



Started with love by them. Finished with care by us.

# IMPACT REPORT 2024

# K2TOG

## Loose Ends connects people.

In knitting patterns, this is noted as K2Tog (knit two together).

Loose Ends envisions a world more connected, less divided, where strangers come together through crafts, and the simple desire to comfort people experiencing loss.

## OUR MISSION

Loose Ends is an everyone-is-welcome movement that aims to ease grief, create community, and inspire generosity by matching volunteer handwork finishers with textile projects people have left undone due to death or disability.

## STAFF



**Masey Kaplan**  
Co-Founder & Executive Director  
Marketing and Social Media



**Jennifer Simonic**  
Co-Founder & Corporate  
Sponsorships, Tech Liaison



**Angelica Eling**  
Project Manager and Matchmaker

Dear Friends,

This year has been one of remarkable growth and deep connections. What started as a simple idea—connecting unfinished handmade projects with skilled volunteer finishers—has grown into a thriving global community.

By the end of 2024, Loose Ends welcomed more than 31,000 volunteer textile finishers from 70 countries. Their time and talents have brought comfort to grieving families, helped preserve precious memories, and brought more than 3000 completed projects back to families to be cherished and used.

Our work was highlighted in over 90 news stories and podcasts, shining a spotlight on the power of human kindness and craftsmanship. The media attention has helped to spread our mission far and wide, connecting even more crafters and project owners in need. We even had a surprise mention on Jeopardy!

We also continued to strengthen our foundation as a 501(c)(3) nonprofit. With the support of our board of directors, dedicated volunteers, corporate sponsors, our pro-bono tech team, and generous donors, we've expanded our capacity to match projects efficiently and support our growing community.

None of this would be possible without all of the people in our orbit. Whether you're a volunteer finisher, a project owner, a donor, or a behind-the-scenes organizer, your contributions are what make Loose Ends thrive. Thank you for being part of this journey with us, and for making a difference in the lives of so many.

During this time of increased social disconnection, we are grateful for the opportunity to bring strangers together, one project at a time.

With heartfelt gratitude,

A handwritten signature in black ink that reads "Masey".

Masey Kaplan  
Co-Founder & Executive Director  
Loose Ends

## THE PROBLEM

Hundreds of millions of people around the world are crafters. When a crafter dies, they usually leave unfinished projects behind. Similarly, aging or health challenges can make it difficult for crafters to continue their work. As a result, many projects are left incomplete and may ultimately be discarded.

## THE SOLUTION

Loose Ends connects skilled volunteer crafters with unfinished projects left behind due to death, illness or disability. These dedicated “finishers” step in to complete textile projects, ensuring they reach the friends and family they were originally meant for.

*“When I first heard about this, I couldn’t believe it was true. Who does this anymore? How do you thank someone for doing something like this?”*

— B. Schmidt, Project Owner

## GROWTH & IMPACT

By the end of 2024, Loose Ends had grown exponentially, as word spread about our work through news outlets, podcasts, social media and word of mouth.

### LOOSE ENDS IN NUMBERS:

VOLUNTEER FINISHERS / 30,141

PROJECT SUBMITTERS / 2,374

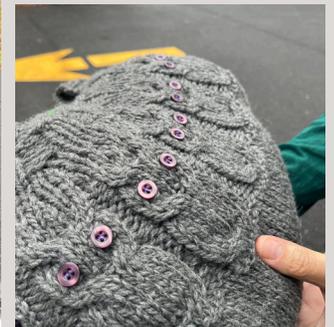
NEWSLETTER AUDIENCE / 35,416

COUNTRIES WITH FINISHERS / 72

COUNTRIES WITH PROJECTS / 14

INSTAGRAM AUDIENCE / 95,400

FACEBOOK AUDIENCE / 40K+

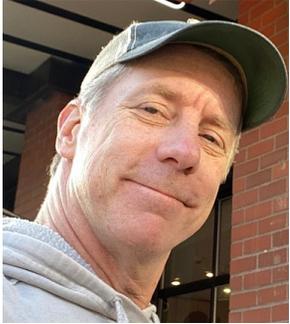


*“My beautiful owl sweater is no longer the ending of something, but a new beginning of so many memories and connections and I thank you and Mikaela for that.” — Samarra*

Samarra and her mother Judy picked out a pattern but this sweet owl sweater didn’t get any farther due to Samarra’s mom’s illness. Loose Ends finisher Mikaela didn’t flinch. She made the whole thing from scratch, fulfilling Judy’s wishes and making a friend in the process.

