



**The Center for Knit and Crochet, Inc.**  
2017 Annual Report

**Table of Contents**

**LETTER FROM THE PRESIDENT ..... 1**

**FINANCIAL REPORT ..... 2-3**

**ACCOMPLISHMENTS in 2017 ..... 4**

    CKC Launches a New Online Collections Resource That Will Transform Our Field..... 4-5

    CKC's Exhibition *Sanquhar Gloves -- A Living Scottish Tradition* Influences Trends ..... 5

    Annual Membership Review ..... 5

    Annual CKC Website, Blog, and Social Media Review..... 6

    Nomenclature Committee Report ..... 6

**CKC BOARD of DIRECTORS ..... 7**

    The CKC Board in 2018 ..... 7

**LOOKING AHEAD to 2018 ..... 7-8**



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2017 Annual Report

**LETTER FROM THE PRESIDENT**

The Center for Knit and Crochet (CKC) thanks all its members and donors for supporting CKC with vital resources in 2017 that enabled CKC to pursue its mission to create an online museum for knitting and crochet.

In 2017, CKC continued to benefit from leadership by professionals with diverse experiences and credentials. Thanks are due to the CKC's current officers, President Jennifer Lindsay; Vice President Nicole H. Scalessa; Treasurer Marilyn J. Huset; Secretary Cheryl Klimaszewski; current directors Callie Lasch, Phyllis Bell Miller, and Kay Simmons; and Founder, Karen D. Kendrick-Hands, each of whom gave generously of their time, resources, and expertise in 2017.

CKC's member volunteers contributed significantly to our progress in 2017. CKC thanks Jolie Elder, outgoing Chair, Nomenclature Committee, and the members of the Nomenclature Working Group for undertaking a review and comment on CKC's Draft Nomenclature, an important cataloguing resource for knitting and crochet currently under development. Please see our [website](#) for CKC Board of Directors' and volunteers' biographies and contact information.

CKC also thanks Trisha Malcolm, Editor-in-Chief, *Vogue Knitting* magazine, for the opportunity to attend **Vogue Knitting Live** in January 2017, where CKC's directors and volunteers shared CKC's latest achievements with the public; and The Library Company of Philadelphia for hosting the CKC Board of Directors' first annual strategic planning retreat in September 2017.

Our financial health and accomplishments in 2017 are outlined more fully in the Annual Report that follows.

Jennifer Lindsay  
President

## FINANCIAL REPORT

CKC's financial highlights in 2017 included generous donations by CKC Board of Directors members and a matching gift of \$5,000 from the Mead Witter Foundation, Inc. of Wisconsin.

Board of Directors members donated their expenses totaling \$4,684 to attend **Vogue Knitting Live** in New York, NY in January of 2017 and in January of 2018, where they staffed tables and shared CKC's mission and accomplishments with the public, including CKC's inaugural exhibition, *Sanquhar Gloves: A Living Scottish Tradition*, and CKC's new digital collections resource. Trisha Malcolm, Editor-in-Chief, *Vogue Knitting* magazine, generously waived the cost of tables at these events. Board of Directors members also donated \$4,648 for their expenses to attend an extremely productive in-person Board meeting in Philadelphia, PA in September 2017, which served to initiate a strategic planning process.

The CKC received a gift of \$5,000 from the Mead Witter Foundation, Inc. in March 2017 matching a gift of \$5,000 made in 2016 by CKC's Founder, Karen Kendrick-Hands. These gifts are currently being used to support development and testing of CKC's new digital collections resource -- a significant step in our mission to preserve and promote the art, craft, and scholarship of knitting, crochet, and related arts. These substantial gifts, as well member contributions and donations, continue to provide CKC with resources necessary to access technical expertise, hardware, and software; to foster institutional partnerships; and to create tools that enable greater public engagement with CKC's growing online resources.

