



Grapewine

Annual Report 2022 – 2023



A Note from The Past President



I hope you enjoy The Twig Annual Report. This report is an overview of our accomplishments in support of INOVA Alexandria Hospital during the 2022-2023 Twig year. It is to provide members, friends, and supporters an overview of our financial contributions, fundraising and other activities, and the work of our various committees.

This year, the Twig is celebrating its 90th anniversary. As part of that milestone, a proclamation was issued and read by the Alexandria City Council during its January session. The Twig is participating in an exhibit at the Lyceum celebrating Alexandria Hospital's 150th anniversary. The exhibit is entitled *Alexandria Hospital: Women Mobilize the Community*. The Twig celebrated its 90th anniversary with events during the weekend

of April 21, including a gala event, walking tours, a special shopping event at our own Thrift Shop, and brunch.

The past year was blessed with being relatively free of the constraints caused by the pandemic. The shop was open for its usual September-June year, and The Twig members were able to enjoy events conducted in traditional fashion. The Twig continued to host membership events for prospective members, resumed fundraising activities both inside and outside of the shop, and were able to spend quality time together renewing our friendships and our mutual commitment to The Twig's common goal.

Each member of The Twig is to be thanked for her dedicated work and contributions of time and talent to our continuing success. In addition, the members of the greater Alexandria community are to be thanked for their donations and support of The Twig. The Twig has continued to meet its goals by assisting INOVA Alexandria Hospital as they transition out of the pandemic crisis, as well as meeting our stated pledges to help it provide medical services of the highest quality available for the very community that contributes to our success. It has been an outstanding year, and I feel privileged and honored to have led The Twig during 2022-2023.

Contributions to INOVA Alexandria Hospital



The Twig completed its pledge to INOVA Alexandria Hospital in June 2022. The Twig membership and Executive Board approved funding a new pledge, to be divided among two IAH initiatives. The new pledge is for a total of \$500,000 to be disbursed to IAH over the course of three years.

The sum of \$200,000 is earmarked for the purchase of a Leica breast reconstruction microscope. The microscope significantly assists doctors in performing reconstructive surgery more effectively and helps reduce patient recovery time. The sum of \$300,000 is earmarked to upgrade IAH's trauma status to Level III. The Twig fundraising year was so successful that it was able to disburse \$200,000 of the pledge at the June 7, 2023, Annual Luncheon instead of just one-third of the pledge.

Nursing Scholarship

In addition to our contributions to IAH, The Twig also presented two \$10,000 nursing scholarships to two outstanding members of the IAH team. One of the nurses works in the IAH NICU and is attending the University of Connecticut to become a neonatal nurse practitioner. The other is in the IAH MSICU and is attending George Washington University to become an adult geriatric acute care nurse practitioner.





The Thrift Shop

The Thrift Shop was led by two co-chairs this year. They enjoyed a very successful year due to the hard work of the chairwomen, their committee of weekly chairwomen and the members of The Twig. Gross sales were over \$400,000, which constitutes a record for The Twig! The sales were brisk as the public returned to brick-and-mortar shops and increasingly turned to “thriftng.” Our shop continues to be featured in various online and print publications as one of the best thrift shops in Virginia.

Contributing to the Shop’s success was the donation from the estate of a resident of Bethesda, Maryland, which very kindly

contributed lovely clothing and housewares for resale in the shop. In addition, a Twig member very generously hosted a donation drop-off in the Old Town West neighborhood in August 2022 in advance of The Twig’s much-awaited September reopening.

The mandatory shop shift requirements for Active and Sustaining Twigs were returned to normal following cessation of pandemic conditions. Our Scheduler, very ably assisted in this transition.

Special thanks go to another Twig member for her continuing contributions to the curb appeal of the Shop. She handles the window boxes and interior holiday decorations, making the Shop a very welcoming environment for our customers. Our Communications Committee has been very active in advertising special sales and events in the Shop. The Twig frequently finds a line



waiting for the doors to open at 10:00 a.m.

80th Annual



Historic Alexandria Homes Tour

A tremendous amount of work goes into planning and execution of the Historic Alexandria Homes Tour each year. In 2022, we were able to return to a traditional homes tour and presented six distinguished homes to the public. Participants enjoyed a beautiful late September day in Alexandria.

The Tour sold out in advance and was attended by over eight hundred people. The gross revenues were \$75,540 and the net was \$48,295. Homes Tour day ended with a beautiful benefactors' reception, held at the elegant home of a valued Twig supporter, as thanks to our homeowners and corporate sponsors.



The Twig extends its thanks and congratulations to Tour co-chairs, along with their very talented committee. The



Homes Tour team managed to make it all look very effortless, dedicating their time and creativity to this annual fundraising event. Thank you to all the Twigs who served as home hostesses and docents, and to all who contributed to the success of the Tour.



The Twig Fundraising and Marketing Committee dedicated its' time to nurturing the Together We Ignite Giving (T.W.I.G.) program throughout 2022-2023. The committee has raised \$48,747.22 since the campaign began in 2020 which included \$10,919.90 contributed from Twigs celebrating Twig's 90th Anniversary. Thank you to the Twigs that made contributions in 2023. Activities throughout the year included participating in Alexandria Chamber of Commerce events, educating The Twig about legacy giving, and increasing T.W.I.G. community outreach. The committee continues to solicit and manage advertising and sponsorships for the 81st Historic Alexandria Homes Tour. If you would like to donate or know of a company or organization that would like to contribute to T.W.I.G., please send an email to marketing@thetwig.org.

SPECIAL EVENTS COMMITTEE

The Special Events Committee was able to resume traditional fundraising activities during the 2022-2023 year. The committee held shopping nights at several local boutiques. Many thanks to Patina,



Sara Campbell, Boxwood, King's Jewelry, Lucky Knot and 10,000 Villages for being our participating retailers. These shopping nights not only raised funds for IAH, but also allowed Twigs to get together in person once again.