## THE APP & OUR BELOVED VOLUNTEER TECH TEAM

These giant-hearted and talented people elevated the way Loose Ends functions. In September 2023, Loose Ends launched our desktop app, and throughout 2024 we began to use it to collect finisher info, and to make thoughtful matches. Behind the scenes, this crackerjack team of programmers is continuing to develop the app with the goal of getting our working projects in there, and processing and tracking projects as efficiently as possible.



Mark Swardstrom  
Founding Tech Architect



Trish O'Connor  
Lead Product Manager



Siobhan Coady  
Lead Developer

912 Finishers Near  
seattle, washington

Radius 50

Skill

- Crochet
- Knit
- Quilting
- Amigurumi
- Appliqué hand quilting
- Appliqué machine quilting
- Bunka Shishu
- Crewel
- Crochet Mending
- Cross-stitch
- Embroidery
- Hairpin Lace
- Hand Quilting
- Knit Mending
- Latch Hook
- Long Arm Quilting
- Machine Quilting
- Mending
- Needlepoint
- Origami
- Punch Needle
- Rugs
- Scrapbooking
- Sewing
- Sewing Mending
- Smocking
- Spinning
- Tatting
- Tunisian Crochet
- Weaving
- Macrame

Map Satellite

Expert Intermediate Beginner Project submission address

In 2023, we primarily relied on Google Sheets for matching. Now, we can search our finisher database by location and find finishers skilled in specific crafts within any chosen radius, anywhere in the world.

## PRESS & INFLUENCE

In 2024, Loose Ends was featured in more than 59 stories across various media, including podcasts, radio segments, newspapers, TV news, blogs, magazine articles, and documentaries. Currently, 26 stories and three documentaries are in progress.

Seven crafting influencers were matched with (and finished) Loose Ends projects, and shared their experience in a public facing way on their social media: Brianna Sipp, Samantha Bower, Tory Shulman, Louis Boria, Cassandra Keller, Toni Lipsey, & Tom Daley

**JULY, 2024:** we had the privilege of meeting BAFTA nominee Samantha Moore to discuss her animated short, Visible Mending. Over two days, we arranged conversations between Sam, project owners and finishers, giving them the opportunity to share their experiences and stories.

**SEPTEMBER, 2024:** Loose Ends received a very special donation from a participant in a 2024 season's 100-Day Hotel Challenge (on HGTV) in loving memory of the mother of one of our finishers. The winning hotel was judged by Property Brothers!

**OCTOBER, 2024:** Loose Ends was mentioned on Jeopardy!



Tom Daley / Made With Love



Louis Boria / Brooklyn Boy Knits



Toni Lipsey / TL Yarn Crafts

## LOOSE ENDS FINISHERS & THEIR CRAFTS



**17,017** / knitters  
**17,801** / crocheters  
**12,101** / cross-stitchers  
**6,874** / quilters  
**7,273** / embroiderers  
**3,665** / needlepointers  
**570** / rug makers



## FINISHERS BY CONTINENT



FINISHERS SIGNED UP FROM 72 COUNTRIES AND HAD MATCHED PROJECTS IN 14 COUNTRIES.

## COUNTRIES WITH LOOSE ENDS FINISHERS, 2024

- |                      |                        |                           |
|----------------------|------------------------|---------------------------|
| 1. AFGHANISTAN: 1    | 25. HONG KONG: 4       | 49. PAKISTAN: 1           |
| 2. ARGENTINA: 12     | 26. HUNGARY: 4         | 50. PHILIPPINES: 2        |
| 3. ARMENIA: 1        | 27. ICELAND: 3         | 51. POLAND: 13            |
| 4. ARUBA: 1          | 28. INDIA: 3           | 52. PORTUGAL: 18          |
| 5. AUSTRALIA: 533    | 29. INDONESIA: 2       | 53. ROMANIA: 2            |
| 6. AUSTRIA: 29       | 30. IRELAND: 72        | 54. SINGAPORE: 17         |
| 7. BELGIUM: 54       | 31. ISRAEL: 19         | 55. SLOVAKIA: 1           |
| 8. BERMUDA: 2        | 32. ITALY: 42          | 56. SLOVENIA: 1           |
| 9. BRAZIL: 15        | 33. JAMAICA: 1         | 57. SOUTH AFRICA: 34      |
| 10. BULGARIA: 1      | 34. JAPAN: 9           | 58. SOUTH KOREA: 1        |
| 11. CANADA: 2121     | 35. JERSEY: 2          | 59. SPAIN: 42             |
| 12. CHILE: 6         | 36. JORDAN: 1          | 60. SWEDEN: 66            |
| 13. COSTA RICA: 1    | 37. KENYA: 1           | 61. SWITZERLAND: 54       |
| 14. CÔTE D'IVOIRE: 4 | 38. LATVIA: 2          | 62. TAIWAN: 1             |
| 15. CROATIA: 1       | 39. LITHUANIA: 1       | 63. THAILAND: 1           |
| 16. CZECHIA: 8       | 40. LUXEMBOURG: 3      | 64. TURKEY: 1             |
| 17. DENMARK: 36      | 41. MALAYSIA: 3        | 65. UGANDA: 1             |
| 18. ECUADOR: 3       | 42. MEXICO: 25         | 66. UAE: 4                |
| 19. EGYPT: 1         | 43. NETHERLANDS: 226   | 67. UK: 2707              |
| 20. ESTONIA: 1       | 44. NEW ZEALAND: 134   | 68. UNITED STATES: 23,052 |
| 21. FINLAND: 1       | 45. NIGERIA: 2         | 69. URUGUAY: 3            |
| 22. FRANCE: 105      | 46. NORTH MACEDONIA: 1 | 70. UZBEKISTAN: 1         |
| 23. GERMANY: 366     | 47. NORWAY: 32         | 71. VENEZUELA: 1          |
| 24. GREECE: 8        | 48. OMAN: 1            | 72. VIET NAM: 2           |



