside out. We are creative and passionate in our work, and we let that shine. That creativity empowers thousands of other sewists to express themselves too.







# BUILDING A *REAL* COMMUNITY

*Our members may not realize it, but they are healing one of the core issues in our society right now.*

There's been a lot of discussion in the news this year about loneliness. It seems to be an epidemic, and it's affecting nearly all of us. Although the pandemic has undoubtedly worsened the sense of isolation many people feel, it actually started long before, with surgeon general Vivek Murthy even referring to it as an "epidemic". Loneliness not only makes us feel worse, it has real effects on both our mental and physical health, depressing our immune systems and shortening our life spans.

There are few things I am certain of in life, but one of them is the importance of relationships. We humans are made to be part of a larger group, to rely on each other, to help each other, and to feel compassion. It is a defining characteristic, which is why loneliness feels so painful.

This trend towards loneliness seems to be driven by our frantic schedules, along with a reliance on technology as a substitute for real human relationships. And yet, technology can also help us to connect. Some of the most important relationships of my life came about through online communities, blogs, and even social media.



Most friendships, whether they start online or offline, begin with uncovering a common interest or experience. When we meet someone new, we dig to learn more about who they are, so that we can find the areas in which we overlap. This leads to more conversation and, if we're lucky, a lasting friendship. Over time, we learn more about each other and are able to help and support one another.



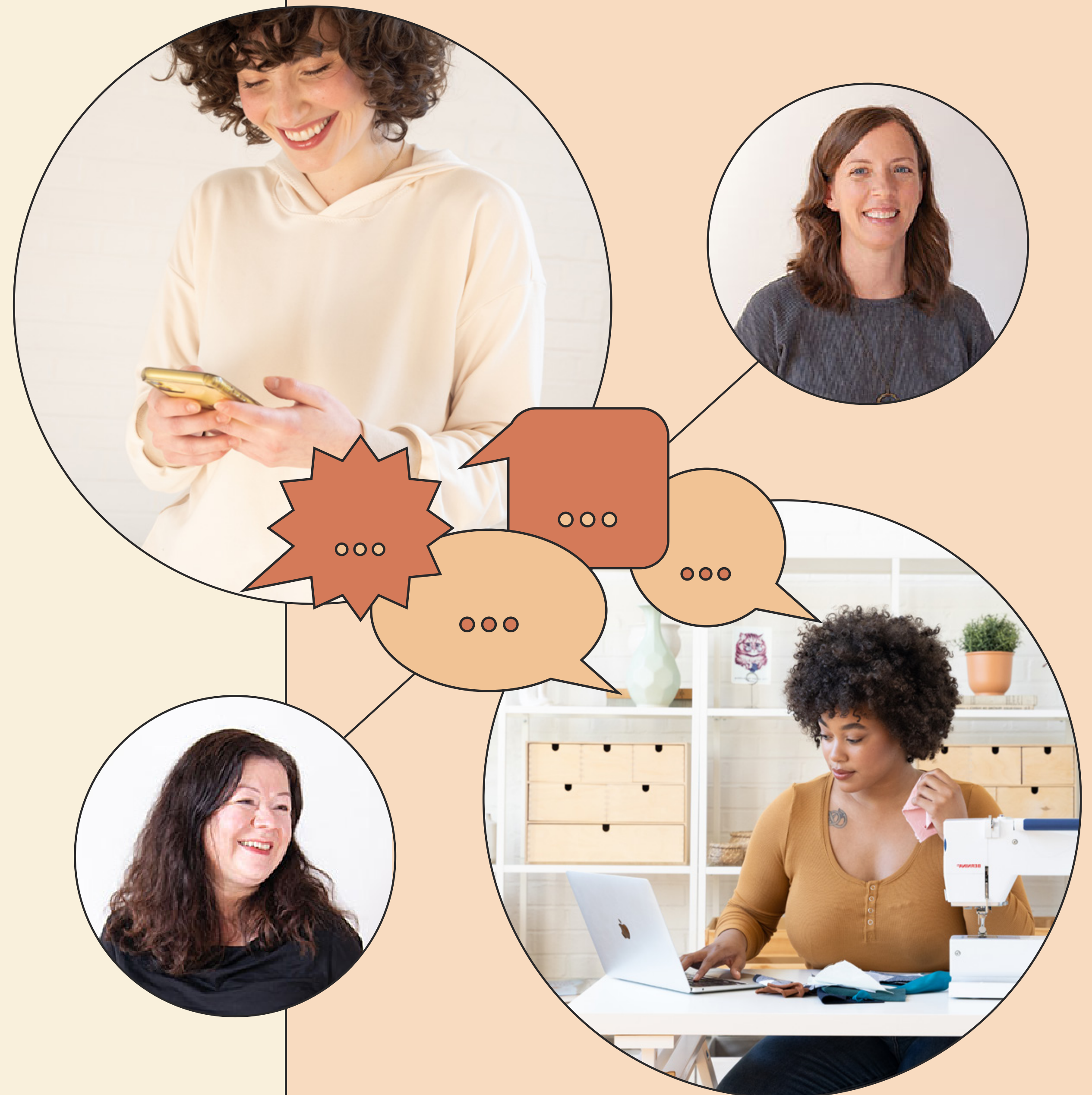
This is where I see a community like Seamwork making a difference. It's a community of mutual interest and support, where people can gather naturally to discuss something they are passionate about, provide help, and get to know each other. As Jean Vanier said, "One of the marvelous things about community is that it enables us to welcome and help people in a way we couldn't as individuals."

