

SAINT MAUD'S

SLÖYD BUS 2026

Strategy

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**SAINT
MAUD'S**



EXECUTIVE SUMMARY

Saint Maud's Slöyd Bus - 2026

MISSION

To provide Slöyd education to young people in our community.

VISION

To deliver our mission with a minimal financial burden to our students' families.

THE PRODUCT

Slöyd at Saint Maud's is the heart and soul of our organization. We've proven the importance of this educational model to our community over the last 3 years at our shop. Now, with our Slöyd Bus operational, we're able to reach an even wider cohort within northern Wisconsin and Michigan's Upper Peninsula.

THE LEADERSHIP

Karl and Charlie Zinsmaster founded Saint Maud's as a public workshop in 2021. They, along with their board of directors, employees and volunteers continue to lead us as our mission deepens.

THE FINANCIAL STATUS

Since 2021, revenue has grown year over year. Operating expenses have been consistent and have grown more slowly than revenue. As a result, operating income has grown and we are in a position to begin to deepen our enterprise. In 2024 we completed our transition to being a 501c3. In 2025 we received a significant grant from the American Scandinavian Foundation which allowed us to expand our workforce and provide meaningful, consistent, daily programming to our community. We were also successful in raising funds through donations and operations to buy, build out and launch the Slöyd Bus in 2025 without incurring any debt.

THE FINANCIAL PLANS



Our primary financial goals for the next 24 months are to 1) continue establishing a community of committed donors and sponsors who support our mission with passion and commitment, 2) to pursue grant awards that align with our core principles and mission, and 3) to grow our operating income by offering additional all-ages classes and events at our shop, on the Bus and around our community!

THE BOARD OF DIRECTORS

These are the people that make Saint Maud's work



KARL ZINSMASER

PRESIDENT - DIRECTOR

Karl runs operations at Saint Maud's. He has provided our creative and strategic direction during our formational years while acting as the primary instructor for our educational programming.



CHARLIE ZINSMASER

SECRETARY

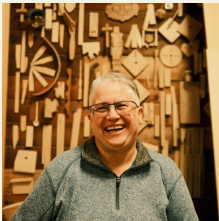
Charlie is Saint Maud's backbone. He has put countless hours and resources into the formation of the organization. Charlie is a significant contributor to our workshop operations as well.



STACY WOOD

TREASURER

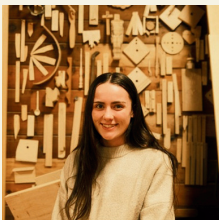
Stacy is an invaluable source of pragmatism and financial expertise. She has 20 years of corporate finance experience, volunteers at Historic Ironwood Theatre and has a passion for working with textiles.



REBECCA ROGAN

BOARD MEMBER

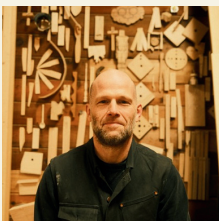
Becky brings extensive grant writing chops to Saint Maud's. She is the Executive Director for DOVE, and has nearly 20 years' progressive experience in non-profit leadership and community advocacy work.



EMILY PETERS

BOARD MEMBER

Emily is a recent college graduate with a teaching degree. She's currently teaching kindergarten and volunteering with us as a Slöyd Instructor!



ANDREW ALEXANDER

BOARD MEMBER

Andrew is a new addition to our board and staff. His experience with textiles, metal, wood and leather will help us expand our offerings for classes and assisted builds. Andrew is also a Slöyd Instructor!



JILLIAN SEVICK

BOARD MEMBER

Jillian is also a new addition to the board! Her seemingly endless knowledge and skills with traditional crafts has already allowed us to add new, more diverse classes to our calendar.

WHAT WE DO

ALL ABOUT SAINT MAUD'S

Saint Maud's is an educational organization with a primary focus on handicraft. Our flagship program is Slöyd at Saint Maud's which is a transformative woodworking experience, meticulously tailored for students aged 5-17. Slöyd at Saint Maud's is not merely about woodworking techniques; it's a comprehensive initiative focused on fostering character development during critical formative years. Widely endorsed by educational institutions, our program offers students a carefully structured, instructor-led path, emphasizing both craftsmanship and personal growth.

Slöyd at Saint Maud's is designed to be rolling and completely individual in format so that each student will gain maximum benefit from the program. Our student-to-instructor ratio is a maximum of 10:1 to ensure individual attention and safety.

In January of 2025 - thanks to the fiscal sponsorship of the Gogebic Range Health Foundation - Saint Maud's received a legitimately game-changing grant from the American Scandinavian Foundation. The funds we were awarded have allowed us to really dig into our community and cement our programming as a vibrant and integral part of the educational landscape here. We've improved our shop, trained 4 new instructors and purchased high quality tools and materials. Thanks to all of this, we were able to work with more than 700 Slöyd students over the last year. A few significant organizational partnerships were weekly afterschool Slöyd Bus programming at Hurley(WI), Ironwood(MI), Mellen(WI) and Wakefield (MI) School Districts; another year-long, weekly woodworking class with Iron County 4H kids (3 years running!), and two more semesters of bi-weekly Slöyd classes for the Superior Homeschool Co-op. We have plans in place to continue providing our services to these groups (and more) through 2026.

