



Queen Mother's Clothing Guild

a clothing and linen charity since 1882

# Annual Report 2013



### GIFT AID DECLARATION

Name of Charity: **QUEEN MOTHER'S CLOTHING GUILD** Charity No: 211764

Details of donor:

Title ..... Forename(s) ..... Surname .....

Address .....

..... Postcode .....

I want the Charity to treat

\*the enclosed donation of £ .....

\*the donations I make from the date of this declaration until I notify otherwise

\*all donations I have made in the last 6 years and all donations I make from the date of this declaration until I notify you otherwise

As Gift Aid donations

**\*delete as appropriate**

Signed ..... Dated .....

#### Notes:

1. You can cancel this declaration at any time by notifying the Charity.
2. You must pay an amount of income tax and/or capital gains tax for each tax year that is at least equal to the tax that the charity reclaims on your donations in the tax year (currently 25p for each £1 you give).
3. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the Charity reclaims, you can cancel your declaration (See note 1).
4. If you pay tax at the higher rate you can claim further tax relief in your Self Assessment tax return.
5. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity. Or ask your local tax office for leaflet IR65.
6. Please notify the Charity if you change your name or address.

If you are making a donation through your Group President you can attach this form to your cheque and your President will send it on to the Treasurer.

Otherwise send the form to the Secretary who will see that it is sent on to the Treasurer. The Secretary's address is:

QUEEN MOTHER'S CLOTHING GUILD  
10 Oakley Road,  
Hannington, Tadley,  
Hampshire, RG26 5TU



Hugo Burnand

HRH Princess Alexandra, the Hon. Lady Ogilvy  
Patron



## LIST OF PRESIDENTS & GROUP LEADERS

ANSELL, Mrs Elizabeth	MILLER, Mrs Valerie
BAILEY, Miss Jocelyn	MYERS, Mrs Teresa
BENGE, Mrs Lynn	PARRY, Mrs Rachel
BURFITT, Mrs Wendy	PRUDE, Mrs Martina
BRIANT, Mrs Ruth	PYARI, Mrs Soami
BROWN, Mrs Etta	RIVAZ, Mrs Fiona
BRUNNING, Mrs Sally	ROBERTS, Miss Loretta
CARTER, Miss Pamela	ROBINS, Mrs Naomi
CARVER, Mrs Elizabeth	RUSSELL, Mrs Clare
CLARENDON, The Dowager Countess of	RUSSELL-PAVIER, Miss Louise
CLARKE, Mrs Daphne	SAMPSON, Mrs Lois
COX, Mrs Susan	SILLINCE, Mrs Marjorie
CRAWFORD, Mrs Tessa	SMITH, Mrs Pam
CROSSLEY, Miss Marjorie	SPENDLOVE, Mrs Victoria
DARBY, Mrs Susan	STEEL, The Lady Rosemary
DENISON-PENDER, The Hon Mrs Robin	STOKES, Mrs Pauline
DENNIS, Mrs Lindsey	STEWART, Mrs Sharon
EDNEY, Mrs Jean	THAM, Mrs Jane
ELIOT-COHEN, Mrs Susie	THOMAS, Mrs Sylvie
ELLIOT, Miss Jane	THOMPSON, Mrs Linda
FITZGERALD, Mrs Jane	TICKLE, Miss Joan
FORSTER, Mrs Majella	TRINDER, Mrs Kate
HELLIAR, Mrs Norma	WALLACE, Mrs Susan
HOATH, Mrs Lilian	WARDE, Mrs Anthea
JACKSON, Mrs Gillie	WHITBREAD, Mrs Helen
JONES, Mrs Liza	WILLIAMS, Mrs Ann
MARSH, Miss Wendy	



## OUR FOUNDER

The Guild was set up in 1882 by Lady Wolverton, who was asked by the Matron of an orphanage in Dorset to provide 24 pairs of hand knitted socks and 12 jerseys for the children. This request gave Lady Wolverton the idea of starting the Guild.

## THE AIM OF THE GUILD

The Aim of the Guild is to buy, make and collect new clothing and household linen and distribute these items to British Charities operating only in the United Kingdom for the sick and needy that they support.

