



2022 Year in Review

With Gratitude

Looking through the year's records to compile this review, I was astounded. Eastside Community Aid Thrift Shop endured more changes and growth in 12 short months than ever before. Each section - *The People, The Store, and The Nonprofit* - illustrates that while COVID slowed down the world, ECA is back and stronger than ever.

The dedication of our leadership, open-mindedness and creativity of our volunteers, and enthusiasm and loyalty from customers and donors is a gift. Volunteers can get so busy doing the work that we forget to look up and see the forest through the trees. This review captures the bigger picture and shows - together, we are making a difference in our community.

With gratitude,

Shannon Young
Board President



Leadership Updates

- Shannon Young became **Board President** and Susan Smith remains **Store Manager**.
- **Day Manager Team** meets monthly in addition to Board meetings so team can efficiently solve problems.
- A pro bono 501C Commons consultation resulted in a new 4-person **Volunteer Development Team** who manage schedules, recruitment, training, and morale.
- **Grants Committee** reconvened with a 5-person team who successfully revised funding criteria and solicited grant applications for the first time in two years.
- Volunteers signed up for a **Point Persons** roster to oversee tidiness of specific areas of the store.

Staff Updates

- Valued volunteers who **retired**: Bonnie Darves, Judy Rainwater, Jack Wallace, Veronica Wills.
- Volunteers who took on **special roles**: Nineve Donovan (Merchandising), Lezli Gibbs, Margie Korn, and Sharon Smith (Jewelry), Carey Ann Ginos (Photography), Deborah Kassel-Day and Linda Pichard (Scheduling), and Harriet Stambaugh (Collectibles).
- Jody Orbits, ECA's longest serving volunteer, celebrated her 30th anniversary at ECA.
- Nine **Assistance League (ALE) volunteers** helped cover 478.5 hours of cashier shifts.

People Insights

PART ONE

LEADERSHIP



3

LEADERSHIP
TEAMS



12

TEAM
PARTICIPANTS



19

DEDICATED
POINT PERSONS

STAFF



45

VOLUNTEERS



18

NEW
VOLUNTEERS



8,248

HOURS
WORKED

Store Design

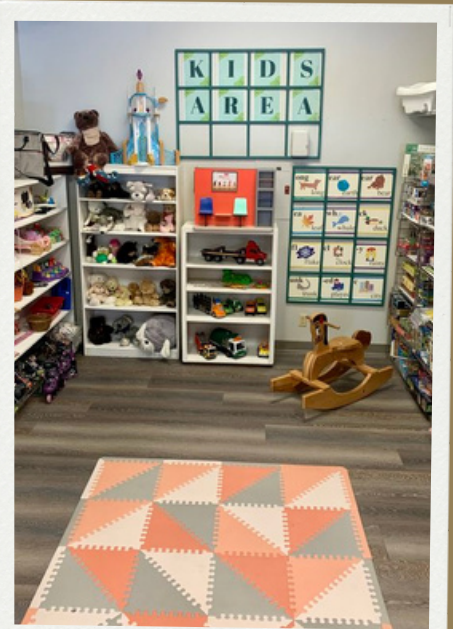
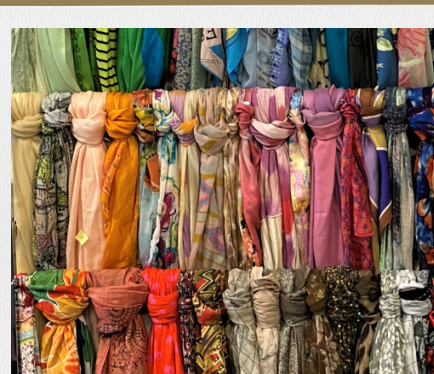
- The store got a **makeover** - new interior paint colors, wallpapered dressing rooms, and a reorganized workroom for volunteer breaks.
- Departments were **reorganized** to group similar categories near one another and open up sight lines, including new cashier line, large kids area, and shoes/accessories corner.
- Eight **new security cameras** and monitor were installed.
- **New signs were designed**, including a ceiling mounted sale colors guide to view from different vantage points.

Customer Incentives

- New incentives were implemented to **increase customer perks and repurpose merchandise** we may not otherwise sell. This includes: weekly restocking of the 75% off rack, growth of Free Bins outside the shop, new color tags that represent free items or permanently 75% off items, and a trial Plus Size section.

Operations

- **COVID-related practices changed** including a lifted mask mandate, ARC services resumed to offload unsellable donations, and walk-ins donations accepted.
- The **pricing guide** was revised to account for inflation.
- We experimented with **auctions** (both in-house and outside) to sell collectible items.



ECA: THE NONPROFIT

PART THREE

Communications

- ECA website migrated to Squarespace with revamped design and content, including sections for volunteers, nonprofit partners, and customers.
- The monthly newsletter received new editors, an updated design, and a 60% increase in open rate.
- Social media accounts on Facebook and Instagram remain underused due to shortage of qualified staff.
- Two new rack cards produced for ECA Thrift Shop and volunteer recruiting.

Grants

- Grant cycles resumed for first time since 2020. In December 2022, 12 organizations were awarded funds. Grants will now be awarded twice a year, in June and December.

Vouchers and Material Support

- The voucher program resumed with 8 partner organizations to provide free merchandise to clients in need.
- Material support included collection boxes for Bridge Ministries, Hidden Manna Food Bank, Homeward Pet Adoption Center, and The Sophia Way.

COMMUNICATIONS



1.5K

NEWSLETTER
SUBSCRIBERS



547

SOCIAL MEDIA
FOLLOWERS



5.8K

UNIQUE WEBSITE
VISITS

SUPPORT TO NONPROFIT PARTNERS



\$100K

GRANT FUNDS
AWARDED



12

ORGANIZATIONS
FUNDED



103

CLIENTS
SERVED BY
VOUCHERS



\$6,156

VALUE OF
REDEEMED
VOUCHERS

Plans for 2023

PART FOUR

POINT OF SALE (POS) SYSTEM

- ECA plans to transition to a Point Of Sale (POS) system and discontinue pricing and ringing up items by hand. Benefits to POS include: electronic recordkeeping, digitized pricing process, efficient check out process, and sales performance data on merchandise categories. In response to customer demand, we plan to introduce new payment options including tap to pay and Apple Pay.
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EXPANDING NONPROFIT PARTNERS

- ECA's renewed focus on small, grassroots organizations inspires our goal to **broaden our nonprofit partnerships**. The Grants Committee will research and contact potential partners who address housing, hunger, and mental health in hopes of funding new (to us) organizations in the June 2023 grants cycle. **Interested organizations can contact Grants Committee Chair Susan Smith at ecathriftshop@gmail.com.**
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COMMUNICATIONS AND MARKETING TEAM

- A new, 5-member Communications and Marketing Team has formed to **highlight ECA's nonprofit operations**. The team's goals will be to 1) grow ECA's reputation and exposure in the nonprofit community, 2) entice new donors and customers, and 3) draw greater awareness to the causes we address (housing, hunger, and mental health).