

InnovateHER Business Challenge Nomination

June 23, 2017

Kaitlin Schuck, Founder / Owner

Threading Love

419 Market Street, Lewisburg, PA 17837

570-490-0469

kaitlin@threadinglove.com

<https://www.threadinglove.com>



Change the World in Style

Threading Love owner and founder Kaitlin Schuck and her team bring consumers the latest fashion trends and partner with social conscious organizations whose efforts strive to end global injustices such as human trafficking and poverty. Every item they carry has a name, a face, and a story behind it; and with each purchase those stories become ones of empowerment, self-sufficiency, sustainment, and triumph.

Submitted by:

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~ Threading Love was selected from among an application pool of 13 entries ~

Attachments:

1. Business Plan, Threading Love 6/23/17
2. Statement of Support, Bucknell SBDC

Joinder Agreement _A- 12_ Pursuant to SBA Cosponsorship Agreement Authorization Number: 17-6050-38
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InnovateHER Business Challenge
Statement of Support
June 23, 2017

It is with great pleasure that the Bucknell University Small Business Development Center (SBDC) nominates Kaitlin Schuck, (below, with scissors), Founder and Owner of Threading Love for the national InnovateHER Business Challenge.



In spring of 2017, State Representative Lynda Schlegel Culver, regional media outlets and economic development partners joined the SBDC in announcing the InnovateHER challenge throughout central Pennsylvania. From a highly competitive pool of 13 applicants, three regional finalists were invited to present to a panel of judges. Judges were Jolene Betz, Vice President and Regional Manager of Jersey Shore State Bank; Heather Buttorff, Assistant Vice President of M&T Bank; and Kelsey Hicks, Director of the Women's Resource Center at Bucknell University. Competitors also had the opportunity to take advantage of the educational offerings, information resources, and no-fee confidential business consulting services of the Bucknell SBDC, as led by Maureen Hauck, Assistant Director of Business Consulting.

Entrepreneurs were called upon to submit business plans and offer presentations demonstrating how their business or product 1. Impacts **the lives of women and families**, 2. Has **potential for commercialization**, and 3. Fills a **need in the marketplace**. The SBDC and our judges laud Kaitlin and Threading Love as meeting each of these criteria to a very high degree:

1. Threading Love impacts the lives of women and families in multiple ways: locally by employing women in their store and business development operations; and with events such as the Threading Love 5K race, which raise funds for and awareness of issues such as human trafficking and domestic abuse. Their impact is felt broadly throughout the world as well via partnerships with brands and products whose efforts work to effect social justice. Each item carried by Threading Love shares powerful stories about women and families involved in, and impacted by the product. For example, each Threading Love product from their “Cambodia Collection” is tagged on the outside by a stitched label that says “Handmade with love in Cambodia by survivors of trafficking”. The special employment center that Threading Love partners with offers young women rescued from sex trafficking new lives through a specially designed reintegration program. In striking contrast to conditions experienced by garment workers in some areas of the world, seamstresses receive on-the-job training, childcare,

healthcare, continuing academic education, and counseling. Women are equipped with the skills needed to build a career. They take pride in their work and Threading Love takes pride in them. Customers shopping at Threading Love feel a great connection to the women they are helping every day through their socially-conscious fashion choices. They were able to provide 4 full time jobs for women rescued from sex trafficking in Cambodia through the sales of just three product types in the store in 2016 alone.

2. As described in the Business Plan (attached), Threading Love has a demonstrated track record of success and growth in the regional marketplace, and has charted exciting new online and event-based distribution channels that give it excellent potential for broader commercialization. Online sales of its partner brands and expanded Threading Love fashion line just launched this year, and are on track for significant growth.

3. Threading Love starts by connecting women who want to help with women who are in need. The bridge they build fills a need in the marketplace demanded by socially conscious consumers. The stories they share provide education, create awareness, and provide an opportunity for people to get involved. Knowing that women are the primary market for fashion-related goods, that they account for 90% of the buying power in this market, and that they connect deeply with the stories and themes associated with their products, Threading Love has both proven success and great opportunity ahead to fulfill a great need in the marketplace.

In 2016 the SBDC recognized Kaitlin with the Social Entrepreneur of the Year Award, in recognition of positive impact on the world's social problems, achieved through entrepreneurial methods and ventures. The award was presented by Solomon Wheeler, Branch Manager, U.S. Small Business Administration (right), who shared remarks about the social impact of the brands and products carried and promoted by Threading Love.



The impact that Threading Love has on the lives of women and families is highly positive; and Kaitlin's personal journey of faith, service, and social entrepreneurship is an inspiring one. In serving her as a client from planning, to launch, to expansion; the Bucknell SBDC have come to know her character deeply; and we admire her determination, creativity, and positivity. She is an inspiration for her team members, her community, and for women business owners everywhere.

In summary, we are exceptional pleased and proud that the result of this highly competitive process was the selection of Kaitlin Schuck as our local winner and national InnovateHER nominee. I invite anyone with interest in or questions about Threading Love or this nomination to contact me at steven.stumbris@bucknell.edu or 570-577-1249 at any time!

