



# **Minnesota Knitters' Guild Annual Report 2022**

The Minnesota Knitters' Guild is a 501(c)(3) tax-exempt non-profit organization with a mission to promote interest, appreciation, education and fellowship in the art of knitting. The first meeting was in 1985, and the Guild was officially incorporated on August 14, 1997. The Guild is governed by a board of directors who are responsible for managing the organization and its assets. The board members are committed to observing best practices in nonprofit operations as defined by Minnesota statutes and the Minnesota Attorney General's Office.

## **Board Members (as of February 1, 2023)**

### **Officers**

President – Kelly Amoth  
Vice President – Meg Duncan  
Treasurer – Rose Tobelmann  
Secretary – Kelsey Sorenson

### **Directors**

Service – Betsy Preston  
Programming – Open  
Membership and Member Experience – Nikky Heidel  
Marketing and Outreach – Bonnie Swierzbis  
Technology – Melissa Mintern

### **Committee Chairs and Appointed Positions**

Yarnover – Anna Turk  
Great Guild Getaway – Laura Haave  
Librarian – Anne Rojas  
Newsletter – Jess Dahlberg  
Website – Kathy Lewinski

## **President's Note**

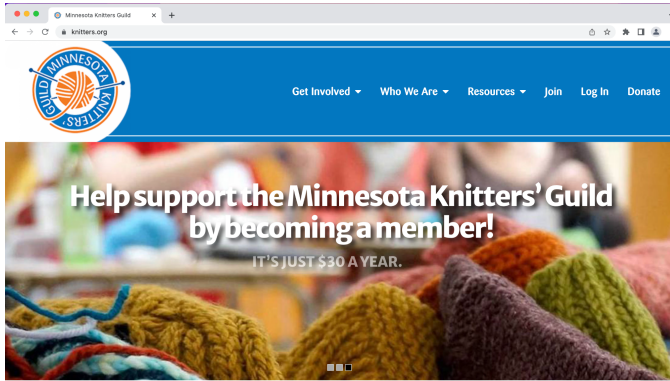
Guild Members,

Another year has flown by with the Minnesota Knitters' Guild. The past year saw some normalcy returning to the Guild. While some adjustments were made to Yarnover 2022, the event returned and everyone had a great day learning, shopping, and gathering together. Monthly meetings have still been held virtually, as this is the best way for us to reach our growing membership outside of Minnesota, and has also given us the opportunity to bring in speakers from across the country. Attendance at monthly meetings still remains strong and higher than when we were meeting in person at the Textile Center pre-pandemic. We have answered the call from members who have expressed the desire to be together in person more, so we have two different monthly meet ups in different parts of the Twin Cities for people to come and knit together in person.

Thanks to everyone who makes this Guild such a strong group of people. From Minnesota and beyond, we appreciate all the ways you contribute to the Guild.

Take care,  
Kelly Amoth, President

# Technology



In 2022 we got to know our new website, which launched in December of 2021. We successfully implemented using the site for all ticket sales, including Yarover and guest passes for monthly meetings.

We created a new position with Kathy Lewinski becoming the first Webmaster for the Guild. Kathy has worked tirelessly to keep our site updated. Members can see their work highlighted on our website by using the #mkgshowandtell tag in their posts on Instagram.

We kept the monthly meetings in a virtual space and have really developed good usage of our Zoom license, not only through the monthly meetings but also through hosting multiple monthly virtual knitting get togethers.

## Give to the Max Day



The Guild participated in Give to the Max Day, Minnesota's annual day of giving for nonprofits and schools, again in 2022. Twenty-eight donors gave to the Guild, which resulted in \$1706. Donors at the \$50 and above level received a year's membership to the Guild.

