



## **State of the Guild**

June of 2022

The purpose of this report is to review events and activities for the Baltimore Heritage Quilters' Guild. Our by-laws define the guild's purpose: The purpose of the Guild is to preserve and promote knowledge of the art and craft of quilts and quilt making to all interested persons in the Greater Baltimore Area. The Guild holds monthly meetings, often with speakers, and hosts a biennial quilt show open to the public. Additionally, the Guild sponsors periodic quilting classes for its members and other interested people and offers quilting demonstrations to inform the public about the art of quilting. Members of the Guild also make quilts to donate to charitable organizations.

### **Come and Go Retreat – Nancy Andrew**



The Come and Go Day Retreat is held locally once a year in January or February. The cost is about \$25 for two full days! This Come and Go Day Retreat is perfect for people with busy schedules. You can come and go for as little or long as you like. Our Guild members really like to share ideas for patterns, sewing tips, gadgets, and layout designs.

### **Community Outreach Community Outreach Chairperson - Lyn Hardy**

Responsible for Community Outreach for the Baltimore Heritage Quilt Guild. This position includes the following responsibilities:



Liaison with charitable organizations by contacting the organizations, assessing needs, and delivering donated quilts. For 2022, the Guild has received, to date, 105 quilts. We provided 90 quilts to Afghan refugees. That organization no longer has a need for quilts. Usually, one to two charities are picked every year as the main recipients of the Guild's quilts. Sometimes, special needs projects are evaluated such as the Afghan Refugees. The remaining 20 or so quilts donated for this year will be given to the JHCH Pediatrics. The goal is to support those in need in the Baltimore and neighboring communities.

Organizations to which the Guild has provided quilts are:

House of Ruth, Penny Riser 443-569-0463, [priser@hruthmd.org](mailto:priser@hruthmd.org)

HOR accepts donations TWH 1-6 pm

HOR has a 28 bed shelter and 6 extended stay apartments. Because of covid and the increase in the need for shelter, the HOR resources are very strained. HOR has about 500 adults and over 1,000 children that they care for every year. Because they are fleeing domestic violence, they often have nothing when they arrive. HOR needs quilts and blankets, both adult and child; toilet items, food, baby items. Amazon wishlist. HOR accepts quilts of all sizes from baby, child, lap, to full size.

Johns Hopkins Childrens' Hospital pre-natal unit, Child Life Section; Bryan Parkinson, 410-955-6276. Must contact Bryan and he will arrange for pickup. Because of covid, we are not allowed in building, but we can drop off in front. In 2021, the Guild provided 75 quilts to the hospital. Baby to twin sizes are preferred. The prenatal unit handles infants, but the average age of patients is 8 years old in the other units which also accept quilts.

Charlotte Hall for Veterans' quilts. The contact person is Dawn Benz, 360-929-4115 or [tronwife@yahoo.com](mailto:tronwife@yahoo.com). Another alternative for veteran's donations is the Veterans Hospital oncology unit in Baltimore. The Guild in the past has donated quilts to those former servicemen in need and it serves the Baltimore community.

Cool Kids Campaign. This organization improves the quality of life for pediatric oncology patients by providing broad support. Providing quilts and blankets is one aspect of their work. Donations can go to Baltimore Clubhouse, 8422, Belona Lane, Suite 102, Towson, MD 21204; 410-560-1770 or email Renee Wooding at [renee@coolkidscampaign.org](mailto:renee@coolkidscampaign.org). Just to note, this is a national organization and there is no guarantee that the quilts will benefit local families in Baltimore.

Collect charitable quilts from members for donations. This is done at the Guild meetings, and during covid, one Saturday every month, generally the weekend after the Guild meeting.

The Outreach Chairperson labels all quilts with a fusible Guild logo and then the quilts are photographed (although photography is not required). Arrangements for delivery to the charity organization are then made.

Collect fabrics and other materials for charitable quilts.

Guild members and members of the public donate fabric. The fabrics must be sorted to determine if appropriate for quilts (fabric type, size, glitter, etc.)

Excess material (knits, polyesters, holiday fabric, etc.), are taken to Scraps B More or Value Village, etc., for donation.

Smaller scraps can be saved for making pet beds (see below).

If possible, the fabric is bundled into "color waves" and put in plastic bags as "fabric bundles" or quilt kits. These are made available to members for free for making charity quilts.

This material is then made available to the Expo "Stash to Treasure" committee for sale at the Guild's expo.