Threading Love

Address: 419 Market Street, Lewisburg, PA 17837

Website: <https://www.threadinglove.com>

Phone Number: 570-490-0469

Owner: Kaitlin Schuck

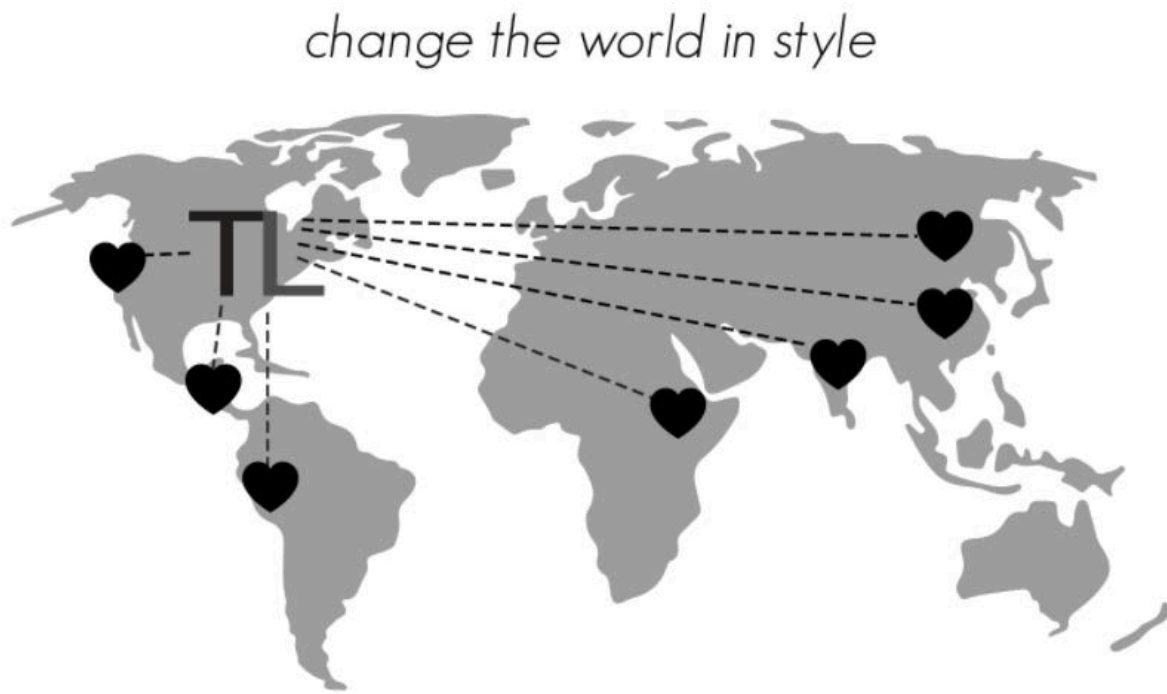
Prepared On: June 22, 2017

Our Mission

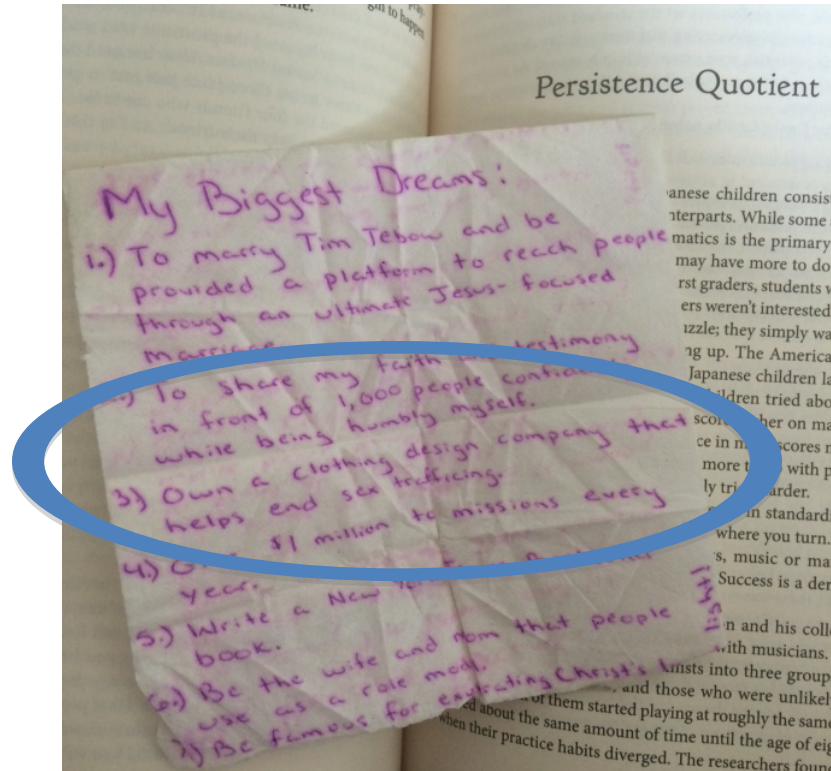
The mission of Threading Love is to change the way fashionable clothing and goods are made, educate consumers about the positive impact of their purchase, provide an easy and tangible way for customers to be connected to the person their purchase is helping, and ultimately change lives through creating a movement that redefines the retail industry.

Threading Love started because of a dream I had to make a difference in the lives of women and children across this world through purchases we make every day. There are currently 20 million women and children trapped as slaves in the human trafficking industry. Every day 2,000 children, under the age of five, die from a lack of access to clean water. It is estimated that 700 million children across the world cannot go to school and get an education. The problems of the world seem so overwhelming and we are left asking ourselves, where do we start? We start by getting access to the multi-billion dollar industry of retail and consumerism. We start by connecting women who want to help women that need our help by building a bridge that brings the two together. The bridge is us, Threading Love, a retail store and business model that believes we can change the world through the retail industry. Change starts through educating others, creating awareness, and ultimately providing an opportunity for people to get involved. Since most women love shopping and account for 90% of the buying power, we provide this opportunity through fashionable goods that are trendy, in-style, and have incredible stories.

Journey with me as I explain how Threading Love is changing the world in style, one conscious consumer at a time...



