

ANNUAL REPORT 2024/25

*Connecting people
through crochet*



CROCHET ♥
CONNECTIONS

TABLE OF CONTENTS



01

INTRODUCTION

02

ENGAGEMENT STATISTICS

03

PROJECTS SUMMARY

04

ACCOUNTS

05

2025/26 GOALS

06

CONTACT



INTRODUCTION

In the summer of 2024, I was itching to start a new community project. Previously, I had enjoyed volunteering for a social enterprise and contributing my crochet pieces. Sadly, that opportunity came to an end, and I was looking for something new.

From this, *Crochet Connections* was born. A new organisation that aims to connect people through the joy of crochet.

In the first 6 months of operating, I have completed one new community project and rekindled an old favourite, Festive Wishes.

Crochet Connections is still growing, but its purpose is already clear. These early projects reminded me just how powerful handmade craft can be by creating a sense of belonging.

Katherine Warburton
Founder and Crochet Artist

ENGAGEMENT STATISTICS



Engagement statistics as of 31st March 2025:

Website page views 150

Instagram followers 160

Linktree visitors 37

PROJECTS SUMMARY



Poppy Day Postbox Topper

This year, we had one community project: a commissioned postbox topper for our local Tesco. This piece was completed in October 2024 and was displayed in-store for 3 weeks.

Festive Wishes

Festive Wishes was launched in November 2024, and three cards were sent out ahead of the festive season in December 2024.

Don't Forget About M.E Quilt

Work began on creating the "Don't Forget About M.E." Quilt in January 2025, which is due for display in Spring 2025.

ACCOUNTS



Initial startup costs were £88 with no sales or other income in this financial year.

2025/26 GOALS

1

Diversify income streams by attending a craft market, offering custom orders and applying for suitable grants.

2

Develop Festive Wishes and provide paid opportunities for disabled artists to collaborate on a card design.

3

Increase online engagement by 30% through new activities.

CONTACT



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