Order batting material as needed. Batting is the primary cost of the Outreach program. We order it through The Warm Company, Warm Projects, Inc., 5529 186th Place, SW, Lynnwood, WA 98037; Phone: (425) 248-2424. Our contact there has been Lindsey Grand, (800)234-9276, (425)582-9100 direct, [lindsey@warmcompany.com](mailto:lindsey@warmcompany.com). Two cases of twin batting can last 5-6 months. We can also order baby batting.

Maintain the Community Outreach portion of the website.

Post notices and events to Facebook as needed.

Write the monthly newsletter insert for Community Outreach

A portion of the responsibilities of the Community Outreach Chairperson is for education of quilting and quilting practices. Because of this the Chairperson is also responsible for setting up a booth at the Cromwell Valley Harvest Festival when that event is held. Generally, there are examples of quilts and sewing machines set up with the opportunity for people to work on a portion of the quilt to see how it goes together. This event has not been held since Covid, but is generally held in October.

Organize a charity quilt event annually. This is an opportunity for people to work on their own charity projects, work on a group project, or make dog beds for BARCS. After a two-year hiatus because of covid, the Guild had its event in May 2022. We worked on a veteran's quilt in honor of memorial day and made pet beds for BARCS.

Project Plase. In the past, the Outreach Chairperson has worked with Project Plase to make a quilt that it can sell at auction as a fundraising effort. Project Plase helps the homeless in Baltimore, including veterans. This has been on hold because of covid also. The contact previously was Jordan Borkoski, [jbotkoski@projectplase.org](mailto:jbotkoski@projectplase.org), [www.projectplase.org](http://www.projectplase.org).

Pet Beds. The Outreach Chairperson also is responsible for collecting pet beds and donating them to the Baltimore Animals Rescue Care Shelter (BARCS), Baltimore Animal Rescue and Care Shelter, Inc., 2490 Giles Road, Baltimore, MD 21225. We have donated over 75 pet beds to BARCS since January 2021.

## EXPO Report - Natalie Blum



January 2021-First zoom committee meeting to evaluate chances of finding venue and date for next show. Park School informs us they no longer rent their space for non-athletic events. Search for new venue underway. Covid restrictions continue to complicate our search.

February 2021-Next Expo zoom committee meeting to update search for venue. Garrison Forest School looks like a possibility when it rents again-it has a triple gym. Since it doesn't look like it's possible to have a show in the near future, we begin to plan a mini-fundraiser, or an online quilt auction.

March 2021- Next Expo zoom committee meeting to continue to plan the online quilt auction. Casey Cunningham found an online auction site-Bidding Owl, which she will head up. We decided on the criteria for the quilts to be donated-decorative items, no larger than 45" square (crib size-so easier to mail), only US, choice to pick up if close enough, cost of mailing included in price for quilt, need sleeves if wall hangings. We decided on a date for the auction-September 15 to October 15, 2021. Quilts donated by August 15. We decided to design a label to sew on the back of each auction quilt. Edna Jones and Natalie Blum will photograph the quilts. There will be a registration form to fill out with information for each donated quilt (information for Casey to put on the auction site). If the auction works well, there is a possibility of using this method as part of Buy It or Bid It at the show.

April 2021-Next Expo zoom committee meeting to continue to plan for online auction. We work on designing a label for the auction. Natalie designs it with ideas from members, and Cathy Kleeman puts it into a usable format to get it printed by Spoonflower. Venues are not opening up and we have decided to make target date for Spring 2023 show.

Summer 2021- Natalie arranges to pick up donated quilts at Woodbrook Church on the days that charity quilts are collected. Edna Jones and Natalie arrange to photograph the quilts and get the registration forms and photos to Casey to upload to the auction site. Labels are distributed to members who need them.

Fall 2021- Auction September 15-October 15, 2021. We sold 17 of 30 quilts. We raised \$1800. We only had to mail 2 quilts so the fee for mailing paid for the use of the Bidding Owl site. Expenses were PayPal and publicity post cards. Higher quality photos are important and using the online site might work better in conjunction with an in-person exhibit (Buy It or Bid It at Expo). The site keeps great records and notifies bidders when they are outbid. Quilts not sold will go to Buy It or Bid It for Expo 2023

Winter 2021-22. Quilts not sold go to Manor Mill.

January 2022- Expo 2023 Zoom committee meeting. Garrison Forest School has available dates for the show. Casey Cunningham, Cathy Kleeman, Susan Brightman, and Natalie Blum visit the site. Space would work well. Need to find out cost for rental. Joann Adamczyk volunteers to help with Stash to Treasure.