History of How Threading Love Started



"The shortest pencil is longer than the longest memory.' If you haven't written down your goals, you haven't really set them. Something powerful happens when you verbalize a goal, whether in a conversation or in a journal. And it's more than a good idea; it's a God idea."

- Mark Batterson *The Circle Maker*

- When I was 23 years-old I was reading the book "The Circle Maker" by Mark Batterson while on vacation. I was challenged to write down my biggest dreams or BHAG (Big Hairy Audacious Goals). I wrote down seven dreams on a Carnival Cruise ship napkin that I have kept with me ever since. I thought long and hard about the dreams and goals in my heart and my third dream listed was to "Own a clothing design company that helps end sex trafficking."
- For those curious about the first dream listed above ☺...I did not marry Tim Tebow, but I did marry a very handsome Ohio State football player that loves God and is often called "Tim Tebow's Twin"
- I graduated from Penn State University with a Kinesiology degree after changing my major from Pre-Med my senior year. After Penn State, I went to school at Susquehanna University to receive my Secondary Education Teaching Certification in Biology.
- During this time I was searching to find my place in this world. I loved traveling to third world countries and helping people that had no hope for tomorrow. This passion for helping others never went away, but I found that my vision was to help the less fortunate through employment opportunities rather than through treating them medically.

- After receiving my teaching degree, I became a nanny in Florida for one of the most prominent businessmen in America. Here is where my dream to start a clothing company took a turn from unrealistic to tangible. My boss helped give me the boldness and confidence I needed to realize starting my own business was not an unrealistic dream, but something that can easily become very real with hard work and dedication.
- During my time in Florida, I bought the Threading Love website domain for \$9 and took the first steps to creating a vision for this company that quickly unfolded.
- Two years after writing that dream on a napkin, I was back in my hometown about to get married to my now-husband. Through God opening all the right doors, I stumbled upon a store-front in downtown Lewisburg that was available for rent, perfect location, and was within a price range I could afford. I had two weeks to make a company out of nothing. My plans quickly went from planning on being a substitute teacher in the Fall to becoming the founder of a company I always dreamed about.
- I immediately met with a lawyer to start the process of getting the name Threading Love registered in Pennsylvania. I remember hoping the \$500 I needed to spend on the registration was worth it, because it was about all the money I had to my name.
- I was lead to the Bucknell Small Business Development Center (SBDC) so that I could develop a business plan to apply for a bank loan. One of the representatives was able to squeeze me in after a cancellation and we spent many hours talking financials, logistics, and putting together an initial business plan. Without the guidance from the SBDC and having this resource, I truly believe Threading Love would not be what it is today.
- I went to a local bank with my business plan in-hand and was approved for a \$25,000 line of credit.
- After a few ups and downs, early mornings, late nights, and a lot of determination I signed the lease papers to start renting the property on July 1, 2014.
- The next few weeks were intense. I worked to get Liability Insurance for the property, set up our accounting procedures for sales tax and business taxes, found the right Point of Sales system, and I spent many hours researching and reaching out to brands to partner with them to get inventory before we would open on August 1, 2014. I researched and bought displays, checkout counters, clothing racks, hangers, and every other minute item and detail required to successfully operate a business. We tour down walls, painted, built changing rooms, tour out a bathroom, and prepared the storefront. I requested and got approved for signage through the Lewisburg Borough as well as had signage made. I reached out to local newspapers and news stations that did press releases about Threading Love before the grand opening. I had posters, postcards, and other marketing materials designed and made to market the grand opening and mission of Threading Love. It was all-nighters of steaming clothing, pricing items, and putting every item in the POS system. And this all happened in four weeks while I was also preparing for our wedding that October and just moving back from Florida.
- Resiliency of a dream: I was a 25 year-old woman with no business experience and no money to start this business, but here I am today living my dream - to be a part of something greater. Through our employees, customers, and followers we have the overwhelming privilege to be empowering women, changing lives for generations, and be a part of the fight to end human trafficking.

What is Threading Love?

- Threading Love is a retail store that educates consumers about the poverty and injustices of the world, while providing a positive way to directly make an impact in someone else's life through products they would buy every day. We believe in socially conscious consumerism, while being trendy, in-style, and fashionable. Each brand we partner with believes in people over profit, reducing our carbon footprint, and being the change we wish to see in the world. Brands and products are carefully assessed based on their impact, transparency, the quality of their products, and the relationship we have been able to establish with them.

Examples of brands we partner with and their business models:

- **TOMS** - "One for One" For every item you buy, TOMS provides an item to someone in need. Their most known products are shoes. For every pair of shoes you buy, a pair of shoes is donated to a child in need. These shoes are given internationally, as well as here in the United States. The type of shoe given to a child is based on their need. For example, children receiving brand new shoes from TOMS here in the United States are given athletic shoes because many of the children in after school programs in low-income areas cannot afford them. Shoes are necessary for children to attend school as well as prevent foot related diseases. Without shoes, children would not be able to get an education and be a part of changing the future for their family. At Threading Love we also carry TOMS sunglasses and bags. For every pair of sunglasses sold, eyesight is restored to a person in need. For every bag sold, a safe childbirth kit is given to those in need
- **Pura Vida Bracelets** – Every item is handmade in Costa Rica by local artisans. This company believes in providing fair jobs and helping local artisans to rise out of poverty through doing something they love. At Threading Love we also carry the charity bracelet line. Through these sales we have been able to donate money to over 30 different charities that have partnered with Pura Vida.
- **The Giving Keys** - Each key on a piece of jewelry is engraved with a word of encouragement. You are to embrace the word and then pay it forward by passing it off to someone that needs the word of encouragement more than you. Each key is hand engraved by those transitioning out of homelessness here in the United States. This brand and company believes in investing in their employees by helping them transition out of homelessness. They do this by teaching them how to invest in savings accounts, apply for jobs, provide them with an education, and believe in them when nobody else does.
- **Purpose** - Every piece of jewelry is handmade by women rescued from sex trafficking. They are taught the skill of jewelry making and are given a great job with fair wages. The women take great pride in their jewelry and sign their name on the hangtag of each piece they make.

