

2018 Annual Report

Clever Octopus



CLEVER OCTOPUS MISSION

Clever Octopus Inc. is a nonprofit organization dedicated to fostering creativity and environmental awareness through art, science, technology, engineering, and math.

WHAT WE DO



Creative Reuse Center

Sells art materials at 50%-90% off retail price at 4973 State St. in Murray, Utah and hosts on-site workshops for all ages.



Octopod

Mobile art classroom that travels to parties, street fairs, and other events!



Warehouse

Where diverted materials are located before they are sorted and moved to the CRC.

WHO WE SERVE



Educator

Provide free memberships, classroom STEAM kits, and warehouse pre-sales.



Businesses

Divert waste from manufacturers and use donated materials for creative reuse classes.



Individuals

Offer affordable on-site workshops and provide art education opportunities for marginalized communities.



Youth

Hosts weekly workshops around Salt Lake Valley, summer camps, and more!

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THE TEAM

LEADERSHIP



Sheri Gibb
Executive Director |
Co-Founder &
Board Member



Jen Lopez
Program Director |
Co-Founder &
Board Member



Margo Richards
Shop Manager

BOARD MEMBERS



Mark Gibb
Shareholder |
Durham, Jones,
and Pinegar



Nicholas Hales
Former CEO |
Digitcert



Laura Aberton
Pinnacle Home
Health



Megan Millerberg
Team lead |
Lucid

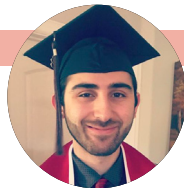
STAFF



Lynn Dolan
Advisory Board
Member



Carina Barajas
Social Media
Manager & Shop
Staff



David Sadler
Shop Staff



Tracy Lewis
Shop Staff



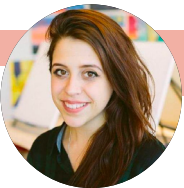
Madeline Liston
Website
Coordinator



Lin-hsiu Huang
Program
Coordinator |
AmeriCorpsVISTA



Kacy Huston
Outreach
Coordinator |
AmeriCorpsVISTA



Taylor Goldstein
Special Events
Intern

TEACHERS



Linda Bergstorm
Instructor



Sarah Bly
Instructor, Shop
Staff



Leah Caldwell
Instructor



Kaycee Charles
Instructor



Lilly Johnson
Instructor



Madizon Lindgren
Instructor, Shop
Staff



Emily Snow
Instructor

LETTER FROM THE FOUNDERS

Wow! We've had a highly productive year at Clever Octopus, Inc (COI)! In Dec. of 2017, we were ecstatic to have 8 part-time employees. Even more ecstatic to have the Creative Reuse Center paying for itself and its staff. In 2018, we realized that COI wasn't going away anytime soon, and by April we knew we needed a larger space. In May, we doubled our footprint with a small warehouse, and by July we were hit with another reality check — our warehouse was FULL! — and held our first warehouse sale, which we have offered quarterly since then. By December, we had 19 part-time employees on our payroll!

Jen spent the Spring preparing and submitting proposals for AmeriCorps VISTAs. After many interviews, our amazing team expanded to include two talented, hardworking, and forward-thinking full-time VISTA members. In the Fall, we took a leap financially and promoted a staff member to be our Store Manager, and welcomed Margo Richards to our Administrative team.

Marketing is its own beast, and with the assistance of one of our newly hired teacher/staff members, Carina Barajas, and a website coordinator, Madeline Liston, our marketing took on a whole new look and energy level. We shared the love of resourcefulness, reuse, upcycled art, and creative expression, and we encouraged conscious consumption with more people in more communities through our social media sites this year. We welcomed many more of you: our friends, fans, supporters, and colleagues in the reuse community.

Our volunteer base continued to grow and expand. We had many loyal customers who became volunteers as well. We also welcomed wonderful networks of youth organizations that gave of their time and energy. Teaching this generation to (re)imagine, (re)think, (re)use, and (re)evaluate how they consume has been empowering.