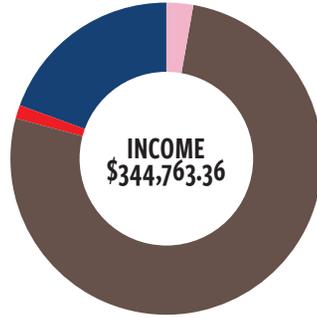
BY THE END OF 2024, LOOSE ENDS HAD WELCOMED 30,141 VOLUNTEER FINISHERS (10,505 NEW IN 2024).

## 2024 FINANCIAL OVERVIEW

### INCOME

Corporate Giving:	9,720.11	2.8 %
Corporate Sponsorships:	263,902.8	76.6 %
Grants:	5,000	1.5 %
Individual Donations:	66,140.45	19.2 %

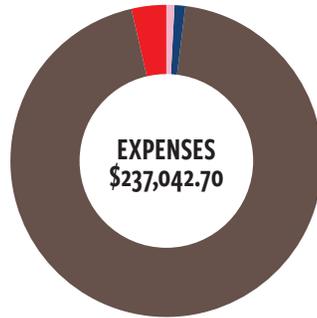
**TOTAL INCOME:** \$344,763.36



### EXPENSES

Administrative:	2,228.93	1%
Development:	2,216.54	1%
Programs & Program Staff:	203,377.56	94.4%
Operations:	8622.72	3.6%

**TOTAL EXPENSES:** \$237,042.70



**Our legal services are provided pro-bono by Schwabe:**  
12.5 hours across 3 departments, with a value of \$6,447.50.

## DONORS

- 713 individuals donated in 2024
- Several obituaries suggested donations to Loose Ends "in lieu of flowers."
- We received one \$5000 grant from CVS

**Loose Ends is registered with the following Giving Funds:**

Benevity, NPOConnect, Pilot, Fidelity, Paypal Giving Fund, REN

## GIFTS OF TIME & SKILL

The following individuals and organizations dedicated their time and effort to support Loose Ends' success in 2024. We are deeply grateful for their contributions!

Volunteer Finishers Crafting Hours (estimated) / **60,480 hours**

Volunteer Researchers, (consolidating yarn crawl & fabric and yarn store data) / **610 hours**

Volunteer Social Media Moderation (admin work for our private finisher group) / **400+ hours**

Our Board / **290 hours**

Tech Team (developing our app) / **150 hours**

Volunteer Translators (translating our flyer into 20 languages) / **72 hours**

Event Volunteers (finishers who show up and work trade and fiber shows) / **45 hours**

Legal Services From Schwabe / **12.5 hours**

## GOLDEN SCISSORS AWARD

In May, 2024 Loose Ends won the first ever Golden Scissors Award for Innovation, by the Craft Industry Alliance. The award was presented on stage at the H+H Americas tradeshow in front of 800+ colleagues, and despite the challenges of getting a giant pair of authentic, engraved German scissors through airport security, we were over the moon to win, and the scissors remained a talking point for the remainder of the show.



## CORPORATE SPONSORS

In February 2024, JOANN stores hosted a “round-up-at-the-register” event to support Loose Ends at all 850+ of their stores nationwide. The donations from this event allowed Loose Ends to pay staff, and hire a part time matchmaker / project manager.

While JOANN was our primary sponsor, other crafting organizations stepped up as well: Lion Brand, King Cole, Thread & Maple and Quince had online sales events with percentages supporting Loose Ends. On the horizon, CocoKnits is launching a co-branded project tracking container, and Course & Wale is launching four tea lines with Loose Ends!