- **Various local women-owned companies** - We believe women in business need to connect and build other women entrepreneurs up by supporting each other's dreams and helping each other to succeed. Here are a few examples of local women owned companies we work with:
 1. **Pompeii Street Soap Company** - This soap is handmade locally in Mifflinburg, PA by using all natural ingredients.
 2. **Gable House Bakery** – A local bakery in Mifflinburg, PA. Every baked good is made from all-natural local ingredients from scratch. This company was started and is owned by Nicole Walter, a former employee of Threading Love. She credits Threading Love for helping teach her the skills she needed to start her own business and for sparking a passion to help others through it. For every loaf of bread she bakes, she donates a loaf to a local food bank.
 3. **Gracefull Words** - Local artist, Katie Troup, hand makes each sign on repurposed wood. Each one tells a story of encouragement. We have inspired her to pursue this dream further to create and sell items at Threading Love and to expand her product line.
 4. **Barn Own Art Studio** – Local artist, Annie Izumi, sells her own work exclusively at Threading Love. We have provided an opportunity for her to reach a wider customer base and to provide more income for her and her family through working with us.
- **Krochet Kids International** – The entire mission and business model is to empower women and their families to rise out of poverty through job creation. They teach skills including crocheting, knitting, and sewing and then provide full time job opportunities with great wages. Their business model is a holistic approach to empower the women in their program through full time jobs as well as provide free education classes, daycare, healthcare, and mentor women in their program along the way. Their model is used with many other brands we work with including 31Bits and Papillon Enterprise. This model is proven successful and the ultimate goal is to end the cycle of poverty for families by starting with the person who needs the income the most, women.

Methodology from the Krochet Kids International (KKI) Business Model and Program

Through a unique model we are empowering the women of Northern Uganda and Peru with the assets, skills, and knowledge to lift themselves and their families out of poverty.

The result is long lasting and sustainable change.



JOB

We provide a job so that women can meet the present needs of their families.



EDUCATION

We educate them so that they develop beyond the need for outside aid.

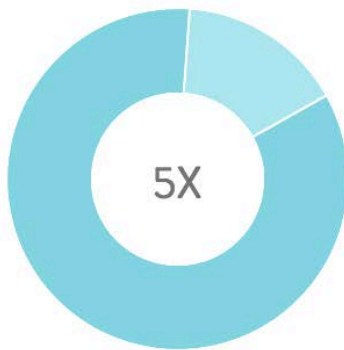


MENTORSHIP

We provide mentorship to help each lady plan a unique and sustainable career path for the future.

Positive Impact on Women & Children from the KKI Business Model:

HEALTHIER FAMILIES



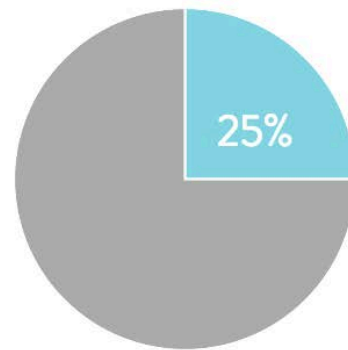
Families are 5x more likely to have access to healthcare when sick.

PHYSICAL ABUSE DECREASES



Women are 40% less likely to be physically abused.

GENDER EQUALITY INCREASES



Women are 25% more likely to participate in major family decisions.

More Children in School

Children are **8X** more likely to attend high school if their mother participates in the KKI program. In places where higher education is rare, children who finish high school have significantly more opportunities than those who don't.

A Steady Income

Personal Income grows to be **10X** larger than pre-KKI levels. More income means a greater capacity to invest in the long-term well being of her family.

Savings Increase

Savings levels increase by **25X**. Savings provide a safety net during hard times, a way to handle unforeseen expenses and the seed capital to start a business.

Development of the Threading Love private label

- Cambodia Collection - I started the Cambodia Collection from the passion and dream to help women and children rescued from sex trafficking and a love for flannels. I wanted to be able to design an oversized “boyfriend” style flannel that is trendy, comfortable, and has an inspiring story. Soon after Threading Love opened, I reached out to a rescue facility in Cambodia called Agape International Missions (AIM) to make our first Threading Love branded and designed item – the Boyfriend Flannel.
- Who is AIM and why do we care to choose this factory? – AIM’s mission is to defeat the complex problem of child sex trafficking through holistic strategy that involves survivors, law enforcement and the community. The AIM programs PREVENT sex trafficking, and work to RESCUE, RESTORE and REINTEGRATE survivors of this crime. Through this approach, AIM is committed to lifelong and community-wide transformation that is effective and lasting. Threading Love works directly with the AIM Employment Center to make our products. The AIM Employment Center (AEC) is an exciting program that offers RESCUED young women a career and a new life through the reintegration program. After being rescued from sex trafficking and given time to recover, AEC equips women with the skills needed to gain employment and build a stable life. They can walk into AEC and receive on-the-job training, childcare, healthcare, continuing academic education and counseling and be paid well above average. While average wages for a garment worker in Cambodia are around \$50/month, women at AEC earn 3-4 times as much, making between \$150-200/month. In addition to giving restored young women a job, AIM Employment Center can offer an immediate rescue to those still trapped in brothels with no opportunity for income, no way to care for children and pressure to raise money for family.
- What is Threading Love’s role? - We work directly with the design team at AEC to make the Threading Love Cambodia Collection. We are a part of being able to keep the AEC program sustainable by providing additional job opportunities. We have also been able to expand products that AEC offers through challenging them to try new designs. The flannels that I have designed are now sold through their own brand called “Made.” Over the past two years we have expanded our products to include flannels, kimonos, and elephant pants. We are working towards expanding the products beyond these three items by Fall of 2017.
- What is the impact and are we making a difference? In 2016 we sold a total of 154 flannels, 60 kimonos, 168 elephant pants, and 42 tees. Our Cambodia Collection Sales were \$16,441. Threading Love was able to provide 4 full time jobs in 2016 for 4 women rescued from trafficking through the sales of these three products. The dream is to end sex trafficking, we are not quite there but this is a very small start to a very large problem.