Our amazing teaching staff delivered outstanding creative reuse outreach programming to so many of our community members. We were consistently approached by organizations and schools to bring creative reuse programming throughout the valley and state. We educated more children and adults about the wealth of resources we have at home, in the trash, recycling bins, and at reuse centers.

In 2018, waste stream diversion became a hot topic in the U.S. The folks of Utah are becoming invested in searching for options and are seeking to become better stewards over their environment. The future is bright as we look forward to creating our full-scale Clever Octopus Creative Reuse Center model in 2019-2020.

Thank you to our community of customers, volunteers, creators, investors, and supporters!


Sheri Gibb
Executive Director


Jen Lopez,
Program Director



PARTNERS

Art Councils:

Midvale, Millcreek, Murray, Salt Lake, and South Salt Lake

Businesses & Manufacturers:

3form
Alpine Framing
American Craft
American Express
Barnes and Noble Sugarhouse
Barrani Design
Doran Taylor Interior Design
Glass With A Past
Goldman Sachs
Habitat for Humanity ReStore
Make Salt Lake
Modbod Clothing
Paint Nite
Patagonia
Permobil
Regional Supply
Salt Lake Laser & Etching
Salt Palace Convention Center
Seams So Right Sewing

Environmental:

Ace Recycling
Momentum Recycling
Pro Recycle Group/Interwest Paper
Recycle Utah
Recycling Coalition of Utah
SLCo Recycling/Hazardous Waste
TransJordan Landfill
Utah Recycling Alliance
WSI Trash Valet

Media:

Catalyst Magazine
KRCL
The New Utah Podcast

Mentorship:

1 Million Cups
Salt Lake Small Business Development Center
Seonim Consulting
Sustainable Startups
Women's Business Center of Utah
Womenpreneurs

Affiliations:

Americorps VISTA
Boomerang Bags (Australia)
Cascade Alliance (Eugene, OR)
Keep America Beautiful
Parity.org
RAFT (Denver, CO)
Reverse Garbage (Australia)
Scrap Exchange (Durham, NC)

Outreach:

Boy & Girl Scouts of Utah
Camp Kostopulos
Children's Discovery Museum
Curious Mondo
Gateway Academy
IJ & Jeanné Wagner Jewish Community Center
The Leonardo
Local Artisan Collective
Natural History Museum of Utah
Odyssey House
The Other Side Academy
Salt Lake Emerging Arts Professionals
Salt Lake Mini Maker Faire
Salty Cricket Collaborative
Sew Much Hope
SpyHop
Sugar House Farmer's Market
Tracy Aviary
Utah Arts Alliance

Philanthropy:

100 Women Who Care
Durham, Jones, & Pinegar
TransWest Credit Union

Schools and School Districts (SD):

SD of Alpine, Granite, Murray, Nebo, and Salt Lake City
Jean Massieu School of Deaf & Blind

State, County, City:

Gay & Lesbian, Murray, and Utah
Black Chamber of Commerce
Murray City Library
SLC Public Libraries
Mountain America Expo Center
SLCo Libraries
SLCo Youth Services
SLC Green
South Salt Lake Promise
Utah Arts Alliance
Utah Arts Educators Association
Utah Cultural Alliance
Utah Division of Arts & Museums
Utah Nonprofit Association
Utah PTA
Utah Science & Environmental Ed
Utah STEM Action Center
Work Activity Center
Zoos, Arts, & Parks

Universities:

Brigham Young University
Salt Lake Community College
University of Utah
Utah State University
Utah Valley University
Westminster College