**The Center for Knit and  
Crochet, Inc.  
Financial Statements  
2017**

	<u>2017</u>	<u>2016</u>	<u>Variance</u>
<b><u>BALANCE SHEET</u></b>			
<b><u>Assets</u></b>			
Cash and Cash Equivalents	\$22,501	\$18,500	\$4,001
Prepaid Expenses	2,799	0	2,799
<b>Total Current Assets</b>	<b><u>\$25,300</u></b>	<b><u>\$18,500</u></b>	<b><u>\$6,800</u></b>
<b>TOTAL ASSETS</b>	<b><u>\$25,300</u></b>	<b><u>\$18,500</u></b>	<b><u>\$6,800</u></b>
<b><u>Liabilities and Equity</u></b>			
Accounts Payable	\$-	\$172	\$(172)
Total Current Liabilities	\$-	\$172	\$(172)
<b>Total Liabilities</b>	<b>\$-</b>	<b>\$172</b>	<b>\$(172)</b>
<b><u>Equity</u></b>			
Net Assets - Unrestricted	\$25,300	\$18,328	\$6,972
<b>Total Equity</b>	<b><u>\$25,300</u></b>	<b><u>\$18,328</u></b>	<b><u>\$6,972</u></b>
<b>Total Liabilities and Equity</b>	<b><u>\$25,300</u></b>	<b><u>\$18,500</u></b>	<b><u>\$6,800</u></b>
<b><u>PROFIT AND LOSS STATEMENT</u></b>			
<b><u>Income</u></b>			
Donations and Gifts	\$14,327	\$14,772	\$(445)
Membership Dues	1,910	2,060	(150)
Interest Earned	10	7	3
<b>Total Income</b>	<b><u>\$16,247</u></b>	<b><u>\$16,839</u></b>	<b><u>\$(592)</u></b>
<b><u>Expenses</u></b>			
Contract Service Expenses	\$-	\$1,050	\$(1,050)
Administration	5,577	407	5,170
Advertising and Promotion	3,698	5,242	(1,544)
Conferences, conventions, and meetings	-	2,909	(2,909)
Rent Expense	-	1,200	(1,200)
<b>Total Expenses</b>	<b><u>\$9,275</u></b>	<b><u>\$10,808</u></b>	<b><u>\$(1,533)</u></b>
<b>Net Income/(Loss)</b>	<b><u>\$6,972</u></b>	<b><u>\$6,031</u></b>	<b><u>\$941</u></b>

## CKC's ACCOMPLISHMENTS in 2017

### CKC Launches a New Online Collections Resource That Will Transform Our Field

Since its founding symposium in 2012, CKC envisioned creating an online collections resource that would serve the needs of several communities by bringing hidden collections of knitting and crochet to light. At the time CKC first proposed creating this visionary resource, it was not possible to do so without purchasing costly proprietary collections management systems like those used by traditional collecting institutions. Further, traditional collecting institutions were not yet ready to share their objects online alongside objects from other institutions in aggregated, multi-source collections, as CKC envisioned.

New developments and improvements in open source software, however, have made it possible for CKC to create and launch a first phase of testing of the online collections interface we have always envisioned. Further, since 2012, collecting institutions worldwide have come to appreciate the vast audience potential of the Internet, and a growing number of institutions are keen to find audiences online for the thousands of objects they cannot easily exhibit – whether because of limited exhibition space, or because they are too fragile, or because too little is known about them to share them as part of a curated exhibition or museum display – making it easier for CKC to find current and future partners for its multi-source collection.

Using Omeka Classic ([www.omeka.org/classic](http://www.omeka.org/classic)), an open source collections interface that is “a project of the [Roy Rosenzweig Center for History and New Media](#) at [George Mason University](#) and the [Corporation for Digital Scholarship](#), with funding from [multiple organizations](#),” CKC has created two primary collections 1) the Library and Museum Collection; and 2) the Crowdsourced Collection.

[CKC's Library and Museum Collection](#) currently features more than 5,000 examples of knitting and crochet drawn from [The Digital Public Library of America](#) (“DPLA”), which serves to “maximize access to our shared history, culture, and knowledge” by aggregating objects freely shared with it by museums and libraries around the country. CKC's Library and Museum Collection is a secure, dedicated resource that, through DPLA, connects visitors to the original institutions where these examples of knitting and crochet are housed. We plan to augment CKC's Library and Museum Collection through periodic updates from DPLA, and by forming individual partnerships with museums and libraries around the globe.