## PATRON

HRH PRINCESS ALEXANDRA, THE HON. LADY OGILVY

## TRUSTEES

Chairman:	THE DOWAGER COUNTESS OF CLARENDON
	MRS SUSIE ELIOT-COHEN
	MRS JANE FITZGERALD
	MRS GILLIE JACKSON
	MRS LIZA JONES
	MRS ANN WILLIAMS

## OFFICERS AND COMMITTEE

Chairman:	MRS LIZA JONES
Vice-Chairman:	MRS FIONA RIVAZ
Hon. Treasurer:	MRS ANN WILLIAMS
President of the Royal Group:	MRS DAPHNE CLARKE
Executive Committee:	MRS TESSA CRAWFORD
	MRS JEAN EDNEY
	MRS MAJELLA FORSTER
	MRS NORMA HELLIAR
	MISS LOUISE RUSSELL-PAVIER
	MRS SHARON STEWART
	MRS KATE TRINDER
	MRS SUSAN WALLACE
Secretary:	MRS SARAH COTTON



## A BRIEF HISTORY OF THE GUILD

In 1882 the Matron of an orphanage in Dorset asked Lady Wolverton if she could provide 24 pairs of hand knitted socks and 12 jerseys for the children. This gave Lady Wolverton the inspiration of starting a small Guild amongst friends to provide not less than two garments a year each to help the orphanage and other Charities. After a year they had attracted 460 members. In 1885 a friend of Lady Wolverton's, Her Royal Highness Princess Mary Adelaide, Duchess of Teck (mother of the future Queen Mary), became Patron of "The London Guild"; in 1889 it was renamed "The London Needlework Guild".

In 1897, on the death of her mother, Her Royal Highness the Duchess of York, later Queen Mary, became Patron. Her Majesty had worked for the Guild from her early youth, leading her own Group, and the Guild was said to be her favourite Charity as it was the first one to arouse her interest. In 1914 the name was changed to "Queen Mary's Needlework Guild". As part of the war effort hundreds of thousands of garments were packed and sent to troops overseas. Queen Mary requested garments and parcels sent to Friary Court, St. James's Palace, London, where to this day we still coordinate the distribution of clothing to the UK Charities the Guild continues to help. Her Majesty was in charge during this time and there was a book printed covering the work of the Guild from 1914 – 1919. In the years between the wars the Guild provided 60,000 garments a year, but the Second World War brought difficulties. Many county branches dropped out and the number of garments distributed decreased. Her Majesty, realising there was a pressing need to provide clothing for the poor, did much to re-ignite the flame. The Report for 1950 shows 14,843 garments were sent to 130 Charities.

On the death of Queen Mary, in 1953, Her Majesty Queen Elizabeth The Queen Mother became Patron, taking over Queen Mary's Group and the Guild continued to flourish, producing 15,000 or more garments each year. Her Majesty was a wonderful supporter and rarely failed to attend Packing Week at St. James's Palace, where she always had time to talk to knitters and Charity Representatives. In 1986 the name was changed to "Queen Mary's Clothing Guild".

In 1911 Her Royal Highness Princess Mary, later The Princess Royal, formed her own Group. After her death in 1966 this was taken over by Her Royal Highness Princess Margaret, Countess of Snowdon. In 2002, on the death of Queen Elizabeth The Queen Mother and Princess Margaret, the two Groups were amalgamated and are now called The Royal Group, which regularly produces 3,000 or more garments each year.

In 2003 Her Royal Highness Princess Alexandra, the Hon Lady Ogilvy, became Patron and gives wonderful support during Packing Week at St. James's Palace. On Thursday 22nd November 2007 Her Royal Highness attended a service held at The Queen's Chapel of the Savoy to celebrate the 125th Anniversary of the founding of Queen Mary's Clothing Guild.

On 29th April 2010 the name of the Guild was formally changed to "Queen Mother's Clothing Guild" after agreement from Her Majesty The Queen. This name change was made as a tribute to Her Majesty Queen Elizabeth The Queen Mother who had been our Patron for over fifty years.