That is the real power of community. It gives us a place to create a welcome for others. When it's built upon a common interest, that welcome is there from the very beginning.

Few things give me more joy than watching the members of our community lift each other up. The conversations, the encouragement, and the care that people give freely are the very definition of community. And when I hear that some of our members have even taken these relationships offline, forming sewing groups or local meetups, it's absolutely thrilling.

Loneliness is an enormous problem, and it's not one that will be resolved soon, I'm afraid. That's why finding those opportunities to build community and welcome others into it is imperative. I am delighted every day, watching our members do just that. For me, that is a purpose worth striving for.

-Sarai, Founder & CEO of Seamwork





# THE LIFE CYCLE OF OUR PRODUCTS

## *The Journey to the Seamwork Community*

### —→ Designing Your Wardrobe

Developing patterns are at the heart of what we do. To start, we are very passionate about our members and what they want. So we research their requests, needs as well as trends going on in the world. The pattern designer works on designs and presents to the whole Seamwork team. Once the ideas for the designs are solidified they are passed off to the pattern team.

The pattern team drafts, develops and writes instructions for each new design. All of the instructions are written out for each pattern and samples are sewn to test fits. The pattern is taken through several rounds of editing so we get the product just right.

***In 2022, we created and released 24 garment patterns and 12 bonuses. Starting in June, we began drafting every pattern to be more size inclusive (up to a size 30).***







## —→ Getting ready for the spotlight

While the pattern is getting developed and tested, the marketing and product teams work to get all the supplemental content ready for our members. This includes photoshoots showing off the patterns with two different sized models, tutorials and techniques to help guide folks through the tough parts and a Sewalong to support a pattern from our catalog.

- Sewalong videos guide members through the construction of a garment
- Tutorials and Technique articles are filled with instructions and tips on how to handle or hack various steps in sewing
- The Seamwork Radio podcast extends our learning and reminds listeners that you can spend time doing things with intention, peace, and truly find your happiness in sewing. Hear from other sewists, learn about sustainability - get creative!





**In 2022, Seamwork increased accessibility for our content by:**

- Improving captions, subtitles, and transcripts for all channels with audio
- Starting a new podcast show notes format with full transcripts and resource links
- Improving the use of inclusive language in our content
- Removing all gendered language from Design Your Wardrobe
- Adding non-binary and male croquis to our Design Your Wardrobe course materials
- All photoshoots included 2 models of varying size ranges to highlight the work our pattern team does to draft an inclusive size range and to be a visible representation of our values

***Seamwork also released its first premium course in 2022, Learn to Sew for Absolute Beginners, a series of 12 video modules that includes patterns, a workbook and sewing dictionary, and of course, a membership to the invaluable Seamwork community.***







**Haley and Sarai Podcasting**



**Erica, Community Manager**

## —————→ **Community Catwalk**

*Patterns, Instructions, videos and podcasts hit the red carpet into the Seamwork Community. In 2022:*

- Seamwork hired a full-time Community Manager dedicated to providing support and building up our community. The Community Manager monitors member feedback from all channels, shares feedback with the team and makes recommendations for how to improve Seamwork based on what members are looking for and interviews an active community member each week. We interviewed 23 members in 2022!
- Real-time chat support was offered for the first time
- 6 online member events were held, including the Design Your Wardrobe Studio and Sew for Good.



# WHY SEAMWORKERS LOVE THE COMMUNITY



"Seamwork has changed my life in profound ways. It effects my day to day life because I am doing something for me and it's how I express myself and that translates into my other relationships outside of sewing. It effects every part of me. It's been a profoundly nurturing experience." - Nicci Nichols



"My experience with Seamwork has been almost life changing! I cannot describe how wonderful it is to have access to patterns, hacks, tutorials and Sewalongs to peruse when I want to create a new item. I finished the Learn to Sew class and it was worth every penny. It showed me how to improve the skills I picked up randomly over the years and gave me the courage to say "yup, I can do this." Fear of failure, frustration over a less than perfect completed piece are no longer impediments for me, and the community lets me know I am not alone! - Carol Masiello



"I look forward to getting on Seamwork. I do it almost every day! I think it's a really supportive community. Almost everything is positive, people are nice, accepting, and provide encouragement to others. It find it a cheerful place." - Robin W.