A Look at Threading Love Products from the Cambodia Collection:



Threading Love Boyfriend Flannel



Threading Love Elephant Pants

How do we share the story behind the Cambodia Collection?



This is the part we care about the most – the woman and person behind the product. Each Threading Love product from the Cambodia Collection is tagged on the outside by a stitched label that says “Handmade with love in Cambodia by survivors of trafficking.” Our seamstresses take pride in their work and we take pride in them. Our women customers feel a great connection to the women we are helping every day and they too take great pride with every purchase that supports them.

- How does Threading Love help locally through the private label? – We believe in job creation for stay at home moms while building our local economy. We have soy candles handmade by a local mom with a disabled daughter. She hand makes each label to say “Threading Love” and incorporates various words of encouragement to build others up. We also employ a local stay at home mom to make button earrings out of the scraps from our flannels that are made in Cambodia. We have AIM send the scrap fabric along with the finished flannels so we can incorporate sustainable practices and try to find ways we can recycle scraps into something beautiful. We even use leftover pieces of flannel to tie as ribbon on our shopping bags.

Threading Love Recycled Button Earrings:



These earrings do more than good, they do GREAT:

- Sustainable – each one is made out of recycled fabric that would have been thrown into a landfill
- Each initial piece of fabric was hand cut by the women we employ in Cambodia that have been rescued from sex trafficking
- Every pair of earrings are made by a local stay at home mom, allowing for an employment opportunity that benefits she and her family.

Products Offered at Threading Love

- We are a department store of items with a story.
- Fashion apparel – jeans, shorts, shirts, tops, jackets, socks, hats, scarves
- Shoes – flip flops, sandals, work shoes, every day shoes, heels, winter boots, rainboots
- Jewelry – necklaces, bracelets, earrings
- Accessories – headbands, purses, wallets
- Homegoods – candles, mugs, baskets, lamps, décor
- Personal hygiene – shampoo, conditioner, body wash, soap, lotion
- Books – inspirational, children’s, pop-culture
- Gifts – prayer boxes, charms
- Greeting Cards

Threading Love Customers

Threading Love would not exist today without the incredible customers that make up who we are and keep us in business every day. They are passionate do-gooders that want to be a part of something bigger. They are inspired by the purchases they make at Threading Love and want to spread our mission to others every day.

- **Who is our target market?** Our target market is a woman between ages 18-35 that are socially conscious consumers. If we were to create an avatar our ideal customer, we

would name her Hannah. Hannah is a 28 year-old single female nurse at Evangelical Hospital in Lewisburg, PA. She is passionate about helping others and has traveled all over the world for missions and serving others. She enjoys adventure, exploring, and hanging out at music festival. She is somebody that is willing to buy something at a higher price because she knows it is supporting a job for someone in need. She has a good job and doesn't have to ask permission to buy something she wants. She is passionate about her purchases from Threading Love and shares the stories behind each item she wears with her co-workers and friends. Hannah comes to the Threading Love store about 3-4 times a month to see what new items we have. Hannah embraces the fact that she is part of the Threading Love family and takes pride in knowing we are making a difference in the lives of women and children all over world.

Reaching our Target Market

- **In-Store Experience** - We want Threading Love to be a destination for people to have a shopping experience. The atmosphere is relaxed, calming, and we encourage customers to take the time to read the stories behind products and ask questions. The goal is to be both a store and learning center. Our mission is to spark passion inside our customers through educating them on poverty and injustices while providing hope through showing them ways their purchases can make a difference. We play calming up-beat music that is the perfect balance for our broad range of customers. We want the music to become “white noise” that enhances their shopping experience without being distracting. We often play cover band songs (i.e. Boyce Avenue) that are popular hit songs sung by other artists in a coffee shop type of setting. The smell at Threading Love is “earthy.” As soon as you walk through the door we have Pompeii Street Soap Co., a local handmade all natural soap company that diffuses a very natural smell. Almost every time a customer walks in the door they comment on how good it smells at Threading Love. We highly believe in a great Customer/Employee interaction. Our employees are trained to welcome every person that comes through the door with a smile and upbeat personality. The first question employees ask after greeting a customer is, “Have you ever been to Threading Love before?” If yes, they say - “Welcome Back! We have a few new brands and items we just got in (point to where they are). If you would like to try anything on or have any questions, I would be more than happy to help. Just let me know if there is anything I can do.” If no, they say - “Awesome, we are so glad you stopped in! We are Threading Love and we partner with many brands that give back. Every item we carry has a story behind it, if you take the time to read the hangtag it will tell you a little more about how your purchase is making a difference in someone else’s life. My name is (name) and I would be more than happy to answer any questions you have or help you with anything you need.” Our employees assist people in finding what they are looking for, get customers in a changing room started, direct kids to our Play Room (parents love this area!), explain stories behind the products, upsell by showing how to coordinate and match items with other products we have, and at checkout they share information cards so that customers understand how their purchase is giving-back. For almost every brand, we have information cards that explains the story and mission behind each purchase. We reach our target market through a positive in-store experience because it draws people to want to keep coming back as well as tell their friends and family about how much they loved shopping at Threading Love. For us, we have found the best way to reach more people is through positive word of mouth.