## Cost of Investments Held at 31 December 2013

£

1,000	Aberforth Smaller Companies Ord	5,958.13
4,250	Artemis Fund Managers Income 1 Inc	5,392.25
1,250	Aviva Ord	6,090.81
7,500	AXA Investment Man US High Yield	7,799.13
300	BG Group Ord	2,087.29
500	BHP Billiton PLC	4,754.30
500	BP Group Ord	2,527.80
10,000	BUPA Finance 6.125%	8,865.16
4	Electra Private Equity 5% 2017	4,085.00
3,500	Esure Group PLC	8,260.15
3,000	F&C Commercial Property Trust	3,169.88
20,000	GE Capital UK Fund 4.625% 2016	20,313.59
600	GlaxoSmithKline Ord	7,341.47
12,100	Greencoat UK Wind PLC	12,275.75
4,790	HICL Infrastructure Ord	5,454.50
15,000	HSBC Bank Funding - 5.862%	14,010.38
10,000	HSBC Finance Corp 6.25% 2019	10,417.16
566	HSBC Holdings PLC Ord	4,447.47
10,000	INT Public Partner Ord	11,589.13
6,000	Inv American Select Inst	5,354.43
7,500	J O Hambro Capital Management Ltd	12,764.29
25,000	Kreditanst Fur Wie 3.75% 2016	25,583.78
406	Land Securities Group Ord	5,311.14
25,000	Legal & General UT Dynamic BD Trust	16,312.99
8,828	Lloyds Banking Group Ord	8,432.08
9,200	London Stock Exch 4.75%	9,281.00
1,250	Man Group Ord	3,718.79
11,666	Medicx Fund Limited Ord	10,179.38
25,000	Rabobank Nederland 4% 2015	24,985.52
7,000	Schroder Real Est Ord	7,730.26
300	Scottish and Southern Energy Ord	4,359.56
800	Scottish Mortgage Investment Trust Ord	2,452.97
10,000	Standard Life Invs European Inc	6,538.63
1,750	Standard Life Invs UK Smaller Companies	5,539.06
7,000	TR Property Inv Tr Ord GBP0.25	12,185.20
14,250	UBS Global Asset Mgt US Equity	8,929.00
10,000	UK (Govt of) 4.75% 2015	10,117.64
275	Unilever PLC	7,033.38
15,000	Unilever Plc 4.75% 2017	15,187.83
4,500	Vodafone Group Ord	9,813.54
0	Interest on Cash Balances	947.79
165,500	Investments Held on behalf of Mrs Pipe's Fund	155,969.12
		<b>513,566.73</b>

We have prepared the above accounts from the records of Queen Mother's Clothing Guild that were submitted to us. The accounts have been audited.

Heyburn Bennett Ltd - Chartered Certified Accountants & Registered Auditors  
29 February 2014  
9 Bridge Street, Walton on Thames, Surrey, KT12 1AE.



