



## **Media Kit**

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CC347- Dr. Maria Scott



# MEDIA KIT

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## BACKGROUND

# THREADED: FASHION FOR A FUTURE

## ABOUT US

ThreadED, Fashion for a Future is a Massachusetts-based 501(c)(3) non-profit organization. The primary purpose and mission of the organization is to provide scholarships to Boston area students. Through the resale of high-quality clothes and accessories online and in person, ThreadED can generate funds and raise awareness to help ease the burden of college tuition. In addition, it reduces the footprints and collective impact on the earth.

## HISTORY

In December 2014, both co-founders pondered the question, “If you could do anything, what would you do?” After the discussion of making a difference, ThreadED, Fashion for a Future, was born. In 2015, ThreadED started collecting donations and used clothes to resell and support local Boston students to complete their undergraduate programs. ThreadED has continued providing clothes drives and collaborating with local non-profit organizations to make many students' college dreams come true.

## PROGRAMS

ThreadED, Fashion for a Future, has collaborated with various building developers, Boston-based colleges, and the local press to provide clothes drives regularly. The organization also holds an online presence through eBay, connecting the nation. ThreadED partnered up with uAspire, a Boston-based non-profit organization, to generate the third round of the scholarship program, Last Dollar Scholarship. Those scholarships help students close the challenging gap between their financial aid and their tuition cost every year—the scholarship program gained profits through the sales of donations from ThreadEd and many other collaborating non-profit organizations. The most recent donation drive with Alray Scholars funded over \$1000 per student.

ThreadED, Fashion for a Future, also teamed up with Newton City in Boston to provide high school students with internships. It allows students to gain first-hand experience with social media presence, websites, and research. Students can quickly learn about the internship program from the main website of Newton City and can apply to be one of the candidates.

## FIRST DONATION DRIVE

ThreadED's first donation drive came true because of a brainstorming session with ThreadED's 15 sponsors, volunteers and supporters. In early 2015, those supporters bought items like Tory Burch or Christian Louboutin valued at \$300 for sale. This donation drive emphasizes reaching out to friends that work in philanthropy, marketing and non-profit organizations. Throughout this brainstorming session, people have ideas to differentiate ThreadED from Salvation Army or Goodwill since ThreadED's goal is to help our low-incoming students with higher education dreams. In that Thursday meeting, people will discuss how this organization will function and what kind of opportunity will fall or rise.



## **PARTNERS**

ThreadED, Fashion for a Future, joined forces with various local Boston non-profit organizations such as uAspire and Alray Scholars.

## **ABOUT THE TEAM**

### **Co-Founder**

Gail Harris, Co-Founder

Laurel Sgan. Co-Founder

## **CONTACT INFORMATION**

Questions about ThreadED, Fashion for a Future, Appointments, and Collaboration can contact Laurel Sgan, Co-Founder, by emailing [director@threadedma.org](mailto:director@threadedma.org), or calling (617) 340-9414

**EXECUTIVE BIO**  
**LAUREL SGAN**



Laurel Sgan is the Co-Founder of ThreadED, Fashion for a Future, a Massachusetts-based non-profit organization. The primary purpose and mission of the organization are to provide scholarships to Boston area students. ThreadED can generate scholarship funds and raise awareness through the resale of high-quality clothes and accessories. Sgan and her Co-Founder, Gail Harris, partnered with various non-profit organizations in Massachusetts, such as the Alray Scholar Program and uAspire, to provide holistic services on scholarships and financial aid for low-income students. Sgan and Harris' innovative strategies generated \$1,500 per student to send over 70 students to higher education programs. Sgan's management philosophy is leading by example. She believes that ThreadED cannot survive and grow without individuals donating their time (and clothing). So, Sgan tries to provide clear direction and offer guidance to help them work independently. She also welcomes the ideas and suggestions from regular participants generated for ThreadED. One of the best management styles is to recruit and retain support is to give people a say and to be transparent about what is going well and what needs work in the organization.

Sgan is a graduate of Cornell University and Boston University's Nonprofit Organization Management MBA program. Her most recent work focuses on the diversity and inclusivity of faculty and staff in high education institutions. Sgan has worked and volunteered in the non-profit sector since college. Her 10+ years of experience in non-profit organizations, organizational development, operations, and strategies. In particular, she worked on pilot initiatives at Washington University in Saint Louis and Harvard University, which focused on diversity, equity, and inclusion. In addition to this work, Sgan volunteers her time advocating for children in foster care and supporting gun safety laws.

Sgan and Harris currently reside in Newton, Massachusetts and continue to advance ThreadED, Fashion for a Future. They collaborate with colleges and universities in Boston and local real estate agencies for donation drives. The events Sgan and Harris developed and promoted are sources to support students.



## SCHOLARSHIP FACT SHEET

### **HISTORY:**

ThreadED, Fashion for a Future, was founded in 2015. Both founders, Gail and Laurel proposed the idea of helping students' financial trouble and giving them the opportunities to attend academic programs.

### **VISION:**

The ScholarShop in Saint Louis, Missouri, provides interest-free loans to approximately 650 college students annually. ThreadEd's long-term vision is to model itself after ScholarShop. The lack of non-profits in the U.S. offering interest-free education loans is why we are collaborating and providing this service for all.

### **PURPOSE:**

ThreadED aims to close the financial gaps between the academic institution and financial aid. The undergraduate tuition is more than \$90,000 per year, the lack of financial aid academic institutes provide is horrifying. The non-profit organization can assist on this financial hardship through reselling second hand clothing.

### **GOALS:**

ThreadED collaborated with individuals and businesses around the greater Boston area to develop a program of no-interest loans for college students in need.

### **DONATE AND SHOP:**

Donate your clothes and resources now to help low income students and families with their educational journey. Helping those students starts with you sending those children to school..

### **CONTACT:**

For further information, interviews, press and inquiries, please contact Laurel Sgan, Co-Founder, (617) 340-9414, [director@threadedma.org](mailto:director@threadedma.org)