

November 21, 2022

Program Office  
Lilly Endowment Inc.  
2801 N. Meridian St.  
P.O. Box 88068  
Indianapolis, IN 46208-0068



Dear Esteemed Members of the Lilly Endowment Fund,

I am writing to you from **Habitat Sartorial**, a startup 501c3 whose only shareholders are charities. Founded in April 2021 by four college students from Indianapolis, we generate funding for homeless-focused nonprofits by making it easier for people to donate through ordinary activities, like shopping and entertainment. **We are seeking \$150,000 in project support** to bring our already successful business model to a larger audience, and to become a self-sustaining charitable organization in the next five years. For the last 18 months, our founders personally funded and ran two business divisions, donating all profit from these activities to Horizon House in Indy. Below we detail our goals for the next five years of operations in these divisions.

**1. Apparel Division** - design, market, and sell through our website [habitatsartorial.org](http://habitatsartorial.org)

- *Why did we invest in apparel?* Buying apparel with us allows anyone to donate to charity simply by shopping for clothes. By providing a quality physical product, we remind donors daily of the good they've done, and incentivize them to give again with new releases.
- *How have we done so far?* Over 40% of our social media followers have placed an order with us, generating over \$10,000 in revenue in 12 months of printing in our company's print shop.
- *What is our goal?* To become self-sustaining in five years by 1) outsourcing printing to Tactive, a local screen printing shop with \$500k+ of apparel printing and embroidery equipment run by a 40 year veteran of apparel production, and 2) marketing online to raise order quantity to a level where the Apparel Division pays for itself.
- *How much annual support do we need to reach this goal?* From consultations with local marketing firms, we expect, at most, \$2,000 of monthly marketing expense. Other expenses, including paying graphic designers, photo/videographers, models, and our own staff will total \$6,000 per annum, for a total of \$30,000.
- *How will we measure success?* We currently take between 8.5 and 10% of apparel revenue to cover costs. At \$100,000 in annual sales, we'll cover all costs of running the apparel division. This year, we quadrupled our revenue to over \$4,000 - maintaining this growth will bring us to our sales goal in about four years. This is our target!

**2. Concert Division** - organize, advertise, and run concerts 100% for charity by local artists

- *Why did we invest in concerts?* Indianapolis folks who care about the city love local music - and concerts are a great way to bring many small payments from lots of people together.
- *How have we done so far?* In August this year, we debuted our Concert Division with the By Indy, For Indy summer show at Hi-Fi Annex in Fountain Square. In four weeks, we sold 350 tickets for a concert of seven local artists & groups, and the event was a huge success. We

encourage you to experience the event by watching our one-minute recap video at [habitatsartorial.org/content/bifi22-video](http://habitatsartorial.org/content/bifi22-video).

- *What is our goal?* To run a year-round concert series of one flagship show and a few satellite shows throughout Indianapolis, putting the city's diverse talent on display, and bringing Indianapolis folks together to speak two universal languages at once - music and charity.
- *How much annual support do we need to reach this goal?* Booking concerts involves paying a venue booking fees and b) talent (including artists, photo/videographers, etc.). Our flagship concert this year cost \$5,000 and \$2,500 respectively - as we grow, we expect yearly booking fees to total \$15,000 and talent fees to \$10,000, for a total of \$25,000 annually.
- *How will we measure success?* We can cover show costs for any concert by selling 50% of the venue's capacity. In coming years, when we book more expensive artists at larger venues (like Old National Centre or the Pan Am Pavilion), we'll know we've succeeded if we can sell half capacity. This summer, our first show ever sold just under 40% of Hi-Fi Annex's capacity. With the content we collected and the experience we delivered, we're confident in rapid growth.

Our four founders are uniquely well-positioned to execute these two divisions; together, we will graduate with degrees in Philosophy, Finance, Accounting, Computer Science, Physics, Fashion Design, and Apparel Merchandising. Tyler Benson, Head of Engineering, is an expert web developer at Princeton University with a unique talent for data science and a love for building unique web applications that combine creativity with practicality. Jack Hidde, Head of Design, has a passion for both the creative side of fashion and the practical side of apparel merchandising. Edem Kabasa's rigorous study of philosophy and psychology has given him a macroscopic gift to connect with, evaluate, and holistically select nonprofits for our donations as our Head of Ethics. Payne Vogtman, Executive Director, brings financial expertise, a comprehensive understanding of apparel printing (from running our print shop for 18 months), and a wide network of musicians, artists, graphic designers, photographers, and videographers in and around Indianapolis. With this mix, we bring competence and enthusiasm to all aspects of growing our business.

Over five years, these two divisions will total \$275,000 in expenses, so we've established a fundraising goal of \$300,000 to cover these and any small additional costs. We're asking for half of that goal from the Lilly Endowment as a **vote of confidence in the next generation of nonprofit founders.** See us as a startup - your grant is an investment, and we'll multiply that investment and pay all our profit to Indy's charities. In five years, we'll become a self-sustaining avenue for anyone to give back to the needy in their city. At that point, the scope of Habitat Sartorial is limited only by our ambition and the 24 hours in a day.

We hope you can see our dedication to this goal - if so, we'd love to continue the conversation by email at [payne@habitatsartorial.org](mailto:payne@habitatsartorial.org) or phone at 317.469.8797. In any case - thank you for considering our proposal, and for the gifts you give yearly to enrich our city.

Sincerely,  
The Board of Habitat Sartorial



Tyler Benson  
Head of Engineering

Jack Hidde  
Head of Design

Edem Kabasa  
Head of Ethics

Payne Vogtman  
Executive Director