

2022 ANNUAL REPORT

HABITAT SARTORIAL

PROGRAM HIGHLIGHTS

Apparel:

Revenue: \$4,675

YTD Growth: 300%

We released two collections of original apparel: the [Earth Day 2022 collection](#) and the artist apparel for the By Indy, For Indy concert. We also hosted a booth at the Earth Day event at the Jewish Community Center, and provided tees for kids to paint themselves.

We dramatically expanded our [apparel contracting service](#), executing seven contracted apparel projects for Indiana University Women's Basketball, Public Allies Indianapolis, Mr. Zionsville, and more.

Concerts:

Revenue: \$5,598

Tickets Sold: 349



The 2022 By Indy, For Indy concert at Hi-Fi Annex in Fountain Square was our first venture into the entertainment world, and it was a huge success. We hosted [four sets of local artists](#) in a four-hour show.

We executed this show on about a month's notice, with minimal advertising, and still had a turnout that exceeded our expectations. In 2023, we'll be running shows in Indianapolis, Chicago, and Nashville, all with local talent, all for local charities.

WHAT'S NEXT - OUR THREE YEAR PLAN

Self-Sustaining Charity

The nonprofits we donate to conduct outreach programs that generate no profit - gifted food, housing, and outreach hours. We are different - our operations are profit driven, since this profit goes to the charities who need it. As a result, our operations can be - and will be - self sustaining. We take a 20% cut of apparel sales to cover our expenses, so at \$100,000 annual revenue from the apparel division, we'll cover our full-capacity annual expenses of \$20,000. **At this point, Habitat Sartorial will generate money for charity every year with zero contributed funds.** By maintaining 2022's growth rate, we'll reach this figure at the end of 2025.

Nationwide Concert Series

By Indy, For Indy 2022 allowed us to define Habitat Sartorial as an experience. We love concerts because we see music, like charity, as a universal language. Live shows are also a perfect way to raise money for charity - lots of people give a little, and the charity earns a lot, all while putting local artistic talent on display. In 2022, with very little brand awareness and no previous shows, we raised over \$5,000 in one day. Concerts are profitable more quickly than apparel, so in this division we're focusing on expansion. 2023 will see Habitat Sartorial shows at [Hi-Fi again in Indianapolis](#), at [Park West on the north side of Chicago](#), and at the storied [Basement East venue in Nashville](#), with shows in New York, San Francisco, and Los Angeles scheduled for 2024. **In 2025, we'll provide concerts for Americans nationwide to give back to charity in their city.**

Local Art & Outsourced Production

So far, we've created our own graphic designs for our apparel. But our plan has always been to give local artists a way to a) show off their hard work and b) give their artistic prowess a charitable beneficiary. To accomplish this goal, we've signed a Memorandum of Understanding with [Tactive, a custom printing company in Indianapolis](#) with a \$2M full-service printing studio and a 40-year printing veteran running the show. With access to their equipment, we'll be able to print full color, photorealistic art on all sorts of apparel. In addition to dramatically reducing apparel production cost, this capability enables partnerships with local creatives, like those featured at [GANGGANG's 2022 'Butter' Art show](#), so that, **through Habitat Sartorial, any creative can turn their work into money for charity in their city.**