SUPPORTERS



IN 2018, CLEVER OCTOPUS

diverted
22,007 LBS OF WASTE



which weighs the same as



8,803 PAIRS OF SHOES

welcomed
308 VOLUNTEERS

who diligently served

5,498 HOURS



hosted
1,807 EVENTS

which served

17,670 PARTICIPANTS

peeled
40 LBS OF CRAYONS



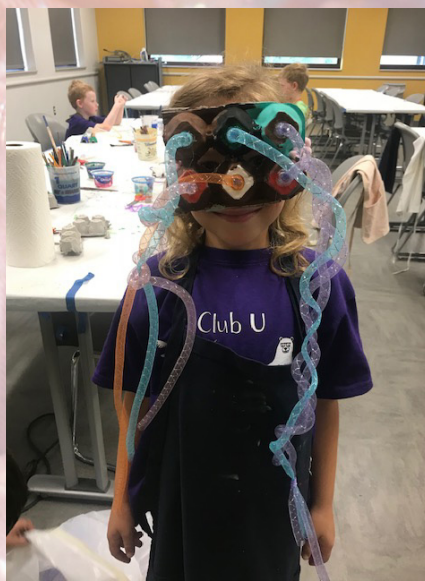
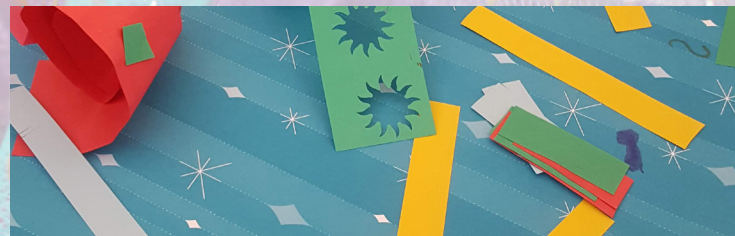
& consumed

72 FT³ OF POPCORN



BY THE NUMBERS

WHERE WE SERVE



OUTREACH

SLCPL Programs

- Glendale
- Main
- Marmalade
- Sweet
- Anderson

Summer Camps/ Classes

- Natural History Museum
- Murray City
- Camp U Art Camp
- Odyssey House
- Murray City Library Beginning of Summer Bash
- Jewish Community Center
- The Leonardo

Schools

- Granit SD Morningside
- Nebo SD Rees Elementary
- Indian Hills Elementary Art Night

- Utah Valley University Folklore
- SLCSO Indian Hills Elementary
- Arts programming at Entheos Academy in Magna
- Realms of Inquiry 8th grade
- Alpine SD River Rock Elementary

Special Events

- Hogle Zoo Earth Celebration Day
- RCA & The Leonardo Fix It Clinics & Friday Late Night Events
- RCA & Patagonia Fix-It Clinics
- Art Factory Gallery
- Art Factory/Arts Alliance Not Yo Mama's Holiday Market
- CHaRM Events with Utah Recycling Alliance

Centers

- SSL Columbus Senior Center
- St John's Community Child Development Center Art Class

Art Markets/ Fairs

- Sugarhouse Art Market
- Salt Lake Maker Faire
- Hanukkah Market

Conferences

- UAEA Art in the Sun Conference
- UAEA Art Teacher Fall Conference, pop up shop

Salty Cricket Collaboration

- Youth: SLCSO Mary Jackson Elementary
- Wallace Stegner Academy





OUR IMPACT

Clever Octopus thrives on creativity and promotes the idea that everyone deserves art via our retail store, workshops, and outreach programs. We highly value our ability to **build community**, as demonstrated with our outreach and partnerships we have established.

In 2018, we invested more time and energy in our marketing efforts. By doing so, we grew likes by 140% on Instagram and 192% on Facebook, which means higher **engagement and awareness** of what we do!

