



2024-2025 ANNUAL REPORT



President's Message

It is truly an honor to share this Annual Report for The Twig, The Junior Auxiliary of Inova Alexandria Hospital. This report aims to provide a brief overview of The Twig's accomplishments from July 2024 to June 2025 in support of the Inova Alexandria Hospital. With that, I hope our members, sponsors, community, and friends will gain insight into The Twig's fundraising endeavors, committee work, and myriad of activities during the past year.

During my year as Twig President, I was fortunate to collaborate with Twig's gifted and committed members as we pursued the philanthropic purpose which has inspired us since 1933 - providing financial, charitable, and special support to Inova Alexandria Hospital and our Alexandria community. Thanks to that collaboration, in September 2024, Twig committed to a new 3-year pledge of \$500,000 in support of the IAH Oakville Care Site and strengthened our partnership with IAH leadership and the Inova Foundation team. We also surpassed all previous years' fundraising levels through the success of the Twig Thrift Shop, the Annual Historic Alexandria Homes Tour, and other efforts. And we significantly improved our membership access to pertinent information through the launch of a new Twig member website and Twig app. Finally, we increased our organizational transparency, member engagement, and event participation by initiating the weekly "Twig Tuesday" email sent to all Provisional, Active, and Sustaining members, with essential up-to-date news.

As you read our Annual Report, I know you will appreciate Twig's remarkable success in achieving our purpose to support IAH and the community. In turn, please know how much we appreciate each of you. We are grateful for our generous community of businesses and professionals who support our fundraising and sponsor our Homes Tour, our neighbors and friends who donate and shop for gently used clothing and housewares at the Twig Thrift Shop, and our incredible Twig members who volunteer and commit endless time and energy to ensure Twig's success.

All the Best,

Rachel Bishop

Twig President 2024- 2025

The Twig - Inova Alexandria Partnership



We began the Twig year in dialogue with the Inova Alexandria Hospital President, Dr. Rina Bansal, the IAH leadership team, as well as the Inova Foundation team (including Shannon Hiskey, Executive Director, Philanthropy, and DJ Abernathy, Associate Director Philanthropy). Our conversation focused on Twig's opportunity to support the new 93,000 square foot Inova Health Center - Oakville Care Site in North Alexandria. Twigs embraced the Oakville Care Site concept with its purpose to serve our community where we live and its strategic design enabling emergency care, outpatient care, and community engagement in an architectural setting that is the touchstone for all future Inova care sites. As a result, in September 2024 Twigs approved a 3-year pledge of \$500,000 to support the IAH Oakville Care Site. In turn, IAH honored the Twig and our longstanding commitment to the Hospital with the installation of permanent recognition signage in the First Floor Commons Area, the nexus of the state-of-the-art facility. In October, Twigs attending the Oakville Care Site ribbon cutting were excited to get a first look at the recognition. Thanks to an incredibly successful year of fundraising, in June Twig proudly presented \$250,000 to IAH as the first installment toward our \$500,000 pledge to the IAH Oakville Care Site.



Twig's IAH engagement continued in September, when we presented our \$2,500 donation to the Abshire Breast Cancer Care Fund to the Inova Foundation team during our Membership Meeting. And we were thrilled to celebrate May's Twig Nurses Appreciation Week event held at IAH. Two dozen Twigs cheerfully distributed 28 "Grab and Go" gift bags filled with nutritious and tasty treats for the nurses and other IAH staffers.



Finally, demonstrating an innovative approach to Twig's longstanding nursing educational support, the Twig Workforce Education Support Committee recommended Twig's endorsement of an increased donation committed to

holistic IAH medical team member education in lieu of awarding 4 individual scholarships to IAH team members, as had been done in the past. The Committee noted that the increased amount for medical team training would ensure that all essential members of a special Inova Alexandria medical team have timely, current, lifesaving training to achieve maximum team efficiency and optimal outcomes for patients. Thanks to the Committee's thoughtful research and an insightful presentation by IAH Chief Nursing Officer Francine Barr at the April 2025 Membership Meeting, the initiative was approved and in June, Twig presented a donation of \$50,000 to IAH for medical team training.





The 82nd Historic Alexandria Homes Tour

Twig's much beloved Annual Historic Alexandria Homes Tour in September 2024 was a thrilling success thanks to the unbelievable commitment and expertise of the Homes Tour Committee, who ensured that Twigs and visitors experienced six architectural beauties in Old Town for one perfect Saturday. For the first time, an astonishing 1200 tickets were sold for the Homes Tour - with one home alone recording 900 visitors that day. Thanks to the gracious homeowners of Old Town, truly phenomenal local businesses and sponsors, family and friend volunteer docents, and our many supporters from Inova Alexandria Hospital and the Foundation, the Homes Tour raised more than \$86,000 in one day! Twig expressed its deep appreciation for our generous homeowners and volunteers with a lovely reception that evening and the presentation of 6 charming home portraits painted by our own Twig Honorary Betsy Grady-Carey.



The Twig Thrift Shop

The Twig Shop continues to provide our members with a place to see one another, volunteer regularly, engage with our community, and most importantly raise funds to support our Twig mission. Thanks to a tremendous team effort by the talented Weekly Shop chairs, prescient Shop Committee chairs and Subcommittee members, and Twig volunteers (who worked more than 2,083 shifts of 2-3 hours each), some have observed that the Twig Shop is an Old Town boutique that just happens to stock pre-loved items. It is no surprise, then, that this year our "boutique" grossed a record in total sales.

Thanks to the Twig Shop sales data, we know that customers purchased over 200 coats, more than 8000 housewares items, over 2500 pairs of pants, and 1500ish holiday items. The data and our daily experiences in the Twig Shop underscore that our customers truly appreciate the quality and care of the items they find at 106 North Columbus Street.

Since investing in our success is key to maintaining the Twig Shop's reputation and effectiveness, a number of essential upgrades and improvements were accomplished this year, including the very welcome addition of a third dressing room and a dedicated space for unwanted items. Onsite technology improvements, including replacing and upgrading Squares, enable us to track our income efficiently and streamline sales for our member volunteers and our customers.



Thanks to significant interest in The Twig and its philanthropic purpose, our membership levels have remained steady during the past year. As of June 2025, Twig membership includes 9 Provisional members, 101 Active members, 57 Sustaining members, and 228 Honorary members. Following our Fall 2024 and Spring 2025 Membership Events, both of which were extremely well-attended by Active, Sustaining, and Honorary members, we were fortunate to welcome 19 Provisional members over the course of the year.



2024-2025 Twig Officers

(L-R)

Rachel Bishop - President
Lori Ring - Vice President and
Membership Chair
Kate Eltzroth - Recording Secretary
Susan Lipcaman - Treasurer
Cathy Kilcoyne - Corresponding
Secretary
Lynne Rhoades - Assistant Treasurer



2025-2026 Twig Officers

(L-R)

Lynne Rhoades - Assistant Treasurer
Susan Lipcaman - Treasurer
Maureen McGuire-Kultez - Vice
President and Membership Chair
Lori Ring - President
Kate Walker - Recording Secretary
Jane Matthias - Corresponding
Secretary