

STITCH PEOPLE.

STITCH PEOPLE FOR GOOD



*A guide to charitable crafting
for cross-stitchers*

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E-BOOK

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About Stitch People:

Stitch People was founded in 2012 by Lizzy Dabczynski-Bean and Spencer Bean. What started as a small, customized, cross-stitched family portrait-making service has expanded into a thriving community of tens of thousands of creative and inspiring stitchers around the world. In addition to custom portraits and custom portrait patterns, Stitch People now offers a vast library of hundreds of mix-and-match, totally customizable cross-stitch family portrait patterns which are available both in physical book form and digital download.

Special Thanks to Amanda McCurley

A very special thanks for this project goes to Amanda McCurley. A background in social work and a passion for Stitch People ignited Amanda's own efforts into charitable giving with portrait-making. This served as a large portion of inspiration for this guide. Follow Amanda on Instagram [@ajomccurley](https://www.instagram.com/ajomccurley) and get to know her better through her interview on The Stitch People Podcast, Episode 13, at StitchPeople.com/Podcast.

Learn more about Stitch People and the talented design team that made this book possible at stitchpeople.com/about

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GIVING BACK TO OUR COMMUNITIES

Whether for a PTA fundraiser, disaster relief, animal rescue, or any other cause that strikes a chord with you, your love of cross-stitching can absolutely coincide with a desire to give back to your community.

There are numbers of ways you can utilize your creative skills for charitable giving and community benefit. Through giveaways, partnerships, education, and collaborative

group projects, you can utilize whatever crafting skills speak to you for just about any cause.

On the next page, you'll see a brief overview of suggestions for ways you can participate in charity efforts with cross-stitching. Then, each of these options will be explained in further depth.



PORTRAITS AS DONATION GIFTS

An easy way to make a difference is to exchange a custom portrait for a donation to a certain charity or as a raffle or silent auction item. There are many ways and reasons to create and give custom portraits in exchange for donations.

PORTRAITS & PARTNERSHIPS

Partnering with organizations and offering a custom portrait to donors or customers (of non-profits) can create additional value for the donor and potentially encourage them to give more than they otherwise would have because they're enamored by the idea of receiving a custom portrait!



EDUCATION

If you can cross-stitch...you can teach cross-stitching! Stitch People has resources you can utilize if you'd like to teach classes in your community, with just a few stipulations. Read on for more information!

COLLABORATIONS

Rarely is anything more satisfying than working with a group of like-minded individuals towards a common goal. Collaboration with other stitchers and makers means working together to create something meaningful for your community on behalf of a certain movement or cause.



UNDERSTANDING THE “WHY”

It's important for you to consider why you'd like to use your talent and passion for cross-stitching to support a particular cause or fundraiser. This will help you define your boundaries around what you're doing, and help you create a structure around it.

Take some time to think about why you want to give back, get involved, and raise awareness and/or money. What's it all for? There is no right or wrong answer but it will certainly guide your efforts.

If you find a large reason is to get to know other people who are passionate about similar things as you, you may consider a more collaborative project effort.

If you are simply interested in having a good excuse to complete a slew of custom portraits because you love making custom portraits, you may consider doing a portrait giveaway drive.

Let your “why” be your guide!



WHY PORTRAITS?

People love to receive something personalized. A Stitch People custom portrait will help a donor feel like they're getting something very special for their donation - definitely better than a free T-shirt or key chain!

WHY PARTNERSHIPS?

When it comes to non-profit and charity efforts, adding value is never a bad thing. People (especially those who contribute money or time at a high level) love to receive something in exchange for what they give, and what could be more special than a custom portrait?



WHY EDUCATION?

Spread the love! Empowering communities of all ages and demographics through creativity is one of the best ways to make the world a better place. Make friends, teach skills, and turn a community's creative spark into a creative wildfire!

WHY COLLABORATIONS?

Many hands make light work, as they say. Working with a larger group of crafters in the community for a common purpose is extremely satisfying and can combine not only your creative skills, but your networks and communities to make an even bigger impact.



HOW MUCH IS A PORTRAIT WORTH?

Since many of the suggestions in this guide focus on exchanging a custom portrait for a donation of some kind, it's important to understand how much a custom, hand-made Stitch People portrait is worth. It is important not only for you to value your skills and time accurately, but to accurately represent the hand-crafting community at large and help reinforce the perceived value of handmade goods.

The following page outlines the approximate cost of the different elements that are required for a custom portrait. You can use this information as a starting point, but

finesse the numbers to adjust to what a custom portrait is worth for your purposes.