ONLINE REVIEWS



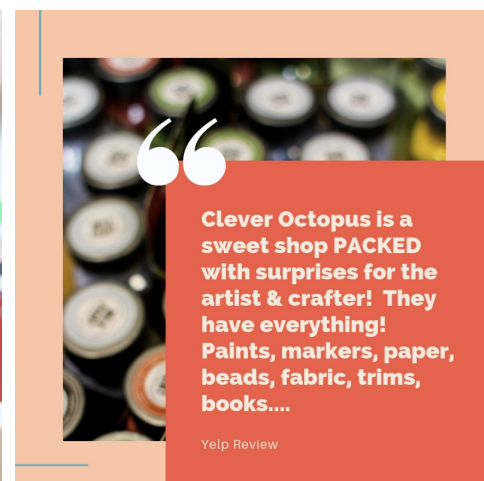
THIS IS A GREAT RESOURCE TO FIND FUN AND UNUSUAL CRAFTING AND ART SUPPLIES AT A GREAT COST. I LOVE THE PURPOSE OF THE STORE AND IT IS A GREAT PLACE TO DROP OFF ITEMS FOR REUSE.

Facebook Review



"THEY TAKE ITEMS THAT MAY OTHERWISE BE DESTINED FOR THE LANDFILL, AND THEY USE THEM IN BEAUTIFUL ART CREATIONS"

Google Reviews



“

Clever Octopus is a sweet shop PACKED with surprises for the artist & crafter! They have everything! Paints, markers, paper, beads, fabric, trims, books....

Yelp Review

VISION FOR 2019

We will open a **full-scale Creative Reuse Center/ Campus** that is at least 5 times our current retail space. The new campus will feature giant classrooms, community gathering spaces, repair workshops, waste distribution center, and much more!



COMING SOON

**FULL SCALE
CREATIVE
REUSE
CAMPUS**

Additional staffing needs will be, in part, facilitated through job training programs and mentored by **Cascade Alliance**, a membership and mentorship program that helps establish waste-based sustainable social enterprises.

We will develop educational outreach programming - **teacher-teaching** and **mini-grant** - that provide educators and organizations with the knowledge of creative reuse and the access to material. In addition, we will partner with more businesses and manufacturers to divert an even larger amount of waste.

