MISSION STATEMENT

Clever Octopus is a waste-based nonprofit that inspires creativity and environmental consciousness through the resale of high-quality, affordable thrifted art and craft materials and by offering educational art and science programming for all ages and communities.

8 TENTACLES

Waste Diversion Partnerships

Individuals and businesses throughout the state of Utah divert their waste streams through us.

STEAM Programming

Clever Octopus educators and community programs collaborate to provide free and affordable STEAM kits and programs throughout the community.

Community Engagement

Involving our community through programming, volunteer recruitment, work study, job training, donations and support.

Creative Reuse Thrift Store

Items not used in programming are sorted, priced and sold in our thrift store.

Craft-with-a-Cause

Products are created with diverted materials by community volunteers and donated to local nonprofits and those they serve.

Nonprofit Rewards Program

Local nonprofits are chosen through a juried process to receive store credit through donations of local community members. A $5 purchase earns the customer a $1 in-store credit token to give to the nonprofit of their choice.

Cultivating Local Artists

Artists who reuse materials to create products are chosen through a juried process to sell in our Reuse Market. Artisans in the Artisan Business Development program have the opportunity to learn skills through mentoring and training to create products to sell in the Reuse Market and other retail locations throughout Utah.

Mini-Grants

Providing our community nonprofits and classrooms the opportunity to apply for up to $50 store credit for materials to support an activity, program or event. Up to $500 per quarter is available.
WHO WE SERVE

Educators
Provide free memberships, classroom STEAM kits, and special sales.

Industry
Divert waste from businesses and manufacturers for creative reuse programs.

Individuals
Offer affordable and accessible art, skill, and repair-based on-site and outreach workshops.

Youth
Host weekly workshops around Utah, on-site programs, summer camps and more!
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The 2021 Team

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Kate Jarman Gates
Lillie Cummings
Melanie Espinal
Sophie Benson
Letter From
The Executive Director

Back in 2015 while researching names for this creative reuse organization, we were drawn to the octopus for many reasons, the most important being the cleverness of this amazing creature. Many of you fell in love with the documentary, My Octopus Teacher, and discovered some of the reasons why we knew it would be the best mascot for this organization. We also love the fact that each of the eight tentacles technically has its own mini-brain. This past year we’ve focused on the development of our organizational tentacles: 1-Waste diversion, 2-Community engagement, 3-Craft-with-a-Cause, 4-Mini-grants, 5-Free and affordable STEAM programs, 6-Creative Reuse thrift store, 7-Nonprofit Rewards, and 8-Cultivating local artists through our Reuse Market and Artisan Development program.

We have much to be grateful for in our Clever Octopus Inc (COI) community. In 2019, we first participated with the AmeriCorp VISTA program and continue to flourish and grow due to the commitment of the six members who served with us in 2021 and assisted in developing the manuals and procedures which have lived in our heads for years. Our wonderful and nimble staff rose to many challenges with their unfailing dedication to our mission. Through your dedication and support we were once again able to keep our entire staff fully employed during another financially challenging year.

Many of you, our volunteers, pivoted to processing donations from home with our take-home kits. These also became a hot item throughout the year with so many groups. We continue to be overwhelmed with your willingness/desire to donate rather than discard. Our materials diversion doubled this year as we welcomed 64 new business and industry material donors.

In January, we introduced our Nonprofit Reward Program to the community. Through your generosity and support we were able to credit over $20,500 worth of materials to seven nonprofit community partners chosen by you. It was an amazing opportunity to see your leftover materials spread even further throughout our community.

Thank you for sharing your love of Clever Octopus with your fellow creative friends through social media, sharing our newsletters, chatting about us, kind reviews, and bringing your friends for a visit. We welcomed over 3500 newbies into the creative reuse center this year. It’s exciting to see the example of the Lorax continue to beat in all our hearts as we step into 2022 with gratitude and excitement: "UNLESS someone like you cares a whole awful lot, nothing is going to get better. It's not."

I invite you to celebrate all we’ve accomplished together this year!

Sheri Gibb
Executive Director
Service

We diverted 101,934 pounds of materials, 59% of materials were donated by individuals in the community!

We hosted 156 programming events which totalled 221 hours of programming.

We welcomed 335 volunteers who diligently served 1,756 hours.
Waste Diversion

In 2021, we donated

1,146 pounds of materials to 21 organizations in need

42,023 total pounds of diverted materials donated by businesses

59,911 total pounds of diverted materials donated by individuals
Nonprofit Rewards Program

"This partnership has been significant to QSAF in many ways. One awarded artist wrote us to say "Thank you this is literally life changing!" Another artist who was donated funds was able to use in-store credit to beautify our community. Margot Apricot, a participant in the 2021 Queer Spectra Arts Festival used funds to purchase paint and supplies to improve the Salt Lake City Mutual Aid's "Freedge" community refrigerator and pantry. The connections between QSAF, Clever Octopus, local artists, and Salt Lake City Mutual Aid show that we are all in this together and access to art can help inspire and make a difference."