**Accounts - Queen Mother's Clothing Guild**  
**Receipts and payments account for the year ended 31 December 2013**

	Central Fund £	The Royal Group £	Total 2013 £	Total 2012 £
<b>Receipts</b>				
Subscriptions and Donations	20,257.96	4,440.00	24,697.96	19,605.01
Tax Repayments	1,765.42	925.00	2,690.42	1,876.24
Sales of Badges	60.00		60.00	130.00
Income from Investments	14,636.69		14,636.69	13,634.70
Income from investments - Mrs Pipe's Legacy	8,048.36		8,048.36	8,250.89
Proceeds from Raffle	1,118.90		1,118.90	1,080.70
Interest on Deposit Accounts	2.42	26.75	29.17	4.03
Sales of Notelets and Cards	194.00		194.00	225.00
Sales of Aprons	-		-	224.00
Sales of Playing cards	220.00		220.00	380.00
Sales of Investments	24,809.36		24,809.36	7,690.42
Sales of Investments - Mrs Pipe's Legacy	15,105.38		15,105.38	-
Misc	467.17		467.17	
	<b>86,685.66</b>	<b>5,391.75</b>	<b>92,077.4</b>	<b>53,100.99</b>
<b>Balance at Bank at 1 January</b>				
Bank Current Accounts	6,188.05	3,156.58	9,344.63	12,048.70
Building Society Deposits	655.37	4,218.48	4,873.85	7,869.82
Investec Wealth & Investment	34,853.62		34,853.62	67,547.05
Investec Wealth & Investment - Mrs Pipe's Legacy	19,053.41		19,053.41	36,307.53
	<b>147,436.11</b>	<b>12,766.81</b>	<b>160,202.92</b>	<b>176,874.09</b>
<b>Payments</b>				
Wool and Clothing	21,926.63	6,307.10	28,233.73	22,498.85
Postage and Travel	684.17		684.17	527.61
Printing and Stationery	1,102.75	86.83	1,189.58	1,374.03
Venue hire	9,532.52		9,532.52	15,424.60
Secretarial fees	4,545.00		4,545.00	4,350.00
Purchases of Investments	51,878.23		51,878.23	36,383.85
Purchases of Investments - Mrs Pipe's Legacy	-		-	17,338.39
Purchases of Badges	-		-	275.24
Purchase of items distributed to Scottish Charities	8,265.79		8,265.79	9,280.78
Purchase of Playing cards	-		-	632.95
Miscellaneous Expenses	607.06	202.70	809.76	662.28
	<b>98,542.15</b>	<b>6,596.63</b>	<b>105,138.78</b>	<b>108,748.58</b>
<b>Balances at Bank at 31 December</b>				
Bank Current Accounts	6,434.33	1,424.95	7,859.28	9,344.63
Building Society Deposits	657.79	4,745.23	5,403.02	4,873.85
Investec Wealth & Investment	7,576.49		7,576.49	34,853.62
Investec Wealth & Investment - Mrs Pipe's Legacy	34,225.35		34,225.35	19,053.41
	<b>147,436.11</b>	<b>12,766.81</b>	<b>160,202.92</b>	<b>176,874.09</b>



**EXECUTIVE COMMITTEE REPORT**

The Annual General Meeting took place in the afternoon of Wednesday 8th May 2013 at the Lansdowne Club. We have had a very good year with new members, although there have been some resignations. Very sadly, we have had the death of Cecily Nabarro on 28th December 2013, who had been a stalwart member of the Guild for over 50 years. We shall miss her very much.

Linda Thompson, a new President, is going to take over from Jane Tham on the Babies' stall. Jane has been with us for over 50 years and has been wonderful, but feels it is time for younger blood. Good luck Linda.

Our speaker was Peter Mansfield-Clark MBE, who has just retired from running Crawley Open House, which we have supplied with articles for a few years. It was an inspiring lecture and he explained the many problems they face. It made us realise how lucky we are and also how much our things are needed in so many of the places we supply. We hope to continue to help them as much as we can.

This year we managed to collect 17, 977 items plus 1,817 from Scotland which makes a total of 19,894. I consider this is wonderful in the present climate. We did buy quite a lot of larger things, such as sleeping bags and large anoraks to help in the winter months. We also provided hats and gloves which are always a great help in keeping those living on the streets warm. So people who don't like making larger things are asked to keep knitting!

Packing Week went very well indeed and many people said it was one of the best. Everybody helped tremendously and very efficiently. This year I thought we would try to save money and asked Veterans Aid, who we supply with clothes, if they had any spare soldiers who could help with the unpacking and packing. They really came up trumps and said they would be delighted to help if we could supply their lunch. They were quite wonderful and everybody fell in love with them, so although we supplied them with their lunch they certainly got a lot of cakes and extras as well! They said they had enjoyed themselves so much they would like to come next year! I very happily said yes.

We were honoured by HRH Princess Alexandra who came on the third day, while we were handing out the parcels of clothes to the receiving Charities. We organised it that two of the Charities which HRH Princess Alexandra sponsored arrived when she was downstairs with us. It was the first time she had been on the third day and although she didn't meet many members she enjoyed seeing the other side of the Charity and how everything left the Palace by 1pm on the Thursday.

On behalf of the Executive Committee I would like to welcome all new Presidents and Group Leaders and thank all our existing Presidents, Group Leaders and Helpers for their tremendous help. All your efforts do mean so much to the people we are able to help.