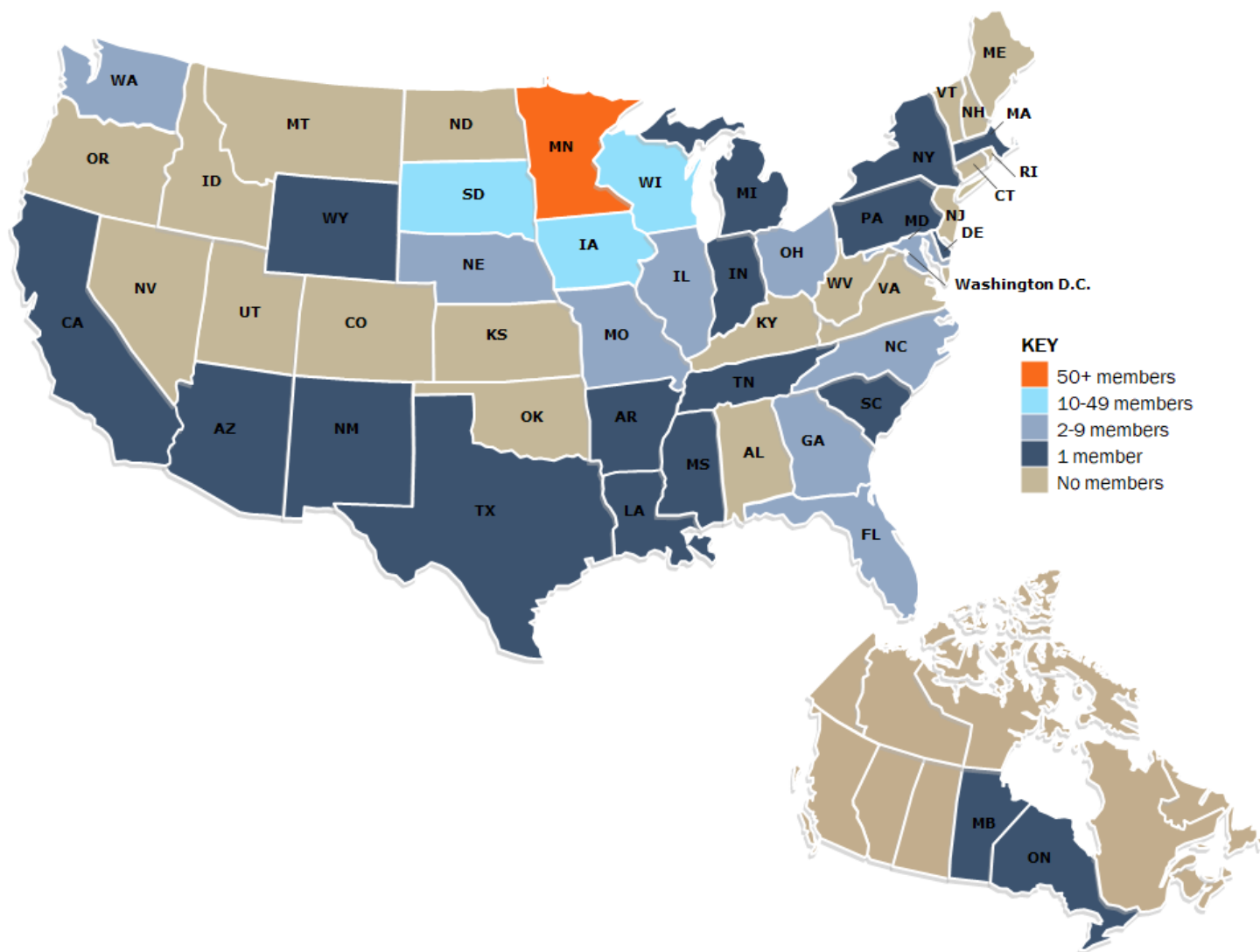
Funds raised this year will go towards continuing to provide high quality and engaging programming at meetings and will allow the Guild to offer grants to Yarover again in 2023.

Financial donations can be made to the Guild year round through our GiveMN page.

## Membership and Member Experience

### Membership

At the end of 2022, we had 646 members, an increase of 10% over 2021. While the majority of our members maintain residence in Minnesota, 20% of our membership are from outside of Minnesota. At the end of 2022, our membership spanned 29 states across the US and included 2 Canadian provinces.



2022 was a strong year for membership renewals. 65% of the membership transactions in 2022 were renewals of memberships, and of those, 25% were renewals of memberships that had lapsed in 2021 (or earlier).

Additionally, we had 127 new members join us for the first time in 2022.

## Member Experience



In 2022, we engaged our members through both virtual and in-person events.

Monthly Guild meeting attendance averaged about 99 people (a 65% higher attendance than pre-Pandemic in-person meetings), with greater attendance in the summer through fall. This year we re-instated a former in-person practice of offering time for new members to introduce themselves.

We also continued to offer two virtual knitting groups – Thursday Knit Night and Sunday Brunch Knitting, which remain popular. Additionally, we created two in-person knitting groups – Sip & Knit

at Venn Brewing on the first Saturday of the month and Knitting Around Town at various locations and times each month.

In 2022 we were also able to bring back many of our in-person events, including World Wide Knit in Public Day, Stitch n' Pitch, and Yarnover.

## Plans for 2023

As we move into 2023, we will continue with virtual meetings that allow us greater flexibility in programming and allow members from outside Minnesota to engage with us. Additionally, we hope to offer even more in-person events throughout the year, giving members more variety and options.

