



SUSTAINABLE FURNISHINGS COUNCIL

WHO WE ARE

- Founded in 2006
- Only nonprofit in home furnishings focused on sustainability
- 168 current members
 - Manufacturers 44%
 - Designers 23%
 - Retailers 10%
 - Manufacturer-Retailers 8%
 - Suppliers 5%
 - Other (NGOs, NPs, Media) 10%

BUILDING CAPACITY

- New strategic direction focused on **consolidating two nonprofit organizations** into one strong coalition
- Rebranded with a **new seal**
- Enhanced digital **infrastructure**
 - Implemented advanced automated workflows for **staff efficiency & member management**
 - Integrated a robust **CRM system**
 - **New website** to include a **Member Dashboard** and **Transparency Reporting Tools** (coming April 2024)
 - **Optimized email marketing strategies** to target different stakeholders

Sponsor SFC \$3500

Sponsors will be spotlighted (for 2024):

- SFC Presents Webinar Series
- Monthly Working Groups
- All newsletters / eBlasts (10K+ total contacts; 3K+ engaged contacts)
- Website
- Social Media (IG: 3.2K; LinkedIn: 460 industry; FB: 1.5K; X: 3.4K)



SFC PRESENTS Webinar Series



Audience Metrics

Avg. Registered Attendees: 100

Avg. Live Attendees: 61%

Video available on the SFC site

Members, Non-Members

Manufacturers

Retailers

Suppliers

Designers

Upcoming

- **FSC Certification for Wood Furniture** (June)
- **Oeko-Tex Certification for Textiles** (September)
- **Leather Certifications** (December)

SFC PRESENTS Working Groups



Exclusive to Members

Avg. Registered Attendees: 20+

Avg. Live Attendees: 75%

Networking & Peer Learning

Not recorded

Two sessions per month

April 2: *Build your Sustainable Design Muscle with Laura Hodges Studio*

May 21: *Sustainable Ways to Stuff Your Sofa! A look at ENKEV's Sustainable Materials*

Upcoming Topics:

- *Chemicals of Concern*
- *Sales Training for Eco-Friendly Furniture*
- *Sustainable Mattresses 101*