CKC also created its own [Crowdsourced Collection](#) to enable knitters, crocheters, and members of the public to share their own objects. Sharing one's personal treasures online using CKC's new resource, whether they are handed down by family members or collected as a hobby, preserves them *in situ*, while increasing opportunities for them to be studied, exhibited, and appreciated. We anticipate that knitters and crocheters will be able to share their considerable subject matter expertise with museum professionals, adding to what is known about the objects in public and private collections – including their history, materials, techniques, construction methods, uses, and social and cultural significance.

CKC’s new online collections resource delivers in a unique, creative, and visionary way on CKC’s mission to preserve and promote the art, craft, and scholarship of knitting, crochet, and related arts. As new institutions and individual collectors add their objects to CKC’s online collections resource, CKC will be creating an almost limitless new cohort for research, exhibition, inspiration, and enjoyment. A stunning feature of CKC’s system is that these two collections, and any we wish to add in the future, can be searched separately, or simultaneously. We believe this new resource will transform our field; we are excited to share it, to hear your comments, and to see how it develops.

To find out more about how CKC’s new online collections resource is designed to work, and what we collect and share, please review our [Guidelines](#) and [Instructions](#). Whether you are an individual collector, or an institutional collector of our knitting and crochet heritage, please consider sharing your treasures with us in 2018. Contact Cheryl Klimaszewski, [collections@centerforknitandcrochet.org](mailto:collections@centerforknitandcrochet.org), for more information.

**CKC’s Exhibition *Sanquhar Gloves -- A Living Scottish Tradition* Influences Trends**

CKC debuted its inaugural, mobile-friendly, online exhibition, [Sanquhar Gloves: A Living Scottish Tradition](#), at Vogue Knitting Live in January of 2016. The exhibition, which is fully described in [CKC’s 2016 Annual Report](#), p. 4, exemplifies CKC’s commitment to offer original content of the highest quality – content that is now influencing a major publication serving our community.

CKC’s exhibition inspired a feature on Sanquhar knitting published in *Vogue Knitting* magazine's Spring 2017 issue. The magazine (est. circulation of over 200,000), included an in-depth article on Sanquhar knitting by CKC’s exhibition co-curator, Dr. Angharad Thomas; a pattern for traditional Sanquhar gloves designed by former CKC Board member Kyle Kunnecke; and a description of the CKC and its mission by CKC’s President Jennifer Lindsay.

Unique visitors to the online exhibition rose 12% in 2017 to 13,628, while the total number of visits to the exhibition has remained relatively consistent, despite minimal investment in advertising in 2017, showing that CKC’s *Sanquhar Gloves* exhibition continues to appeal to online visitors.

2016	2017	Percent Change in 2017
11,945 unique visitors	13,628 unique visitors	12% Increase
16,886 total visits	16,098 total visits	5% Decrease

CKC’s *Sanquhar Gloves* exhibition is just one of the content-rich resources on historical and contemporary knitting and crochet accessible via CKC’s website to anyone who has a computer or mobile device, anywhere, at any time. CKC’s blog posts, like “The Art of Mending” by CKC’s President, Jennifer Lindsay, and “U.S. Knitting Propaganda in WWII” by Karen C.K. Ballard, also remain popular with online visitors.

**Annual Membership Review:**

The CKC ended 2017 with 67 members. While still a start-up, CKC is committed to providing robust sense of community for members, who will drive CKC’s future growth and development.

In 2018, CKC will upgrade to a membership management system designed for nonprofits, which will allow CKC to communicate more fluidly with members, and which will better support membership initiatives than the systems CKC has been using. As part of this upgrade, CKC will review membership levels and benefits.

#### **Annual CKC Website, Blog, and Social Media Review:**

Developing new content for CKC's blog, website, and social media outlets and continuing to share the rich content CKC has already developed is a priority. CKC's social media following continued to grow in 2017: [CKC's Facebook page](#) (1,773 followers); [CKC's Twitter feed](#) (54 followers); CKC's Ravelry Group (225 members). CKC also established an [Instagram](#) account in 2017 (43 followers). During 2017, the CKC's website garnered 32,571 unique visitors (an increase of 27% since 2016); 69,491 visits (an increase of 17% since 2016), and 229,726 page views (a decrease of 54% since 2016).