- **Online Experience** - Our goal for our website is for it to be an online shopping experience just like it is in-store. We have a “The Story” button on each product page where customers click on the button and a window opens up that tells about how the item was made and how their purchase is helping someone else. We constantly update items online, offer exclusive items available only online, and conduct special online sales and promotions.
- **Festival and Event Experience** - Since the summer after Threading Love started (Summer of 2015), we have done pop-up shops at music festivals and fairs. This has been one of our most successful ways to reach new people within our target market. It has been beneficial for us in both sales, increasing our emailing list, and gaining social media followers. At each event we offer free Threading Love branded stickers by following us on social media or signing up for our emailing list. Our most successful event for sales and gaining a greater customer base is Creation Festival NorthEast. In 2016 we did \$10,000 in sales in 2.5 days at Creation Festival as well as gained hundreds of email addresses, likes on Facebook, and follows on Instagram. Other successful events we do include Alive Festival, Pop-Up Avenue, and Bloomsburg Fair.

A Look at Our Pop-Up Shop at Festivals:



- **Threading Love Postcard** (below) – The postcards we hand out have proven to be one of the best ways to share our story, and provide an opportunity for customers to pass this information on to someone they think would like Threading Love. We place a postcard in every bag in-store and in every shipped order. We also place the postcards around town or give them to people that want to hand them out. The postcard includes our store location, phone number, website, social media platforms, brands we work with, and our mission.



- **Giveaway Stickers** - We have fun stickers that people can get for free by following us on Instagram, liking us on Facebook, or signing up for our emailing list. We do this in-store and at traveling events.
- **Posters** - We have posters around the store that engage customers to read more about the stories behind products. The posters are a visual way for people to notice products they may not have noticed otherwise.
- **Social Media** - We use **Facebook** to interact with our local community by creating event pages, sharing customer photos/reviews, and showing behind the scenes photos that give people an inside-look at who we are. We currently have 3,195 likes, and our insight shows us that our followers are 88% Women, with 35% between 24-35 years old. We use **Instagram** to reach a broader audience outside of central Pennsylvania. We use hashtags to draw in new people to the brand. We have 1,458 followers.
- **Email** - Emails are sent out periodically to our growing list. We recently started a "Wednesday Weekly" campaign that highlights new brands and products, advertises sales, and announces upcoming events. Email addresses are gathered through in-store & event sign-ups, giveaways, and through our website. We currently have 972 email subscriptions.

The Customer Experience – Women building up Women

- Our goal is that every Threading Love customer will become more confident and hopeful. We want them to know that not only do the people behind the products matter, but they matter as well.

- Threading Love is the bridge that connects women who want to help with women and families that need assistance. We provide tangible opportunities for people to make a difference through their everyday purchases.
- We strive to provide custom made products that tell our customers they matter. We use brands such as The Giving Keys to engrave custom words for us to carry at Threading Love. The three key words we want every woman to know is that they are BEAUTIFUL, WORTHY, and LOVED.

Custom Products from The Giving Keys sold at Threading Love:



- **Our Changing Room** - One of our favorite and most talked about ways we tell customers they matter is through our changing rooms. As women, we innately feel self-conscious going into a changing room to try on clothing. Rather than feeling discouraged, we want each one to know they are beautiful and loved. We have permanent markers in the changing room and encourage each person to adorn our walls with words of love and encouragement. The woman in the changing room has one brain telling her she isn't good enough, but hundreds of people telling her she is worth more than gold and that she was created perfectly.
- **Personal Note** - During down times our employees write personal notes to each customer. The notes are secretly placed in their bags during checkout so that when they get home they have a hand-written note telling them how awesome they are and how much we value them.

Community Outreach – Working Locally, not just Globally

Threading Love does so much to help people all over the world so from the very beginning we wanted ways to reach our local community.

- **Threading Love 5K** - For the past two years we have hosted the Annual Threading Love 5K. When runners/walkers register to participate they get to choose what they want to run for. All proceeds from registrations are donated to the cause the runner chose. The Five Causes include: 1.) Human Trafficking Awareness – proceeds are donated to Oasis of Hope, a local safe house for women rescued from sex trafficking 2.)

Clean Water - proceeds are donated to The Well Coffeehouse in Milton, PA to assist their efforts to build wells in Sierra Leon 3.) Education - at the 5K, backpacks are put together by participants that chose to run for Education then taken to Lewisburg and surrounding schools to children in need 4.) Domestic Abuse Awareness – proceeds are donated to Transitions, a local resource center for those trapped in domestic abuse situations 5.) Environment - proceeds are given to Wild Goose Farm, a local farm that teaches sustainable practices to our community

- **Special Events at the Campus Theatre next door-** Threading Love rents out the local theatre to show movies that are relevant to causes we work with or books we carry. We have currently shown Priceless and The Shack in the past 6 months.
- **Donations** – Threading Love gives out many donations to local auctions and charity events.
- **One Day Without Shoes** - Threading Love joins TOMS shoes in their effort to educate people on what it is like to go one day without shoes. For every person that participates, TOMS donates a pair of shoes to a child in need.