Liza Jones (Chairman) on behalf of the Executive Committee

**Helping others is what the Guild is all about but it needs your help to continue to fulfil an ever increasing need. If you would like to find out more about us, or start up a new Group, please have a look at our Website on [www.qmcg.org.uk](http://www.qmcg.org.uk) or contact Sarah, our Secretary, by email on [secretary@qmcg.org.uk](mailto:secretary@qmcg.org.uk). You can now also 'Like' us on Facebook: Queen Mother's Clothing Guild and follow us on Twitter: @QMCgcharity Our postal address can be found on page 13 at the bottom of the Gift Aid Form.**



## ORGANISATION

On 4th May 2011 a new Board of Trustees was formed to oversee the Executive Committee which manages the Guild. The Executive Committee meets regularly and consists of a minimum of seven Presidents including Ex-Officio members. Presidents are elected as Committee Members for three years and are not eligible for re-election, unless appointed as Officers, for a further three years. The Executive Committee publishes a full report each year.

A part time Secretary, who works from home, is our only paid employee. Other expenses during the year, apart from incidental running costs, are the hire of rooms for the three days of the annual Packing Week at St James's Palace and the hire of a room for the AGM, to which all Presidents and Vice Presidents are invited. Expenses are supported by annual subscriptions from Presidents paid by Standing Order, under Gift Aid if applicable, to the Hon. Treasurer.

During the year individual Groups organise functions to raise money, hold knitting parties and start to collect items that will go to St James's Palace. In the summer all the Charities on the current list, and new ones that have applied, are contacted by the Secretary to ask for a list of the type of clothing they would like to receive.

Warehouse shopping is done at the end of the winter when it is possible to purchase winter clothing at a good price. Charities request good quality warm items and, as these are expensive, we try to shop as economically as possible. The warehouses used are kind enough to hold items purchased until they can be delivered at the start of Packing Week to avoid storage costs. Some warehouses also donate items.

All clothing and linen that has been collected arrives on the first morning of Packing Week, everything is unpacked and counted for allocation purposes before being distributed between the stalls (see page 7). During the second morning, our Patron normally attends as do members from Groups all over the UK; Charities also visit to find out how we operate with a view to receiving clothing in future years. When the guests have left, the garments are packed ready for collection by each Charity the following morning. The whole process takes two and a half to three days.

### THE ROYAL GROUP – Daphne Clarke

As usual the Royal Group were very generous, both with the donated items and also money. As I have said before, monetary donations enable me to purchase goods directly from the Warehouses at greatly reduced prices which, in turn, increase the volume of items we are able to distribute to the Charities we support. After this terrible Winter I imagine we will have even more requests for help, and your generosity is much appreciated.

Helpers at Packing Week were delighted with the cheerful, efficient way in which the volunteers from Veterans Aid carried out their duties as Porters, and I received many messages to this effect, which I passed on when writing to thank them for their help. They certainly made my job of organising the collection by the various Charities (together, of course, with Sarah) run smoothly, and I think Princess Alexandra - who visited us to see how it was done - was very impressed.

I know that you will share my sadness at the news of the death of Cecily Nabarro. She was a staunch and generous supporter of the Guild for over fifty years and will be greatly missed by those who knew her.



- Salisbury Women's Refuge
- Salvation Army
- Simon Community, Glasgow
- Spitalfields Crypt Trust
- SSAFA, City of London, Hackney, Islington and Tower Hamlets
- St Barnabas Hospice
- St Christopher's Fellowship
- St Christopher's Hospice
- St Mary's Convent and Nursing Home
- St Raphael's Hospice
- St Thomas' Hospital Neonatal Unit
- Stoke Mandeville Hospital
- The Erskin Home, Renfrewshire
- The Passage
- The Upper Room
- Trinity Hospice
- Veterans Aid
- West London Churches Homeless Concern
- Westminster Society for People with Learning Disabilities

A TOTAL OF 19,894 ITEMS WERE DISTRIBUTED  
TO THE ABOVE CHARITIES DURING 2013

### A SMALL SAMPLE OF THE MANY THANK YOU LETTERS RECEIVED THIS YEAR

#### Veterans Aid

Here are a few totally inadequate lines to thank you for your really thoughtful gift which you made our homeless veterans a few weeks ago. Renewed thanks for your thoughtfulness and for all your hard work during the year with your fabulous Guild which gives us constant and magnificent help.

#### Praxis

Once again it is my pleasure to thank all the people who contribute to your Guild for the lovely items given to us. The staff team and I are very grateful for being remembered each year and wish you all more success in your activities.