## Yarnover



The Yarnover committee with the support of the board decided to cancel the Friday night events of Yarnover 2022 due to rising COVID cases in the early months of 2022. While it was a one day event, Yarnover 2022 was very successful with 11 teachers, 21 classes, 32 vendors, and 190 participants. The Guild offered need-based grants to attend Yarnover for the first time. The grants were funded by a portion of the donations from the 2021 Give to the Max Day effort. Four grants were given, and the recipients were very thankful to be able to attend. Thirty-nine people entered the shawl contest and the winners were announced at the May meeting after voted on by the members.

Huge thanks to the members of the Yarnover Committee, Janese Evans, Anna Turk, Becky Huerta, Diane Mountford, and Caitlin Maier, for making the event such a big success!

Janese Evans stepped down from being Yarnover chair after the event, and Anna Turk, who was on the committee in 2022 and worked with all the teachers, stepped into the role. Yarnover 2023 will be September 22-24, 2023 and the organizing committee is already working hard to bring some new things to the event for participants. We're also excited to bring back the annual State Fair Review to an in-person meeting, which will be Sunday of Yarnover weekend.

## Great Guild Getaway

The Great Guild Getaway retreat was canceled in 2022. Because Yarnover has shifted to the fall in 2023, the timing of the next retreat is still being decided.

## Programming

We had a great variety of speakers and topics for our monthly Guild meetings in 2022. From sharing about personal knitting journeys, to learning new techniques, to enjoying each other's work through show and tell meetings, there was something for everyone. All of the meetings in 2022 were virtual and have been recorded. Members can access meeting recordings by logging into their dashboard on the website.

- January – Service Knitting Kick-Off
- February – Annual Meetings and Mini-Skein Knit Along Show and Tell
- March – Master Knitters Panel



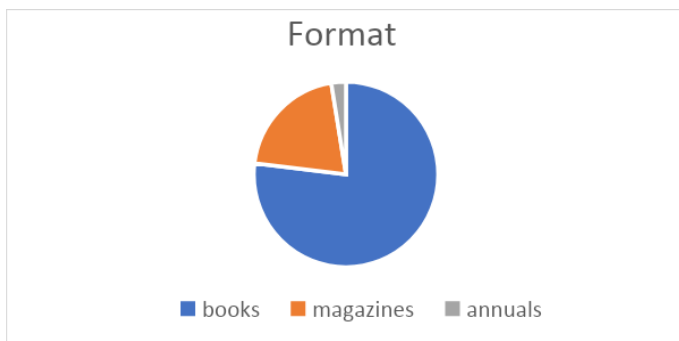
- April – No meeting due to Yarnover
- May – Latvian Braids with Amy Snell
- June – An evening with Abbie Kenyon and the story of her time as an Icelandic Artist in Residence
- July – Blocking and Fiber Care with Kate Atherley
- August – We Are Still Here: Keeping Navajo Heritage alive through knit design with Jennifer Berg
- September – Minnesota State Fair Show and Tell
- October – Estonian Inlay/Roosimine with Tanis Gray
- November – Developing Color Confidence with Janine Bajus
  - Trunk show with Purl Talk Yarns
- December – Pandemic Puppets with Karen B. Lehman

Thanks to meetings being held on Zoom, we were not only able to host presenters from Minnesota (Master Knitters Panel, Abbie Kenyon, and Karen B. Lehman), but we were also able to bring in presenters from New Mexico (Jennifer Berg), Toronto, Canada (Kate Atherley), California (Amy Snell and Janine Bajus), and Virginia (Tanis Gray).

## Library

We have added a lot of great books and magazines to the Textile Center Library collection! Nineteen digital downloads from our subscriptions were given away to members as meeting door prizes.

### Here are a few numbers:



New books: 30 ; Magazine subscriptions: 8 ; Annual: 1

### Percent of budget:



Books 63% vs Magazines: 37%

## Top topics:



Shawls, Sweaters/Cardigans, Hats, Scarves, Socks ... a great mix.

Heartfelt thanks to everyone who has made requests and inquiries. We love it when the membership is engaged with what's being added to the collection.

## Service

Service Committee members: Betsy Preston (Director), Deb Parker, Dawn Baddeley, Andrea Zukor

In 2022, the Service Committee coordinated support to Sanya's Hope for Children and MoveFwd. Support for these organizations was so overwhelming that donations were also shared with Hats & Mittens and Resource West. Nearly 100 volunteers independently knit and donated a total of 1,750 hats, mittens, scarves, shawls, slippers, socks, dishcloths, and lap blankets.

Donated items were received at drive-through drop off events held in March and October. Knit items were also brought to Yarnover in April, the garage sale in July, and collected by Potomac Bead Company in Alexandria, MN. The recipient groups expressed sincere appreciation for the handmade gifts.



The Service Committee also took in donations of materials such as yarn, needles, and related items. Some of these materials were passed on to individual knitters for service knitting. The remainder was sold, with profits supporting the Guild. The second annual garage sale, hosted by Kathy Lewinski, was held in July and raised \$1,275.