In January of 2018, Nicole H. Scalessa redesigned and updated the CKC's website to improve the visitor experience – making CKC's administrative functions, organizational history, and resources easier to navigate, and showcasing the original content that CKC is developing more effectively. In 2018, CKC is committed to increasing public awareness of its mission and its new digital collections resource through email, newsletters, and via established social media channels, including Facebook, Ravelry, Twitter, and Instagram. New Board of Directors members will be able to contribute substantially to these efforts in 2018 and beyond.

#### **Nomenclature Committee Report:**

In 2017, the Nomenclature Committee initiated a Board-approved review and comment on the draft **CKC Nomenclature**, led by Jolie Elder, CKC's outgoing Nomenclature Committee Chair, and Cheryl Klimaszewski, a digital humanities scholar and CKC's Secretary.

The Nomenclature Working Group members -- Elizabeth Barrie, Vashti Braha, Edie Eckman, Melissa Johnson, Rebecca Keyel, Jennifer Lindsay, and Angharad Thomas -- are museum professionals, academics, archivists, designers, and instructors who bring pertinent professional experience, along with their passion for knitting and crochet, to CKC's development of a standardized descriptive terminology. Through teleconferences and ongoing collaboration using Google Docs, the group revised the draft nomenclature to organize the existing terms according to four facets or aspects of making that include: stitch techniques, materials, construction techniques and objects. This reorganization will guide cataloguers and makers in more accurately describing the means and methods used to create objects as well as the finished objects themselves.

When the initial review is complete, CKC will invite comment and critique from a wider array of professionals, expert crafters, hobbyists and more general users who will test the CKC Nomenclature by cataloguing objects in CKC's new digital collections resource. Using the descriptive framework provided in CKC's Nomenclature will enable individuals and institutions to communicate more fluently about the objects in their care. And, as more terms in general use among knitters and crocheters are commonly used to describe knitted and crocheted objects in public and private collections, these objects will become easier to locate and

compare, facilitating future scholarship and exhibitions across collections regardless of their physical location.

### CKC BOARD of DIRECTORS

Each year, CKC's Board of Directors seeks to balance new energy and talent with consistency in organizational leadership. At each Annual Meeting, three of the nine Board member positions are open for re-election. All new Directors elected at the Annual Meeting will serve three-year terms, unless elected to fulfill the remainder of a term left vacant. Current Director terms are scheduled to expire as follows:

2018	2019	2020
Marilyn J. Huset	Callie Lasch	Cheryl Klimaszewski
Jennifer Lindsay	Phyllis Bell Miller	Kay Simmons
Nicole H. Scalessa	OPEN	OPEN

#### The CKC Board in 2018

Founding Board of Directors members remaining on the CKC Board in 2018 are **Jennifer Lindsay**, President; **Nicole H. Scalessa**, Vice President, and **Marilyn J. Huset**, Treasurer.

The Nominating Committee – Marilyn J. Huset, Chair; Nicole H. Scalessa, and Phyllis Bell Miller – invited nominations from CKC Board members and members for the two open positions, interviewed candidates, and nominated two highly qualified, enthusiastic individuals to serve on CKC's Board of Directors starting in April 2018. The election of these new Directors will take place at the Annual Meeting on April 30, 2018, and will be generally announced immediately following the meeting. We are excited for the new talents, experiences, and perspectives these Directors will bring to CKC.

CKC thanks former directors Dora Ohrenstein and Cheryl Stegert for their contributions in 2017.

### LOOKING AHEAD to 2018

Building on last year's successes, CKC attended Vogue Knitting Live in New York in January 2018, where current and former CKC officers and Board members introduced CKC's new online collections resource and newly redesigned website to the public. CKC Board members are dedicated to getting the word out about the opportunity for individuals and collecting institutions to share their items in CKC's online collections resource. [The Madison Knitters Guild](#) included promotional materials for CKC's collections resource at the Annual Knit-In. CKC President Jennifer Lindsay spoke about the collections resource at the April 2018 meeting of [The Long Island Knit and Crochet Guild](#).

In 2018, the CKC is expanding its critical assets, including a newly redesigned website and new online collections resource. The CKC will use its growing digital presence to share rich, engaging,

and original content, and to connect professionals, practitioners, scholars, collectors, enthusiasts, and the public more deeply with its mission to preserve and promote the art, craft, and scholarship of knitting, crochet, and related arts. The new online resource will be especially transformational as we plan for CKC's future, serving members and the public by sharing the heritage of our crafts in new and exciting ways.