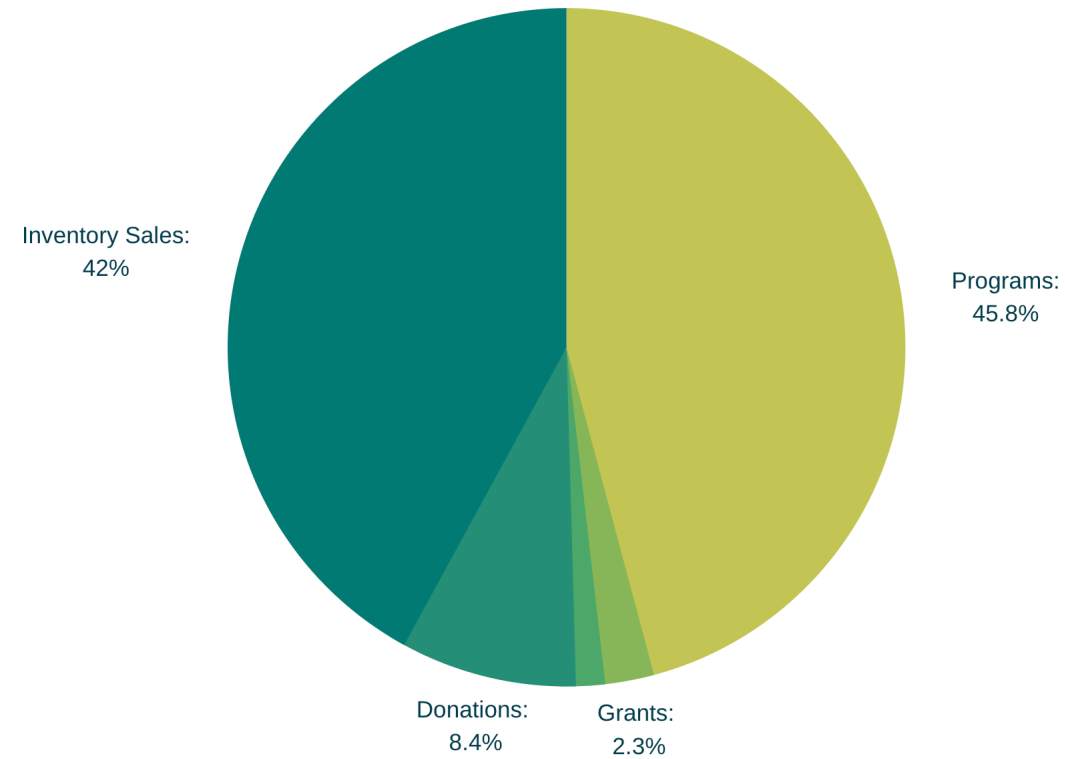


**CREATE ART
WASTE LESS**

+ SAVE MONEY WITH US

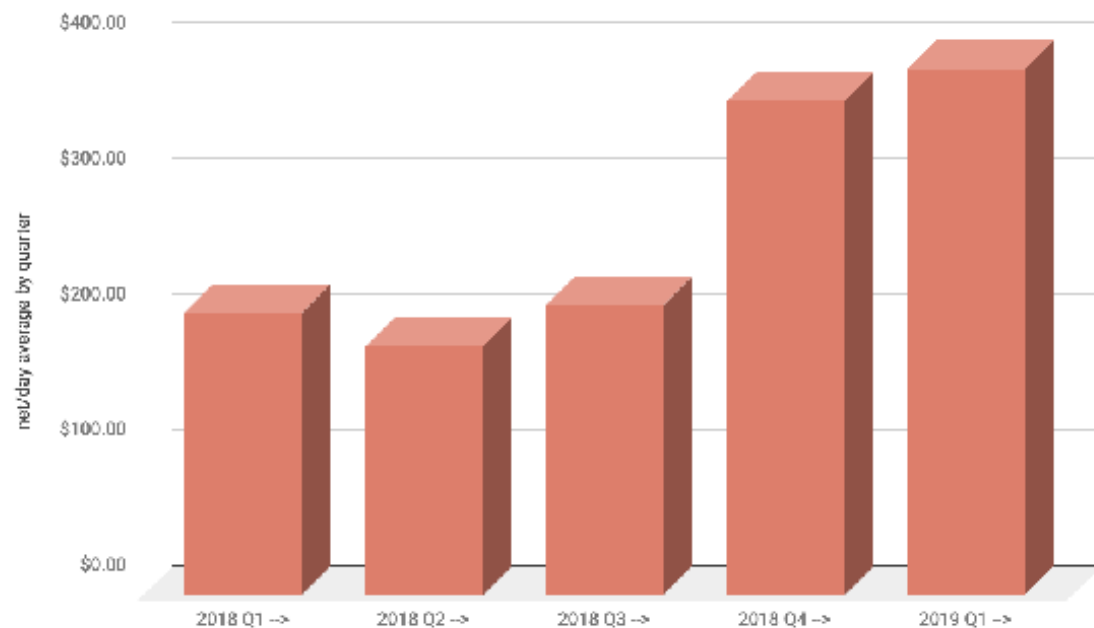
FINANCIALS

2018 REVENUE



INVENTORY SALES

Net /day average (by quarter)



YOU CAN MAKE A DIFFERENCE

DONATE STUFF

Your materials keep our shop stocked with interesting and creative supplies.

VOLUNTEER

Share your time and talents to help us make our program even more amazing!

DONATE FUNDING

Your financial donation allows us to teach more and create more.

SPREAD THE WORD

Tell your friends and family about our retail store, warehouse, and workshops.

GET INVOLVED

Apply for our AmeriCorps VISTA, AmeriCorps Summer Associate, Internship, and Ambassador positions!

www.cleveroctopus.org/donate

Clever Octopus



facebook.com/
cleveroctopus.art



instagram.com/
cleveroctopus