An online auction, hosted through Betterworld, a fundraising platform for nonprofit organizations, was held in November. Members of the Committee organized, researched, and photographed the highest quality yarn that had been donated throughout the year. They then set up the auction, entered and uploaded the information, and handled the shipping at the close of the bidding period. The 78 lots, ranging from single skeins to sweater quantities per lot, netted \$2,974. Not only was the auction a financial success, but it allowed members throughout the state and country to participate.

The Service Committee is grateful for our generous knitters, and looks forward to continuing its mission of service to the community in the coming year.

## Outreach



In the fall of 2022, we were able to bring back volunteer opportunities for members beginning with working in the demonstration area in the Creative Activities building at the Minnesota State Fair.

Volunteers also represented the Guild in the Textile Center booth at the American Craft Council show in October.

The Textile Center also invited the Guild to demonstrate at their Holiday Sale event in November and December. Volunteers shared that several people stopped to learn how to knit.

Thanks to the 17 people who volunteered at these events in the fall. We are looking forward to offering more opportunities like these in 2023.

## Finance

In 2022 the Knitters' Guild bounced back financially, yet we continue to work toward our goal of building a cash reserve. This cash reserve has allowed us to maintain our new website and pay for ongoing IT expenses to support our virtual monthly programming. We continue to be supported by our additional avenues of income and these have helped us maintain our \$30 annual dues over the past 19 years - the best deal in town! We rely heavily on our membership and truly appreciate the continued support.

It is important to note comparing Revenue to Expenses we had a negative balance of only \$668.34. This is significantly less than in 2021 when our comparison was -\$6569.61. The 2021 loss was primarily due to our website development costs in 2021.

We worked to support local and up-coming designers through our monthly Designer Spotlight on the blog and at monthly meetings. Eighteen pattern downloads from these designers were purchased and given as door prizes throughout the year.

Thank you to the Service Committee for their work continuing to find new and creative ways to build revenue, our corporate matching and Give to the Match efforts. Furthermore, the Yarnover Committee coordinated a fabulous event that came in under budget.



# 2022 Financial Position

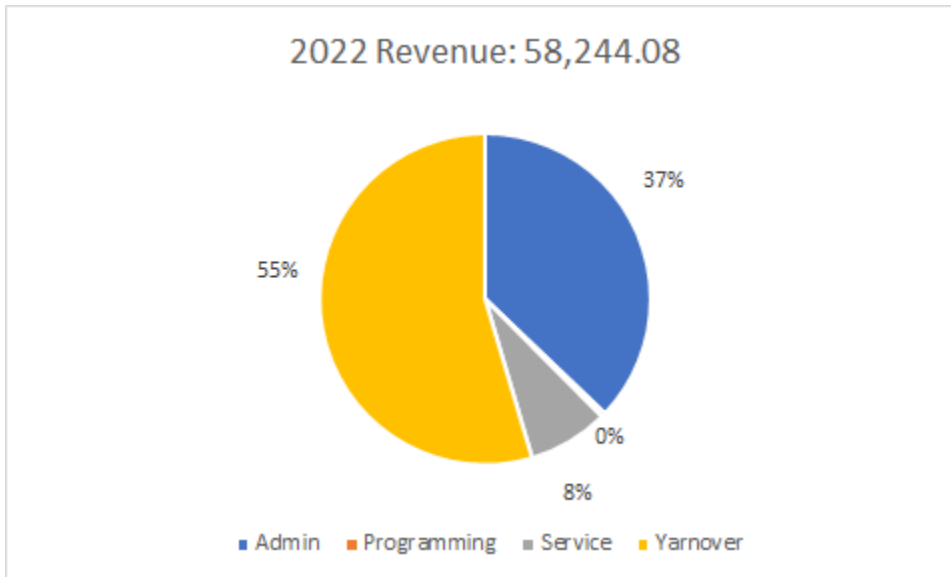
## Assets

	10002 Wells Fargo Check	\$10725.866
	10003 Wells Fargo Savings	\$34,582.41
	10050 PayPal	\$30,831.79
	13000 Prepaid Expenses	\$113.80
	16000 Website Development	\$21,840.00
	17000 Accumulated Amortization	-\$7886.71
Total Assets		\$93,521.15

## Liabilities & Equity

Liabilities		
	27000 Unearned Revenue	\$1,230.00
Total Liabilities		\$1,230.00
Equity		
	32000 Unrestricted Net Assets	\$92,959.49
	Net Revenue	-\$668.34
Total Equity		\$92,291.15
Total Liabilities & Equity		\$93,521.15

## Finance (continued)



## 2022 Expenses: \$58,912.42