2021 Nonprofit Rewards Partners

- Wasatch Community Gardens
- Queer Spectra Arts Festival
- Wonderbloom Play School
- Humane Society of Utah
- Story Crossroads
- Bear-O-Care
- Sewing for a Cause

The NRP grants local organizations a monthly store credit allowance towards the purchase of materials they need and find in our reuse center. Store credit gift cards are based on the number of customer-awarded tokens accumulated each month. Customer purchases of $5 or more in the store receive a $1 token, which represents an actual dollar's worth of credit awarded to the partner organization which the customer selects upon checkout."
Involving our community through volunteer recruitment, work study, job training, donations, and support

2021 Community Partners

- Action Center of Utah
- Alpine School District
- Brigham Young University
- Catholic Community Services
- Fourth Street Clinic
- Granite School District
- IRC (International Rescue Committee)
- Jordan School District
- Little Lambs Foundations
- Murray School District
- Nebo School District
- Refugee & Migration Services
- Road Home
- Men’s Resource Center
- Gail Miller Resource Center
- SL Mutual Aid
- SLC Boys & Girls Club
- Salt Lake City School District
- Salt Lake Community College
- The Inn Between
- Together on Turtle Island
- University of Utah
- Urban Indian Center
- Utah Humane Society
- Utah OCA (Organization of Chinese Americans)
- Utah Parent Center
- Utah Pride Center
- Utah Professional Organizers
- Utah Refugee Connections
- USEE (Utah Science & Environmental Education)
- Utah STEM Action Center
- Utah Valley Chaplains
- VOA (Volunteers of America)
- Geraldine E King Women’s Center
- Homeless Youth Resource Center
- Weber State University
- Westminster College
- Young Living
Outreach

Collaborating together to provide free and affordable STEAM kits and programs

2021 Program Partners

Afro Utah Festival
Arts Express
Children’s Discovery Museum
Craft Lake City DIY Festival
Entheos Academy (Magna & Kearns)
Hser Ner Moo Center
NHMU (Natural History Museum of Utah)
Odyssey House
Salt Lake Design Week
Saltgrass Printmakers
SLC Bicycle Collective
SLC Public Library System
SLCSD VIP (Vocational Independence Program)
SLC Youth Services
Skyline High School
SpyHop

SSL Promise
SSL Columbus Center
Thanksgiving Point Maker Faire
The Front
Tracy Aviary
UAEA (Utah Arts Educators Association)
UBJJ (Utah Board of Juvenile Justice)
Archway Youth Detention
Cache Valley Youth Detention
Salt Lake Valley Youth Detention
Farmington Bay Youth Detention
Gemstone Youth Detention
Urban Arts Festival
West High School Key Club
WAC (Work Activity Center)

Mini-Grant Recipients

Canvas4aCause
St. John’s Community Child Development Center
West Jordan High School
M. Lynn Bennion Elementary
Project Access - Tuscany Cove
Bountiful Davis Art Center
BYU ARTS Partnership Native American Curriculum Initiative
2021 Highlights

01 JAN
• With volunteer help, we prepared and donated lesson plans and instructional craft kits for UNP and the Hartland Partnership Center.
• Kicked off our first Non-Profit Rewards Program.

02 FEB
• Donated 450 face masks to Together on Turtle Island and Sewing for Native Peoples. The masks were provided by Chico Bags.
• Intake of 1600+ lbs of donations from American Craft.
• New gondola shelving in front room.

03 MAR
• Launched two service learning positions for students at Salt Lake Community College to translate our materials and write blog posts.
• Received more individual donations than any other month. Intake of 7000+ lbs of individual donations.
• Started new store membership program.

04 APR
• Two material donation drives were spearheaded by business students at Salt Lake Community College and the staff of Young Living Essential Oil.
• Received a huge craft supply donation from American Craft.

05 MAY
• Partnered with IRC, SL Community Mutual Aid, and Just Media to sew tote bags to our unsheltered and refugee neighbors.
• Intake of 2200+ lbs of quality art supplies from Pioneer Craft House.
• Outdoor vendor market and free craft activities for SSL Mural Fest.

06 JUN
• Maggie Pozo, a student leader with the Utah chapter of March for Our Lives, held a material donation drive and donated 360 lbs of art and craft supplies.
• Awarded ZAP Tier ll Grant.
• Surpassed our intake for the full year of 2020 (56000 lbs).
• New Store Manager.
2021 Highlights

07 JUL
• Revisited our mission statement and goals to advance our commitment to anti-racism work. Hired a Diversity, Equity and Inclusion Specialist to host our very first DEI training.
• Awarded UBJJ Youth in Custody Grant.
• Re-donated 450 lbs of supplies to other nonprofit thrift centers.
• 2nd most profitable month of 2021.