Resist the urge to undervalue yourself, your skills, your time, and hand-making traditions. Yes, even if it's for a good cause. If this is difficult for you, think about other ways people contribute to a good cause. If a car dealership donates a car worth \$10,000 to a silent auction, I bet the minimum bid they'll ask for is \$10,000. Things are worth what they're worth, and that's okay.

RAW MATERIALS

Each Stitch People portrait requires certain materials. This includes floss, fabric, maybe some backing material, and a frame or embroidery hoop.

APPROXIMATE TOTAL: \$8

OVERHEAD

Overhead refers to costs incurred that aren't directly related to the production of a portrait. This includes expenses like an Internet connection, the purchase of Stitch People books and patterns, the time you spend before actually designing and stitching a portrait to prepare for a charitable event/effort, and tools you've already purchased but are necessary to make the portrait, like scissors and needles, etc. It can be tricky to account for this, but assuming \$10-\$15 is a safe bet.

APPROXIMATE TOTAL: \$10

SHIPPING & PACKAGING

Will you be shipping the finished product to the buyer? How? What will you use to package the portrait? Will you include anything like a handwritten note or tissue paper?

APPROXIMATE TOTAL: \$20

TOTAL:

\$38

TIME & EXPERTISE

If you're ready to make portraits for a charity effort, chances are you've been stitching for a while.

In context of the time it has taken you to develop your skills, and the amount of time it takes to stitch a new piece, I'd argue...

APPROXIMATE LABOR: \$20/HR

PRICING A CHARACTER:

Approximate how much time it takes you to design and stitch a character. Don't forget to build in time for color switching, fixing mistakes, tackling difficult designs and stitches, and so on.

If you're unsure about stitch time, set a timer and cross-stitch a 1-inch x 1-inch square. Then multiply that time by 3, as most adult-sized Stitch People characters are around 1-inch x 3-inches.

If you're unsure about design time, design a new character from scratch with a timer on.

PRICE PER CHARACTER:

APPROX. DESIGN TIME: 1 HR

APPROX. STITCHING TIME: 2 HR

AT \$20/HR = \$60/CHARACTER

PORTRAIT COST

Using the information above as a starting point, each portrait should have a baseline cost of \$38 to cover materials/shipping/etc. Plus \$60 per each character. (Don't forget to account for the cost of designing and stitching any text, accessories, background elements or florals.)

1-CHARACTER PORTRAIT: \$98

2-CHARACTER PORTRAIT: \$128

AND SO ON...

PORTRAITS AS DONATION GIFTS

There are numbers of ways to create custom Stitch People portraits as gifts to exchange for donations to specific causes.

SILENT AUCTIONS

A common fundraiser is the silent auction. Attendees at an event peruse numbers of offerings and make bids. The more an item goes for, the more money the organization running the event makes! Portraits are a great item to give at a silent auction.

RAFFLE GIVEAWAY

This can be done at an in-person event or run online on your own. Every in-person

raffle ticket purchased or receipt of a specific online donation amount puts the donor's name in a pot (or onto a spreadsheet). At the predetermined deadline for entry, either a physical ticket can be drawn from a pot, or a random number generator can be used online to choose a name from a spreadsheet to select a winner.

GIFT FOR DONATIONS

If you want to encourage people to give, you can run your own donation effort online by offering a portrait in return for a donation of a specific amount. All a donor has to do is send you a receipt as proof of



their donation. You can choose the charity, or allow donors to choose a charity that resonates with them. It's up to you!

CONSIDERATIONS

No matter how you choose to give away a portrait, be sure bidders and donors understand if there is a minimum donation or bid amount and what exactly is included in the portrait for their donation amount (numbers of characters, amount of words or embellishments, etc.). Make sure they understand they'll need to communicate with you to provide details to the portrait, and what the timeline/turnaround time is.

As you decide what to do, you may also want to think about the following questions:

Do you want to handle money and take responsibility for making a donation or ask for receipts/proof of donations?

How many portraits do you have the time and

bandwidth to make? (You will want to cap it at a certain number. Don't be fooled into thinking "Oh, I doubt many people will want this...")

Do you have the time or interest to create completely unique, custom portraits? If not, you could stitch multiple versions of a certain quote or generic cross-stitch design for ease, or come up with some kind of straightforward, template options people can choose from. Cater to your audience!

What are the parameters of your giveaway? Do you have a max number of characters, max character size, certain text options, certain embellishment options, etc.?