The Twig hosted a scavenger hunt in April that was very well-received in the community, with numerous participating retailers. The committee is to be commended for the time, creativity and effort put into the scavenger hunt.

Membership Committee

Thanks to the superb efforts of the Membership Committee, we welcomed nine Provisional Twigs in the fall of 2022, and seven Provisionals in the spring of 2023. The classes of new Provisionals have continued to be larger than normal and have allowed us to more fully to staff our committees and



October, and the other a spring event hosted by the Membership Committee. The committee handled membership issues with a great deal of kindness and tact, which remains at the heart and soul of The Twig.

Thrift Shop. There were two membership events – one hosted by the Sustainers committee in



Entertainment also hosted the holiday party, which was held at the lovely home of a Twig member. The committee hosted the annual luncheon at the Belle Haven Country Club on June 7, 2023. The luncheon had about 120 attendees, including IAH president, IAH Chief Nursing Officer, our nursing scholarship recipients, members of the IAH team, supporters of The Twig, in addition to Active, Sustainer, Provisional and Honorary Twigs, all of whom celebrated our 90th year. This year, the gavel passed through the hands of all past presidents in attendance, ultimately into the hands of newly sworn in President in honor of the milestone year.



The Entertainment Committee took advantage of a pandemic-free year to host very well-received events. The committee planned and executed events throughout the year. In October, a group of Twigs took a bus tour to Glenstone Museum in Potomac, Maryland. In February, a group of Twigs attended a dress rehearsal of the American Ballet Theater's production of *Romeo and Juliet*.

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Sustainers Committee



The Sustainers Committee hosted a delightful fall wine & cheese reception for prospective Twigs. The committee provided a variety of delicious homemade appetizers, cheeses and sweets, along with great wine, to welcome Twigs and prospects alike.

The Sustainers hosted a holiday party for Sustainer and Honorary Twigs. The Sustainers committee kept its members apprised of changes to Shop procedure, making for a successful year.



Hospital Liaison

The Liaison serves as the link between INOVA Hospital Foundation staff and The Twig. In lieu of doing a flower flash mob as in previous years, the flash mob this year provided healthy snacks to each unit at IAH. For the first time since 2019,



we were able to go to each unit that permits outside visitors and deliver the snacks to the nursing stations. The Liaison also served as the chair for our Nursing Scholarship Committee. As noted, the committee awarded two scholarships this year.

Parliamentarian

Our Parliamentarian researched by-laws as questions arose, and worked with committees to ensure that proper procedures were being observed.

Communications Committee

The Communications Committee works closely with all Twig committees to disseminate our messages both inside and outside of The Twig. The committee's efforts on social media have had a direct positive impact on sales in the Shop, and



Homes Tour and scavenger hunt ticket sales. The committee photographs Twig events throughout the year, adding to the history of The Twig and supporting each committee in its endeavors. The committee also handles this Twig Annual Report, the end-of-year video presented at the luncheon, and the President's Book, a keepsake scrapbook presented to the immediate past president.



2022 – 2023 Executive Board



Technology Committee

The Technology Committee handles numerous aspects of Twig's technological life. Those include maintaining the website and database, running reports, educating Twigs about using the features on the website, and increasing our use of technology to support The Twig. Voting and polling is now done online, and e-ticketing is becoming a regular feature of Twig events.



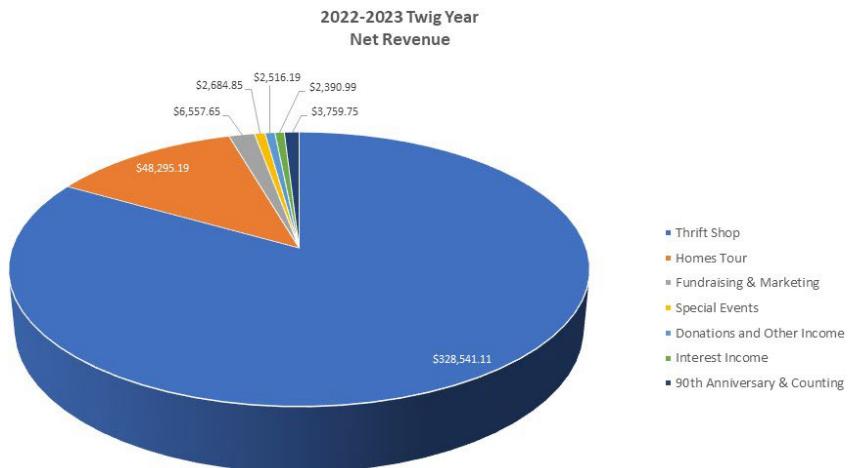
SUPPORTING ALEXANDRIA HOSPITAL
SERVING THE COMMUNITY SINCE 1933

90th Anniversary and Counting Committee

This *ad hoc* committee sought to raise The Twig's profile in the community. They assisted with The Twig portion of exhibit at The Lyceum, as well as securing the proclamation by Alexandria City Council, and hosting numerous events the weekend of April 21, 2023, including a very well-attended gala. Alexandria Vice Mayor attended the gala, offering remarks thanking The Twig for its longtime contributions to the community.



TWIG 2022 – 2023 Net Revenue



Thrift Shop - \$328,541.11
Homes Tour - \$48,295.19
Fundraising & Marketing - \$6,557.65
Special Events - \$2,684.85
Donations & Other - \$2516.19
Interest Income - \$2,390.99
90th Anniversary & Counting - \$3,759.75

The Twig Annual Report "Grapevine" for the 2022 – 2023 year is produced by the Past President with the support of the Communications Committee.