February 2022- Expo 2023 Zoom committee meeting. See which committees still need chairpersons and encourage volunteers. We decided we want food trucks at the show and began to think about special exhibits.



April 2022-Expo 2023 zoom committee meeting. Garrison Forest rental cost is \$8000 plus they want us to cover the gym floor. Cost of that would be an extra \$3000 from the pole and drape company. That's an extra \$6000 in expenses before we even start. We only made @\$8500 in profit at our last show. Time to investigate other venues. Friends School cannot give us a date until December 2022. We will investigate using the 4H Building at the Timonium Fairgrounds. Cathy, Susan, and Casey will report on their visit to the Fairgrounds. They are very excited about the space. Possible date for the show is Friday, April 21, 2023 for set-up and Saturday and Sunday, April 22-23, 2023 for the show. Cost is equivalent to Garrison Forest. We still need to fill the chairs of some committees. Ceil Foster volunteered for Publicity. We need to look at reducing expenses and increasing income. One idea is to have classes at the show. We need to renew our tax-free cards by September. Who needs access to the Yahoo site?

Keep membership informed of progress, needs, etc. each month at guild meetings and in the Newsletter.

Carol Ann Frost has been chosen as our Traditional Featured Quilter, and Alice Magorian has been chosen as the Contemporary Featured Quilter for our next Expo.

### **Facebook - Linda Anderson**

Overview: The BHQG's Facebook site was created in April 2013, following a Board discussion about this emerging media outlet. Since this was a low cost, low risk outlet, the Board decided that we should give it a try, especially as all other guilds, quilt stores, and other quilt-related organizations were rapidly expanding their social media presence. Increasingly, younger people were looking to Facebook and social media to find out more information about organizations.

Goal: The goals of the site were to provide:

- Information about the Guild to people who may be looking on Facebook.
- An easy-to-update social media platform to communicate event information, such as upcoming meetings, speakers, or outreach opportunities.
- A way for people to interact with the Guild via social media
- Promotional opportunities for the Expo
- Actions: On the site, the administrator can: Post event information, respond to inquiries received via posts or private messages, Like or follow other groups – we initially liked or followed other local guilds and shops, as this was a standard courtesy at that time, and those organizations showed on our site. While we can still take those actions, there is no longer a section displaying those Facebook pages.
- Actions people can take on our Facebook site: Like – when someone comes to our page and clicks “Like”. This is an “engagement” and shows that the person looked at the post and took enough time to take an action.
- Share – the user reposts the content to their newsfeed or messages it to someone – this is also an “engagement”
- Comment – the user says something about the content
- Message – the user can private message a question to the administrator

- Post – the user can post items, but they don't show up exactly the same way as when an admin posts something.
- Tag – when we tag another organization, that enables a link which a user can click on to go to the other organization's Facebook page.
- Follow – this enables the user to have BHQG's posts display in their Facebook News Feed. We have 609 followers.
- Track stats related to site activity, such as the number of people reached and engagements (any action a person takes, like liking or sharing) – for example:
  - Quilts and Cocktails post reached 141 people and had 12 engagements.
  - Cathy Kleeman's Show post reached 169 people and had 28 engagements.
  - May Meeting post reached 176 people and had 23 engagements.
  - Bongiorno Retreat post reached 258 people and had 82 engagements.
  - Lyn's Outreach update for April reached 260 people and had 50 engagements.
  - Come and Go Retreat post reached 253 people and had 90 engagements.
  - Manor Mill post reached 286 people and had 43 engagements.
- Most action – The video we did before the last show – 2,681 people reached and 85 engagements. This was done the night before the show opened and showed us going from empty gym to the full show!

### New/Unused Features

Facebook frequently changes its features, how we administer the site, and the tools available to use.

Features available that we have not used:

- Link to Instagram account – I don't manage the Instagram account, and I'm locked out of mine, so I'm not sure if anyone is managing it. However, Instagram is a platform used by many members, as it's a great photo sharing platform.
- Advertising – We considered it briefly during the last show, but we didn't believe the ads would reach any "new" audiences. However, it is certainly something we could consider again.
- Livestreaming – After the last show, I suggested livestreaming something for our next show, like a brief tour. The general consensus was that we didn't want to offer our content for "free" – if people wanted to see something, they should come to the show. However, I think we should reconsider, and perhaps livestream a demo or a few quilts as a teaser.
- Others – There may be other features that I haven't found yet, as I have limited time to explore, and every time I get the hang of it, they change it!