FINANCING OVERVIEW

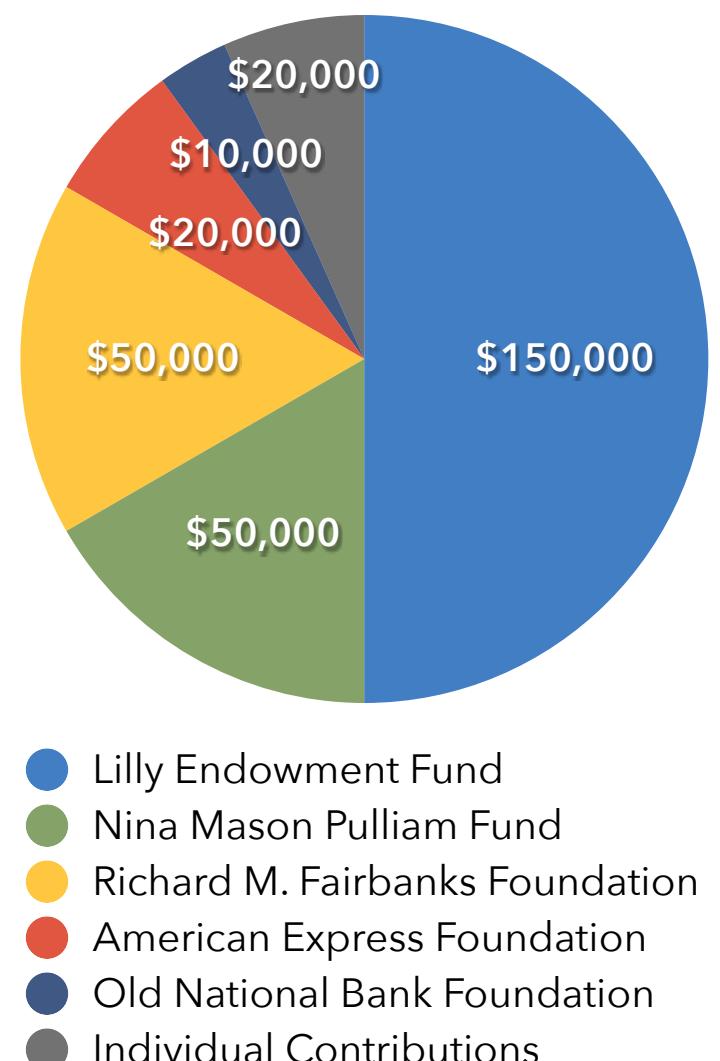
In June 2022, Habitat Sartorial received [501\(c\)\(3\)](#) charitable organization status from the IRS. To accomplish the goals described above, we've established a fundraising goal of \$300,000 by 2025. Our existing grant applications and their amounts are indicated on the right. You can read our introductory grant letters, which contain details of our budgets, at habitatsartorial.org/lillyendowment.pdf. You can also find our financial statements from [2022](#) and [2021](#).

Our goal has always been to encourage charitable giving through ordinary activities, like shopping and concert-going. That said, we welcome donations from anyone who believes in our mission and our directors. **If you would like to contribute to our goal of \$20,000 in individual donations, you can do so at <https://habitatsartorial.org/donate>.**

Donations are tax deductible. We accept debit and credit online, or checks can be mailed to our business address:
3250A West 86th. St. #1005, Indianapolis IN 46268.

Feel free to [contact us](#) for more information on the specific projects contributed funds will go towards.

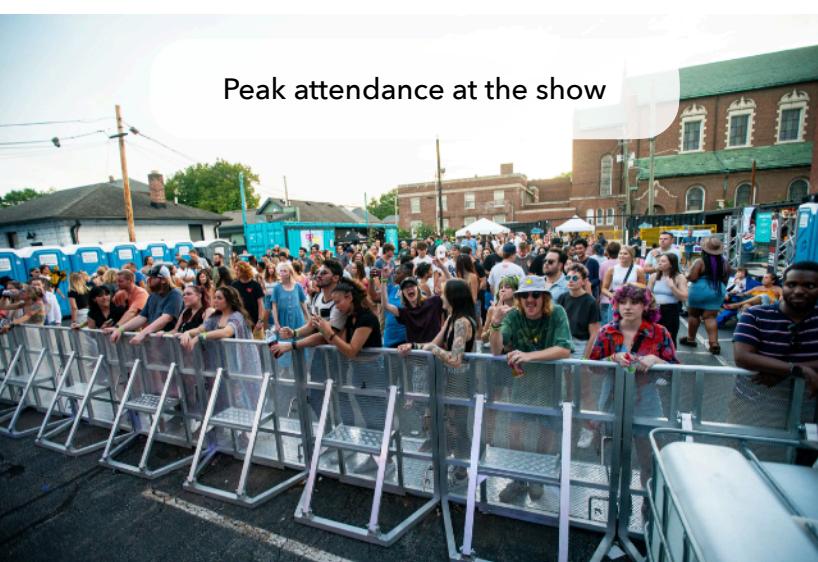
Grants Requested by the Board
as of February 1, 2023



GALLERY



Earth Day 2022 Collection



Peak attendance at the show



IUPUI Nonprofit Expo



Tyler, Payne, Edem, and Jack at the By Indy, For Indy 2022 Summer Concert



Mr. Zionsville 2022 Apparel - Printed by Habitat Sartorial



Kids painting their take-home tees at the JCC's Earth Day event