# WHY DID I JOIN THE SEAMWORK TEAM?



*Elki M. Taba, Operations Manager, joined 2022*

As veteran in the workforce, I found myself post-covid looking for a new place to spend my working hours. What kind of company did I want that to be? I'd spent the previous decade giving a lot of myself, my mind, body, time, energy, and made a lot of sacrifices - the kind of sacrifices that I am not proud of and I regret. I took time away from my son. I let it take a toll on my health. Sure, I did it because I loved that team. But what I really needed in this stage of my life was to be able to take care of myself and my family, and to also feel like I was taking care of an organization with a team that did the same for themselves.

As an operations manager and integrator, it is my task to remove obstacles for the team, and manage the way things get done I get to be an advocate for each person and for the business at the same time.

This is not a small role, and I wanted to close every day knowing that I was working towards making a difference where I spent that energy, because its the kind of work I genuinely love to do.

When I met Sarai and learned about her company, what they did, what they were about - I was excited. You learn something new every day. Truly. It really highlighted for me how deeply my head had been buried in the sand for the last decade. Why hadn't I been finding outlets for creativity and community for myself? What lessons could I be taught from being a part of the Seamwork team and its community?





## *Here's what I've learned - and am still learning.*

### **You can serve your local community and your employees at the same time.**

Every Seamwork employee spends a minimum of 1 work day a quarter doing volunteer work. In 2022, the Seamwork team volunteered their time with these organizations:

- Stitching Change, Kansas City, Kansas - working with refugee women to better their lives through collaboration and creativity, while also repurposing surplus fabrics and scraps to create beautiful handmade crafts
- Project Linus, Portland, Oregon - sewing quilts and blankets for children in need
- Blanchet House, Portland, Oregon - an organization that offers food, clothing, and life-saving shelter and residential programs
- Oregon Food Bank, Portland, Oregon - distributing food across Oregon and Southwest Washington for anyone experiencing food insecurity
- Deschutes Hoops, Bend, Oregon - raising funds for the local Boys & Girls club

### **You can grow your bottom line and give back while you're doing it.**

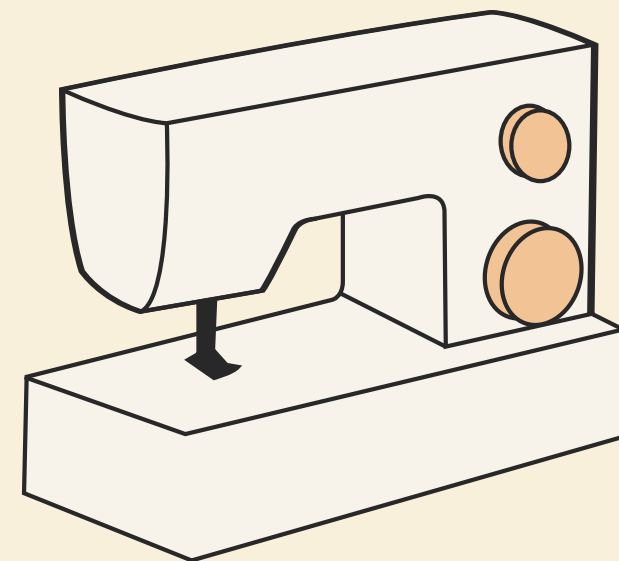
In 2022, the Seamwork Fund donated 3% of its earnings to Doctors without Borders. Seamwork also regularly donates their garment samples to Rose Haven.







***“To me, sustainability is just how we take care of the planet, number one, but also how we take care of ourselves as individuals, healthwise, and the impacts that we’re having on other people.”  
-Alexis Bailey***



**You can be a working cog in the greater machine of global change.**

In 2022, Seamwork became a certified B Corp. The goals of B Corps all over the planet to meet the highest verified standards of social and environmental performance, transparency, and accountability to all of their stakeholders.

**You can use resources and help the environment. And teach others how to do it too.** Sustainability in sewing is always an on-going topic here at Seamwork. In 2022, two of our favorite articles highlighted Alexis Bailey, owner of Fibr & Cloth and her creative advice to simply use less new textiles, and “How Can I Buy Less Clothing?”, which leads us through the process of being more intentional of what ready to wear items you spend money on.

**READ THE ARTICLES HERE:**

[Alexis Bailey Empowers You to Take Sewing on the Road](#)  
[How Can I Buy Less Clothing?](#)





**You can teach an old dog new tricks.** Learning time is a part of our Seamwork employment. Each team member maintains one learning objective every quarter.

Some of the learning time in 2022 included:

- Photography and Photo Editing courses
- UX and Brand Building courses
- Copywriting courses
- Creating short form videos
- Graphic design on Canva
- Courses and books about YouTube
- Reading “The Business of Belonging”, which is about community building, “They ask You Answer”, which covers creating helpful content.





# THE TOPS OF 2022

## TOP PODCAST: Episode 99



## TOP PATTERN: The Lex Sweatshirt





**TOP YOUTUBE VIDEO:**  
Binge-worthy Sewing Channels



**TOP ARTICLE:**  
5 Fall Outfit Formulas You  
Can Sew Again and Again





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