Images from the 1st Annual Threading Love 5K:



The Threading Love Team

Threading Love is our employees and mentors. Threading Love could not operate or do what we do without the amazing staff and team that is its driving force.

- **Our Staff** - Our staff is 100% women driven. Today we currently employ six women at the Threading Love store. We have a Director of Social Outreach that oversees all of our traveling events throughout the summer, helps to plan events throughout the year, and is responsible for online orders and shipping. This employee has a heart for missions and started working at Threading Love after completing the World Race - a mission's adventure that does work in 11 countries in 11 months. We have a Sales Manager who oversees the daily operations including running the store, helping customers, handles customer satisfaction, accepting deliveries, checking inventory, putting new inventory into the POS, pricing and tagging items, taking customer requests, answering the phone, making the employee schedule, window display, and other necessary daily tasks. We also have three part time staff who oversee customers throughout the store, as well as help with daily operations. We recently hired a part-time Social Media Director. She is responsible for social media content for Threading Love including Facebook, Instagram, and Emails. She is in charge of making a Social Calendar to make our content consistent on a daily, weekly, and monthly basis.

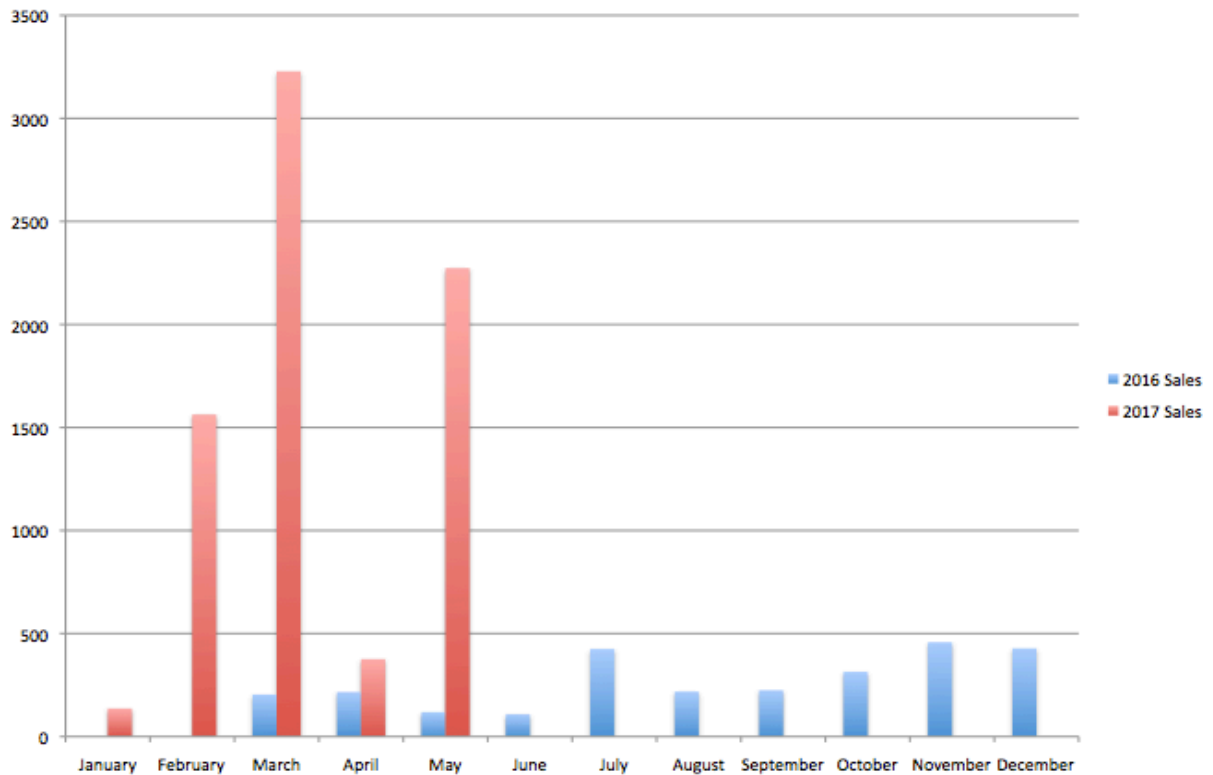
- **Bucknell University Small Business Development Center (SBDC)** - The Bucknell SBDC is a resource that we use that is an asset in indescribable ways. I go to the team at the SBDC to bounce around ideas, get better informed, or to network with other entrepreneurs. The SBDC has been with us every step of the way and we think of their staff as part of the Threading Love team and community.
- **Bucknell students and classes** - Bucknell has been a huge component in our success. A marketing and innovation course in the School of Management partnered with Threading Love to apply their design skills to our website. We had a group of female students redesign the layout of our site and incorporate improved online customer interaction. Additionally, a senior-level management course partnered with Threading Love in which several student focus groups concentrated on our five greatest needs. Their summary report delivered recommendations that we will be implementing throughout the summer; including changing our POS system, redoing the store layout, creating a customer loyalty program, and starting a new social media campaign. We view the Bucknell students and staff as part of the Threading Love team. The quality of the work we received from them was professional, forward-thinking, and went beyond what we had expected and hoped for. They are a driving force to our growth and we hope the real-life experience they gained by working with us will take them to the next level in their future careers.