In May of 2025, we added the Slöyd Bus to our offerings. We purchased a decommissioned military transport bus, gutted it, cleaned it up and moved in. The Slöyd Bus allows us to take our program on the road with 10 workbenches, 2 instructors and all of the tools and wood the kids will need to experience our program at any location.

Classes on the Slöyd Bus are identical to what we've provided to scores of students in our shop since 2022, except now we can bring the experience directly to our community! Our bus is outfitted to work with 10 students at a time, with 2 instructors. Classes are open to any child age 5-17 (no prior experience required). Classes are 2 hours. The Slöyd program is designed to be ongoing. One class is fun - but ongoing attendance provides a more vibrant and meaningful experience to students.

We've been operating the Bus for about ten months. So far, we've welcomed over 700 students over about 90 classes in Iron, Gogebic and Ashland Counties.

We're only just getting started.

WHAT WE DO

(in photos)



SLÖYD BUS

Pricing

\$300

COST PER CLASS

Our cost per Slöyd Bus class is based on the precedent set by our certifying organization: the [Slöyd Experience](#), which comes out to \$30/kid/class. The Bus has 10 spots available to each class.

The funds collected go towards payroll, insurance, equipment, materials, fuel and vehicle upkeep and improvements

SPONSORSHIP TIERS:

TIER A:
\$300/CLASS

TIER B:
\$200/CLASS

TIER C:
\$100/CLASS

SPONSORSHIP TIER DESCRIPTIONS:

FULL SPONSORSHIP

Class is paid in full by a sponsor - students can attend FREE OF CHARGE!

2/3 SPONSORSHIP

Class is 2/3 covered by a sponsor - students pay a recommended donation of \$10 each. Saint Maud's sponsors any students who are not able to donate.

1/3 SPONSORSHIP

Class is 1/3 covered by a sponsor - students pay a recommended donation of \$10 each. Saint Maud's sponsors \$100 as well as any students who are not able to donate.

EXAMPLE FOR A 35 WEEK SCHOOL YEAR:

Weekly after-school program (75 minute classes for up to 10 kids each time)

- Tier A Sponsored: 175 classes, \$300 each = **\$10,500 / year**
- Tier B Sponsored: **\$7,000 / year**
- Tier C Sponsored: **\$3,500 / year**

SLÖYD BUS BUDGET, 2026

We've come a long way. Now, we'd love your support!

OUR LETTER OF INTENT

Saint Maud's has established itself as a vibrant and important part of our community since its inception in 2021. We have built a facility, program and cohort that has proven itself to be vital to our population, from preschoolers to retirees. Our goal is to be able to provide our educational services to as many people in our region as possible without significantly adding to the financial burden of the students' families.

By leveraging grants and donations to subsidize our costs, we can provide truly unique and top quality services and facilities at minimal cost to our students and clients. With your financial support, we will be able to continue expanding our programs to more people across an even wider area of our region.

FUNDRAISING GOALS FOR 2026 - GRANTS AND DONATIONS

Our primary financial goals for 2026 are to pursue grant awards that align with our core principles and mission. **We aim to raise at least \$70,840 in funding** to offset our costs associated with the Slöyd Bus for the year. We will continue our revenue generating operations with the goal of matching all funds raised as well.

SLÖYD BUS EXPENSE	2026 TOTAL (240 CLASSES)	PER CLASS
PAYROLL	\$24k	\$100
INSURANCE	\$6600	\$27.5
FUEL	\$5040	\$21
INSPECTIONS/UPKEEP	\$2000	\$8.33
CLASS SUPPLIES	\$7200	\$30
COMMUNICATIONS	\$1000	\$4.17
EQUIPMENT UPDATES	\$25k	\$104.17
TOTAL	\$70,840	\$295.17

NEED MORE DETIALS?

All data above is based on actual expenses incurred during our 8 week pilot program of the Slöyd Bus in the summer of 2025 and extrapolated over the next year. The equipment updates row includes all projected investments we will need to make on the bus over the next year to ensure the best facility we can possible provide our students!

We will provide an itemized list of the equipment as needed.

2026 TIMELINE

These are our big ideas

DIGGING IN

Saint Maud's objective is to weave itself into the fabric of our community so that we can provide an environment for sharing practical skills, creative practices and tactile learning with the population.

We believe that this mission will help prepare upcoming generations to be self-reliant, passionate, inventive and tenacious. Simultaneously, we strive to preserve and pass on previous generations' specialized knowledge of the trades, crafts and arts that has begun to fade from public consciousness.

Make, Do.



2026, January-June

Commit to partnerships with 5 of our local school districts to provide **after-school programming** for elementary and middle school students on the **Slöyd Bus**.

Make necessary upgrades

to the Bus to ensure safety and comfort for our harsh winters.

2026, July-December

Commit to partnerships with local **tribal boards of education and homeshool groups**

Renovate and improve the Slöyd Bus to perform better in all seasons and conditions.

Replace current benches and select tools to versions that are more suited to a mobile shop.

Continue providing **at least 3 Slöyd Classes per week throughout the summer** and into 1st semester or 2026/27 school year.

CONTACT US FOR FURTHER INQUIRIES



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