What information will you need to complete the portrait? How will you get in touch with the recipient to get this information?

What is the production timeline? How long will it take for a donor to receive their portrait?

GATHERING PORTRAIT-RELATED INFORMATION

Here are some things you may want to consider including when you contact donors about their custom portrait details.

INTRO

When communicating with donors, thank them, introduce yourself, and provide a brief explanation of what you're hoping to achieve by doing your giveaway.

CONTACT INFO.

Provide information about all the ways a donor can contact you, and how quickly they might expect to receive a response.

SET EXPECTATIONS

With some detail, explain the process for creating a custom portrait. People like to know what to expect. If you're doing multiple portraits, explain the order you intend to tackle them (smallest to largest, chronological order of donations received, etc.). Tell them how long it will take to complete their portrait, how large they can expect the finished piece to be, and how it will arrive (by USPS, FedEx, etc.)

Make sure they understand you can't start their project until all custom details have



been confirmed with them, and be sure they know whether or not they get the chance to make any adjustments or edits to your portrait design.

GATHER DETAILS

Include all the details and information you'll need from the donor to complete their portrait and ask for photos. You may want to consider creating a free Google Form for this purpose, as donors can easily submit photos that way too.

Details include, but aren't limited to:

- Names and ages of all characters included
- Specific hairstyle notes (if different from photos)
- Specific outfit notes (if different from photos)
- Any particulars about height differences or the order of

character placement

- Desired text underneath (Provide them with some ideas so they know their options!)
- Desired floral embellishment colors (if that's part of your offering)
- Mailing address for the portrait
- Ways to pay/donate, if not associated with a specific silent auction or something similar

LEGAL DISCLAIMER

Should anyone ask, be curious, or have any concerns, you can assure them that while your portrait designs utilize or are based on the Stitch People patterns, that it is legal to sell completed, stitched portraits, and does not infringe on any of Stitch People's intellectual property, or trademark or copyright laws.

PORTRAITS & PARTNERSHIPS

Partnering with local organizations is a great way to stay involved with a certain group you feel particularly passionate about. What this means is you could be more-or-less on call to create custom portraits for a particular organization if and when certain donation criteria are met.

If you choose this option, be sure to be open and communicative with your contact at the organization to be clear about what the expectations are regarding your portrait offerings and how those expectations are communicated to the donor, as well as who communicates directly with the donor.

Ideas for organizations with partnership potential include, but are certainly not limited to, groups like:

ANIMAL SHELTERS

Work with local animal rescue organizations! You could offer a custom pet portrait for pets going to new homes. This could be something you offer to include with each pet adoption, or something you allow the shelter to offer as an add-on.



HISTORIC NEIGHBORHOODS

If historic preservation is in your wheelhouse, you may consider partnering with historic neighborhoods, historic preservation trusts, or other such organizations in your area to create house and building “portraits” for various fundraising events.

Use the [Hand Stitched House book available at StitchPeople.com](https://www.stitchpeople.com/) as a resource for re-creating beautiful buildings and homes down to every last detail!

WOMEN’S SHELTERS

Working with a local Women & Children’s shelter can be a fulfilling way to create portraits for women who are ready to mark a fresh, new chapter in their lives. By helping them commemorate taking brave steps into the unknown, a Stitch People

portrait may provide a beacon of comfort and hope during an otherwise difficult time.

THEATER & ARTS

Think about working with non-profit museums, galleries, or local theaters. Volunteering to create commemorative portraits of specific performances or installations could be a treasured experience for high-level donors.

...AND MORE!

The sky’s the limit for organizations you can work with to provide ongoing value to them, their customer base, and various donors and patrons. Reach out to organizations you’re passionate about to see if there are ways you might work with them. Remember to approach them with opportunities and solutions, not problems!

EDUCATION

If you can stitch it, you can teach it!
(No, really!)

Do you enjoy making friends, giving presentations, leading youth groups, or inspiring others? Teaching may be a great route for you to marry your extroverted tendencies with a love for stitching.

Cross-stitching, as you know, is relatively basic in theory, and just takes a patient instructor to help someone learn the steps and tips to help their work really shine.

CONSIDERATIONS

Before you think about *where* and *how* you'd like to teach, it's always a good place to start by considering *why*. Some questions you may want to ask yourself are:

What is it you're hoping to accomplish with teaching? What do you want to get from it?

Do you have materials you're willing to donate, or do you need to work with an organization that has a budget for materials?