### Recommendation for Future

- Social Media Chair – Consider finding a younger person who is more social media savvy to manage both Facebook and Instagram. Or at least find someone who will activate the Instagram account and manage it.

- o I think we could have a broader reach if someone had more time to manage our social media presence.

- o Key Facebook demographic stats:

- Facebook is the most popular social media network for women aged 35-44

- 73% of women ages 50-64 use Facebook

- About 50% of people over 65 use Facebook

- 70% of US adults use Facebook

- 49% of Americans say they visit Facebook several times a day

- Potential issue:

- o Increasing numbers of people are concerned about Facebook's privacy policies.

### **Library - Ellie Hofstetter**

The Guild Library, which is housed in one bookcase at the Woodbrook Church, consisted of 371 books for member's use. During 2019 the collection was inventoried and many books older than 20 years were removed. When the Covid pandemic arrived in early 2020 all activities of borrowing and lending ceased because we had no in-person meetings. However, we did receive many books from former and past members who were moving or housecleaning. These books have been roughly sorted and will be made available to members when we resume our in-person activities. Books that will not be added to the collection will be put on our "Free Table" at meetings, sold, or stored for the next Expo Quilt Show. Our collection is designed to be useful and provide inspiration and ideas to the members of the Guild. We have an online catalog which is available on the Guild's website which lists the collection by author, title, and subject.

### **Membership - Judi Seal and Betty Racicot**

For the 2021-2022 Membership Year we had 111 members.

99 renewals

12 new

### **Newsletter - Carole Ann Frost**





The newsletter is published 11 times a year, September through June and once in the summer. The newsletter is filled with information about our upcoming meeting year and quilting related activities in the mid-Atlantic area. Most of the material in the newsletter is provided by Guild members.

## **Programs - Amy Krasnansky**

### Guild Meetings

September - Summer Challenge Reveal, Ice Breaker Groups and 1971 Quiz

October – speaker Jean Impey on “Finding your Passion and Running with it”

November – speaker Heather Kojan on “5 Easy Steps to Designing Your Own Quilt”

December – End of Year party (Special Projects)

January – speaker Meg Cox on “400 Years of Quilts at the Click of a Mouse”

February – speaker Brenda Gael Smith on “Quilts and Composition”

March – Collage Night

April – speaker Rachel Derstine on “Artful Couching”

May – speaker Natalya Khorover on “Alternative Stitching Practices”

June – Demos by guild members Barbara Friedman, Cathy Kleeman and Patsy Stein

### Workshops

October/November – Sue Sherman, “Hawaiian Quilting”

February – Brenda Gael Smith, “Geometricks” (improv piecing)

April – Rachel Derstine, “Poppies” (raw edge applique, couching)

### Field Trip

May - Maryland Center for History & Culture, “Wild & Untamed” exhibit tour led by Mimi Dietrich

## **Refreshments - Ellen Hoadley**

This was an unusual year for the guild which is reflected in the spending for Refreshments.

Total Spending \$386.29 Percentage of Budget 77%



Normal spending for refreshments is approximately \$50/month for 10 months equaling \$500 for the year. For this year, we had two months (January & February) that were virtual only meetings including no refreshments.

I recommend the budget remain the same for next year recognizing that inflation and increased attendance may result in overages.

Additionally, I recommend that the Refreshments position include 2 people so that workload can be shared, and no one is committed to 100% attendance.

### **Special Projects - Casey Cunningham**

There were two special projects during the program year, and several other activities primarily COVID related. The two projects were the Summer Challenge and the December Party. Additional activities included a Mystery Quilt, Guess That Quilter, incentivizing mask making, and a community Charity quilt effort.

The Summer Challenge for 2020 was 20/20. Members were challenged to make a quilt that utilized 20 fabrics and 20 distinct units. There were 15 entrants. Gift certificates of \$50, \$30 and \$20 had been donated by Bear's Paw for the First second and third place winners of the viewer's choice. Due to the lack of in person meetings, the reveal and voting on Viewer's Choice happened on the web site with the winners being revealed at the End of the Year Party.