Several individuals suggested Loose Ends “in lieu of flowers” in obituaries and made donations in loved ones’ honor. Philly Yarn Crawl designated Loose Ends as a charity partner, gifting Loose Ends a percentage of registration fees, and helping spread awareness around Philly.



## H+H AMERICAS

In May of 2024, Loose Ends was invited to Chicago as a charity partner of H+H Americas, the premier business to business tradeshow for the crafting industry. Recognizing an opportunity to mingle with leaders in the crafting community, while simultaneously meeting some finishers in real life, we invited some Chicago-area finishers to volunteer as booth attendants. They did not disappoint! Two shifts each day, for three days, 20 finishers showed up and masterfully explained the Loose Ends mission to thousands of attendees, most of whom were shop owners. This assistance allowed Jen and Masey to meet hundreds of potential sponsors on the floor.



COCOKNITS



## FINISHING STORIES



*“Her favorite patterns were pineapples, and they could be seen in almost every piece she made. My siblings and cousins and I all called her Granda, which she insisted on because she felt like Grandma was ‘too old a name’ and she was too young at heart for it.” – Shyla*



*“Margaret, my mum passed away quite suddenly from a brain tumour in 2016 after a short prognosis time. She was a keen knitter and made jumpers and cardis for me, my children and my sister. She also made blankets that she donated to local hospitals for their neonatal units. I miss her every day.*

*My mum’s unfinished cardi sat in a bag for 7 years and I didn’t know what I was going to do with it. I’m so glad I came across Loose Ends Project. [My finisher] Sarah was fantastic through the whole process and I cannot thank her enough for doing this. She is not only a fantastic knitter but a very lovely person and I feel very lucky to have been connected with her.” – Nicola*

This tiny doily was finished by Loose Ends finisher, Heather, who spent about 20 hours on it.



*“A few days before [my mom, RuthAnn] died, she told me I would need to contact Loose Ends to finish a project she started years ago. After she passed away and I found the project I felt such comfort knowing I already had a plan of how I was going to get the project finished.*

*Thank you doesn’t seem like a big enough word to explain how grateful I am to have this treasured gift. These finishers are truly angels in my eyes. This has been a wonderful experience during a time that has been difficult losing my Mom.” – Debbie*



*“My mother was a lifelong knitter. Born in 1936 to parents who ‘made do and mended’ for their 6 children. She often knitted for herself, the family and for charities (socks for the sailor’s mission, ‘teddies for tragedies’ etc). If it’s possible to see some sort of division between her knitting and the kind ‘finisher’ that would be lovely.” – Keith, UK*





Julie's great-grandmother Maren made and sold quilts to help support her family throughout the Great Depression era, WWII, and into the 50s. This is the last quilt top she is known to have made. It was never finished, likely because she no longer needed the extra money. After she died in 1956, the quilt top passed to Julie's grandmother, Helen. The quilt top was lovingly stored but never finished. Julie was just 12 when her grandmother passed away, at which time the quilt top was passed to Julie's mother. Tragically, her mother passed away just over a year later, when Julie was 13. The quilt top was then passed to Julie before her father died in 2003.



*"It was an honor to be chosen for this project. As I worked on it and studied the original stitches and beautiful fabrics, I felt like I got to know Julie's great-grandmother. Despite being over 70 years old, the quilt was in remarkable condition and laid beautifully flat and nearly square. [Helen] was clearly frugal, using every scrap of old clothing including seams and topstitched portions. There's also a touch of whimsy in the way some fabrics are used in the blocks. It's a truly beautiful heirloom piece!"*  
— Kadee P., Loose Ends finisher

**Julie FLEW TO IDAHO to meet Kadee and receive the completed quilt.**

*"When Heather (my mother-in-law) went into the care home she gave me her unfinished patchwork and asked me to see if anyone would like it. My husband, her son, died two years ago and I am her main visitor now." — Karen*

This quilt was completed by Loose Ends finisher Vanessa, and presented to Mrs Heather Buckley, the original quilter, for her 95th birthday.



*"[Penny] is battling dementia, so was unable to complete her beautiful quilt, but she recognized her quilt blocks immediately and cried when she realized that it had been completed. Thank you for allowing me to be part of such a wonderful organization." — Kristin (Loose Ends finisher)*

*"My grandmother was a lady with many talents in the kitchen, as a tailor as well as a knitter. As she aged she stopped a lot of her passionate work!" — Sahar*

*"[Sahar] and I really connected. I had a lot of fun recreating the pattern of the sweater since the owner did not have one." — Nora (Loose Ends Finisher)*  
Nora spent more than 100 hours on this project.





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[LooseEnds.org](https://LooseEnds.org)



The Washington Post

The INDEPENDENT

The Boston Globe

The Seattle Times



DownEast