Do you prefer working with adults or youth?



WHERE TO TEACH

There are many places in our communities where you could teach. Where is really up to you and your drive to find a place to do it!

Some ideas you might consider are as follows - but this certainly isn't an exhaustive list!

- Girl Scouts or Boy Scouts
- Girls & Boys Clubs of America
- Intergenerational Daycare Centers
- Retirement Homes
- Child Daycare Facilities
- After-School Programs
- High School Clubs (Crafting-related Clubs)
- Church Groups
- Art Museum Classes
- Recreation Centers
- Community Centers

WHAT TO TEACH

You could utilize numbers of Stitch People's resources to teach cross-stitching. [StitchPeople.com/HowTo](https://stitchpeople.com/howto) is a great place to start. There's a free *Cross-Stitch 101* guide at that address you could download, print, and provide to students. It includes step-by-step instructions and a free, basic pattern.

[StitchPeople.com/HowTo](https://stitchpeople.com/howto) also has a *How to Cross-Stitch* video that may be useful for you or for your students.

STITCH PEOPLE RESOURCES FOR CHARITY PURPOSES

If you have a situation where you feel support from Stitch People could be useful, please email us at info@stitchpeople.com. Let us know you have this guide, and tell us about what you're up to and how you'd like us to help. We'll see what we can do!

COLLABORATIONS

It's highly likely you're not the only crafter or stitcher in your area. Why not combine forces with other makers and utilize a collaborative effort to draw attention to a certain cause, story or effort?

PORTRAIT GALLERY

Divvy out portraits amongst enthusiastic cross-stitchers to represent and commemorate people for various reasons. This could be about Black History Month, Women's History Month, Presidents of the USA, or even simply an event for your local city council or government!

QUILTED PORTRAITS

Instead of displaying dozens of portraits together in frames or hoops on a wall, work with local quilters to apply your portraits to quilt squares and stitch the quilt squares into a greater whole to make a commemorative quilt.

EVENT ARTWORK

A well-styled and beautifully photographed Stitch People portrait can serve as the primary artwork for a poster promoting a charity event, concert, or otherwise.



PORTRAIT TEAMS

Perhaps it's portrait giveaways that appeal to you most, but you'd have a better time doing it with friends! Assemble a Stitch People team to tackle an influx of portrait-related gifts for donations.

LOCAL BUSINESSES

Local businesses can be a great resource to collaborate with your charitable efforts. You can ask them to help provide funds to help you pay for the project's needs, or ask them to price-match donations from other sources.

Additionally, collaborating with the right local businesses could help boost interest in what you have to offer. Some examples are putting out calls for help in local quilt or stitch shops, asking for shelf space at gift shops or interior design stores to make a display with information, and so on!

CONSIDERATIONS

For whatever purpose, or however you choose to team up and collaborate, be sure to commit to fostering open, transparent communication with your team.

Try to have clear expectations of responsibilities and delegation of tasks and needs from the start. Get a clear understanding of everyone's interest and skill set, as well as everyone's availability. Do your best to be as respectful as possible of what everyone is able and willing to do, give, and share. Make sure everyone understands who gets the final say about certain things and, of course, ensure everyone is on the same page regarding volunteering, pay (or not), and the "why" behind why you're all working together.

SHARE YOUR EXPERIENCES WITH US!

REACH OUT

We'd love to see what you dream up! Please don't hesitate to reach out for support or with questions. Email us at info@stitchpeople.com - we try to respond to emails in a timely manner!

SHARE WITH US

Be sure to post photos of what you're doing on Instagram and Facebook using the hashtag #stitchpeople so we can see what incredible things you're up to.

THANK YOU

I want to thank you for your interest in this guide. If you've read it, that means you're trying to do something very special and good in the world and I greatly admire that.

Your community needs you. Don't stop! Keep giving! Keep making! It is an honor to have someone like you as a Stitch Person.

Best of luck in all you do,



Lizzy Dabczynski-Bean

Founder of Stitch People

ABOUT STITCH PEOPLE:

Stitch People was founded in 2012 by Lizzy Dabczynski-Bean and Spencer Bean. What started as a small, customized, cross-stitched family portrait-making service has expanded into a thriving community of tens of thousands of creative and inspiring stitchers around the world. In addition to custom portraits and custom portrait patterns, Stitch People now offers a vast library of hundreds of mix-and-match, totally customizable cross-stitch family portrait patterns which are available both in physical book form and digital download. Learn more and see what's available at StitchPeople.com!