08 AUG
• Engaged volunteers and VISTAs to host a public mural project at Afro Utah Festival, celebrating Utah’s Black and African community.
• Donated our first batch of 100 tote bags made by volunteers to Salt Lake Mutual Aid for our unsheltered and refugee neighbors.
• Awarded $196,000 from the Governor’s Office of Economic Development for our Artisan Business Development Program.

09 SEP
• Partnered with SLCSD’s Vocational Independence Program (VIP), a skill-building program for youth who experience physical and mental disabilities.
• Awarded SLCAC Project Support Grant.
• Intake of 10,000+ lbs of donations from business partners ERIKS North America, 3Form, Salt Palace, and others.
• Gorgeous new mural in the Reuse Market painted by Shelby Pence.

10 OCT
• Volunteers joined staff at Craftoberfest, distributing upcycled Halloween ghost kits.
• 13 VIP Partners helped prepare 120 craft kits for UBJJ Youth program.
• Awarded PacifiCorp Foundation’s Community Grant.
• Delivered 80 volunteer kits to Adobe campus in Lehi.
• Reuse Market Vendor Pop-Up Shop at Craftoberfest.

11 NOV
• Hosted our very first Fix It Clinic. Eight volunteer coaches assisted 18 patrons with repairing their possessions.
• Raised $500 through Giving Tuesday efforts.
• Began warehouse redesign and layout changes.
• Small Business Saturday celebration.

12 DEC
• 65 staff at Adobe Corporation spent 125 hours sorting materials into 80 kits during their Fall Celebration of Service.
• Janet Gleave taught a popular free Sewing 101 workshop where 11 students sewed pencil pouches for our Craft with a Cause program.
1. **Artisan Business Development Program**
   Creating new opportunities for individuals with barriers to employment through a pilot program for designing and producing a line of products from reclaimed materials, enabling us to divert more waste from more industries.

2. **Clever Octopus Programming**
   Designing sustainable interdisciplinary programming that showcases elements of Visual Art, Crafts, and STEM CAP through making, to people of all ages and walks of life. Improving access through affordable and free programming.

3. **Expansion**
   Looking forward to bringing the magic of Clever Octopus Creative Reuse and your discarded treasures to other communities in Utah.

**Stay tuned...**
You can make a difference

DONATE STUFF
Your materials keep our shop stocked with interesting and creative supplies!

VOLUNTEER
Share your time and talents help us make our programs even more amazing!

DONATE FUNDING
Your financial donations allow us to teach and create more.

SPREAD THE WORD
Tell your friends and family about our retail store, outreach programs, and workshops.

GET INVOLVED
Apply to be an AmeriCorps VISTA, Teaching Artist, Shop Staff, and other positions

2021 Revenue

- Memberships: 46.2%
- Grants: 39.5%
- Donations: 6.3%
- Sales: 6.3%
- Programs: 0%

www.cleveroctopus.org/donate
Support Comes From

3form
Adobe
Alice Lane Interior Design
Amazon
American Craft
Assistance League
Baby Bling
Bloom
Chico Bags
City Home Collective
Classic Furniture
Cuisine Unlimited
Curate to the Trade
ERIKS
Friends of the Library
Girls on the Run
Girl Friday
Give Back Box
Goodwill Industries
Glass With A Past
Harmons
Henry Logistics
Ina’s Workshop
Jeffery Coebe & Associates
KRCL
Matheson Courthouse
Mountain America Expo Center
One World
Paint Nite
Pioneer Craft House
Principle Design
Promise SSL
Publik Coffee
Regency Royale
Salt Lake City Public Library
Salt Palace Convention Center
Savage Services
Sewing for Lives
Seams So Right Sewing
Signed & Numbered
SLC Art College
SLC Recycle
Sorenson Forensics
Stevens Sales Company
Sugarpost Metal
Susan Taggart Design
The Assistance League
The Frame Shop
The Front
Uinta Brewing
Uinta Mattress
Union Middle School
Utah Media Group
Utah Museum of Contemporary Art
Utah Nonprofit Association
Utah Professional Organizers
Walker Edison
Whole Foods
Ace Recycling
Momentum Recycling
Pro Recycle Group/Interwest Paper
Recycle Utah
Recycling Coalition of Utah
SLCo Recycling/Hazardous Waste
Utah Recycling Alliance
URA Trash Talk Series: Let's Talk Upcycling! Turning Trash to Treasure
Utah Recycling Alliance
February 17, 2021

Here's where you'll still have to wear a mask after Utah's mandate ends Saturday
The Salt Lake Tribune
April 8, 2021

This store in South Salt Lake has everything you never knew you needed
Fox 13 Salt Lake City
May 24, 2021

Clever Octopus: Creativity and Sustainability
SLUG Magazine
August 4, 2021

Creating Clever and Environmentally Conscious Art
Nugent Good News
September 20, 2021

Creative Ways to Reuse Old Items
Good Things Utah, ABC 4
December 16, 2021

From Discarded Materials to a Nonprofit
Heidi's LemonAid Stand Podcast
December 2021