Threading Love on Paper – Financials

Quarter	Month	2014 Sales	2015 Sales	2016 Sales	2017 Sales	Q1 2017A	2017E
Q1	January		4,192.00	7,129.80	9,357.00	27,110.00	264,230.29
	February		5,487.00	5,117.57	5,369.00		
	March		5,821.00	16,535.00	12,384.00		
Q2	April		12,296.92	14,509.00			
	May		15,746.00	13,844.00			
	June		18,741.82	19,313.00			
Q3	July		14,426.00	24,509.00			
	August	16,946.00	17,018.00	12,518.00			
	September	8,390.00	13,995.24	20,397.00			
Q4	October	7,800.00	20,252.50	14,963.00			
	November	10,315.00	22,327.00	25,701.00			
	December	21,662.00	32,994.00	46,154.00			
Total			\$ 171,364	\$ 227,760			

- Financials listed in the table above are for in-store only, and at the far right include and year-end estimate. We opened August 1, 2014. From 2015 to 2016 we had a 32.9% growth rate. Not yet depicted in the table above are sales of \$21,243 in April 2017 and \$19,840 in May 2017; increased levels from the prior year.
- We launched our online website in March 2016. Starting in January 2017 we have worked to grow this part of the business. The below graph compares our 2016 to our 2017 sales to date. We are encouraged by this growth and are finding new ways to expand the online business through blogs, new products, and the customer experience.

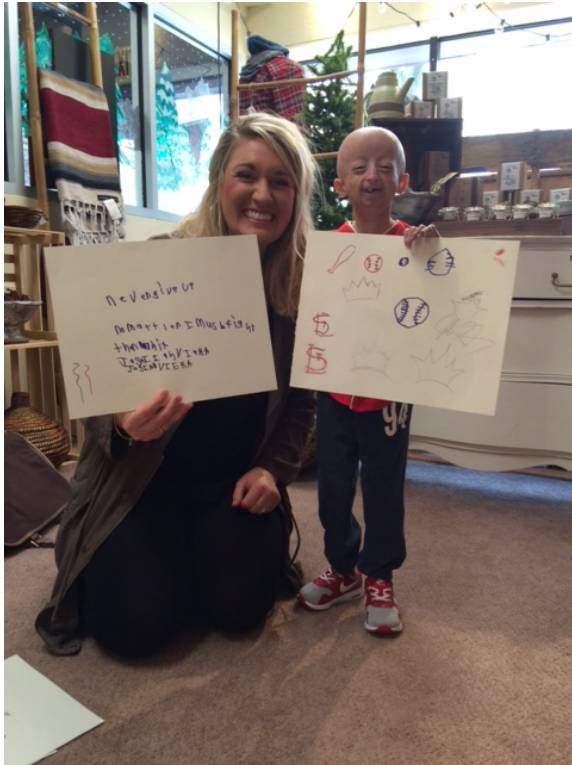
2016 – 2017 Online Sales Comparison:



Threading Love Tomorrow – What does our future look like?

- **Josiah by Threading Love** - This is an incredible new venture we launched in May 2017. We partnered with a 13 year old boy named Josiah Viera. Josiah was born with Progeria, a rare disease that causes his body to age 8X faster than he should. From the moment you meet Josiah, it is evident he is one of the most loving, upbeat, energetic, and encouraging 13 year olds you could meet. Josiah has a love for baseball, wishes to travel to more baseball games, and wants to spread his mission to others to “Never Give Up.” We took these aspects and made a product that people have fallen in love with. With Josiah’s help, I designed a line of baseball tees that have a logo hand drawn by Josiah – a baseball diamond with his motto “Never Give Up” and his signature. We pre-launched these shirts and sold out online in 24 hours. We are working diligently to have more made each week and will be officially launching the tees at baseball games this summer.

Josiah and I working to design the tees:



The Finished Product – Josiah by Threading Love:



- **Signature Graphics** – In June we will launch new signature graphics by Threading Love at Creation Festival. We created three tanks each displaying one of our core words that we want women to embrace – BEAUTIFUL, WORTHY, and LOVED. We partnered with a local stay at home mom that does calligraphy to hand draw each word that is printed on these shirts. Each shirt comes with a “Commitment Card” for the customer to take with them, sign, make a promise to themselves to embrace the word on their shirt, and to display the card somewhere as a reminder. Our goal is to spread our mission through encouraging our women customers to be confident in their identity as they help women all across the world.

Example of the “Commitment Card”:



- **New layout for in-store and online** – We are working to redesign both the in-store layout and our online presence so the store and site tell the stories behind items through design. We plan to do this through videos, interactive activities, and customer engagement. Below is a concept board of ideas we would like to work towards creating:



Threading Love Impact

No matter how many ideas we have coming and going, our ultimate goal is to make a difference in this world. We want to do that through building up the confidence of our women followers and by selling products that make a lasting change in the lives of women and children across the world.

- We have been able to provide 4 full time jobs for women rescued from sex trafficking in Cambodia through the sales of just three product types in our store in 2016 alone. The entire dream that launched Threading Love was to start a clothing store that ended sex trafficking. We want to be a part of the solution. We want to create awareness, provide opportunities, and continuously find ways to connect women who want to help other women in need.
- Since partnering with TOMS, we have been able to provide 1,184 pairs of shoes to children in need and eyesight to 50 people in need. That is 1,184 children that now have shoes to go to school so they can get an education and change the future for not just themselves, but also their families and communities.
- We have been able to provide jobs locally for 6 women as our in-store staff as well as the numerous local artisans we partner with. In 2016, we had \$15,289 in sales from local women-owned businesses and project this to increase by 4X in 2017.
- Threading Love has sparked passion and inspiration in many people and challenged them to find ways to be a part of the solution. Will you join with us to change the world in style?

“Never worry about numbers. Help one person at a time and always start with the person nearest you.”

- Mother Teresa