Cost: \$0

Because the December Party, billed as the End of the Year Party, included the Summer Challenge reveal, we did not have the UFO challenge this year. We did have the first ever Bucket List challenge. At the previous year's party, members signed up to make a quilt from their "bucket list" before the 2020 party. Members had been encouraged to commit to make a quilt during 2020 that they have always wanted to make before they "kick the bucket". Ideas were suggested and there was even a pair of dice to toss and have a type of quilt picked for you. 21 members had signed up, but due to COVID, only 8 people completed their quilts. These were voted for on the web site as the summer challenge was. Gift certificates of \$50, \$30, \$20 and \$15 were purchased from Bear's Paw for the first, second, third and fourth place winners of the viewer's choice. There was only one vote separating third and fourth place while first and second were clear winners, and everyone else received nominal votes, so we had prizes for both.

We also had the Mask Makers awards (special tote bags with a Rosie the Mask Maker image) for the most masks made, a random drawing from mask makers, and viewer's choice first and second for One Special Mask. (4 totes)

We had Zoom Bingo, Door prizes and a modified fat quarter toss as well as prizes for being observant about what food and drink people were enjoying. Most of the prizes were donated, some were purchased. Prizes were picked up at the church parking lot, Bear's Paw or were mailed. Only a handful had to be mailed.

It was chaotic but fun!

Cost: \$ 317.61 (Program Committee picked up the cost of mailing the packets and fabric to the members)

We started the Bucket List for 2021, and with the bingo cards, we had mailed everyone a piece of blue and white fabric 11" x 6" to make a block for a charity quilt. The mailing back of blocks and making of the charity quilts went into February and March.

We got enough blocks back to make two twin bed sized charity quilts which were donated to House of Ruth.

Cost: \$ 100.86

The Mystery Quilt was to give people something to work on during the early days of COVID shut down. There were 7 participants. Mine was the only one finished (and shown) at the October meeting. One other quilt appeared at a subsequent show and tell. No prizes were awarded.

Guess That Quilter was an activity for Zoomers only. Members were invited to send in a photo of a small quilt. Then, during the Zoom meeting, the quilts were shown along with a list of quilters names. People had to guess which quilter made which quilt. It was fun and a prize was awarded for the most correct answers.

Cost: \$25.00

Total Cost: \$443.47 Budget \$450.00

### **Special Projects - Carolyn Dryden**

Carolyn Dryden assumed the Special Projects chair from Casey Cunningham in November and began planning our annual end-of-year Holiday party. The party, held at our December meeting, featured displays of the Cicada Quilt Challenge and Bucket List quilt projects launched by Casey Cunningham. Members voted on their favorite quilts, and winners received Bear's Paw Fabrics gift certificates.



Almost 50 members in attendance: 24 in-person and 24 on-line attendees, for our traditional games such as Bingo, Fat Quarter Toss, and door prizes. Members brought sweet or savory foods to our holiday party table, resulting in many delightful party foods!

The 2022 Bucket List Challenge began with BHQG members signing up to make appliqued quilts, stash-busting quilts, Christmas quilts, block-of-the-month quilts, free motion quilts, and optical illusion quilts, among others. One member is making a quilted bag. So far over 11 members have signed up. Each month Bucket List Challenge quilters are featured in our BHQG newsletter. Quilters who want to share "progress reports" talk about their quilt pattern and fabric selection process, any changes/revisions they have made during construction, and share photos if they wish. The finished quilts will be displayed at the December 2022 BHQG meeting.

Another Special Projects activity, the Summer Quilt Challenge, was announced in May. This year's challenge theme is "Wild About Animals". BHQG members are challenged to make a quilt with an animal theme- maybe a wild animal you had time to observe during pandemic quarantine, or a domestic animal who was more involved in your life during work-from-home times. Fabric/material choices are unlimited for the quilt. Quilts are size restricted- no larger than a crib quilt but bigger than a miniature quilt. These quilts will be revealed at our September meeting.

### **Web Page – Elizabeth Berger**

The Guild maintains a web page which contains information for the public and password protected information which is only accessible to guild members. The web address is [www.baltimorequilters.com](http://www.baltimorequilters.com)

### **Weekend Retreats - Kathy Fader**



Twice a year the Guild sponsors a retreat that extends from a Thursday through the day on Sunday. It is most recently held at Bongiorno Conference Center in Carlisle, Pennsylvania. We can host 24 participants, most of whom enjoy a private room. All rooms are hotel style with linens included. The common room is a very large workroom set up with an eight-foot table for each quilter. Cutting tables, ironing areas and layout tables are communal. Eight meals are provided. The weekend gives you a true retreat from the usual--where you soak up the art of quilting and the fun of being together.