#### St Barnabas Hospices

Thank you so much for the wonderful donation of babies' and children's clothes and bed linen for Chestnut Tree House and ladies' and gent's nightwear for St Barnabas House which have now been safely delivered. The various items received really will allow our nurses to provide that 'extra special touch' for our patients and their families and I would ask you to pass on my thanks to all the members and trustees for supporting our hospices in this way.



## IN 2013 GRANTS OF LINEN AND CLOTHING WERE MADE TO:

Age Concern, Canterbury  
 Bethnal Green Methodist Church  
 Broadway Centre  
 Canterbury Oast Trust  
 Chestnut Tree House  
 City of Hackney HIV  
 Combat Stress, Ayre  
 Crawley Open House  
 Cricklewood Homeless Concern (previously Sisters of Mercy)  
 Croydon Refugee Centre  
 Cyrenians, Newcastle upon Tyne  
 Edinburgh City Mission  
 Emmaus Greenwich  
 Field Lane Foundation  
 Given Wilson Institute  
 Govanhill Women's Project  
 Grandview House Nursing Home, Grantown-on-Spey  
 Highland Hospice, Inverness  
 Home of Comfort Nursing Home  
 Horseback UK, Aboyne  
 Independent Age  
 Kairos Community Trust  
 Kids Company  
 Leonard Cheshire Disability - Chipstead Lake and St. Celia's  
 Little Havens Children's Hospice  
 Little Sisters of the Poor (St. Peter's Home)  
 London City Mission  
 Mains House Nursing Home, Newtonmore  
 Marie Curie Cancer Care  
 Marie Curie Hospice, Edinburgh, Glasgow  
 Northwick Park Hospital  
 Open Doors Trust, City & Hackney PCT  
 Pimento  
 Praxis, Newcastle upon Tyne  
 Rennie Grove Hospice  
 Robes Project  
 Royal London Hospital - Neonatal Unit



## THE SCHOOLS' GROUP - Rachel Parry

Three House Captains, two Senior Prefects, Mr Gates and Mrs Parish from **Manor House School** came to help at St. James's Palace with the unpacking and sorting out on the first day of Packing Week. The girls had been involved in the collection and packing up of all the items collected at their school. They really enjoyed their day and said it gave them a wider understanding of the scope of the Guild's work. As usual the girls and staff enjoyed the treat of tea at Fortnums and Masons before going home.

**Mrs Sykelmoore** brought four boys from Elstree School on the second day to help with the packing up of clothing and bedding ready for collection. Ben said, "I felt really happy to know we had helped charities such as The Salvation Army, a children's hospice and a baby unit. It was amazing to pack up 60 teddies and jumpers." Jack wrote, "It was good to help, even though it was in a small way. It was a great experience and we knew we might not get the chance again so we made the most of it." The boys were very pleased to be given their own badges. Since then the boys have designed and sold Christmas cards to raise funds for the Guild.

**Aylesbury High School** and **Heathfield School** remain on our Supporters' List and I shall be contacting other schools soon. I'm hoping that the **Duke of Edinburgh's Award scheme** will be one of the ways in which schools may be interested in joining us. For instance: students could learn a skill such as knitting or crochet and make squares which can be made into blankets. This covers two aspects of the D of E award – learn a new skill and help the community. Other schools might like to make us their Charity of the Term or even just organise a "one-off" event to raise money. Remember, by helping the Guild you reach so many people and really can help to change their lives!

There will be a schools' section on our website, coming later in the spring, but don't forget that you can follow us on **facebook** and **Twitter** – not forgetting to click "like" of course!

Thank you to those of you who continue to support the Guild's work through these schools. **Please** let me know, via the secretary, of any contacts you have in other schools who would like to know more about **QMCG**.

### ONE HUNDRED YEARS AGO THE QUEEN MARY'S NEEDLEWORK GUILD – Fiona Rivaz

I have the honour of looking after the Guild's archives and have spent some time recently looking up details of local branches at the request of local historical societies and museums. With this being the anniversary of the start of the WW1 I thought current members might be interested in some of the key events in the Guild's history that took place in 1914.

A mere two days after Great Britain entered the war on 4th August 1914, Queen Mary wrote a letter, asking women throughout the Empire "To alleviate all distress occasioned by the war!" The following day one thousand letters were received in response and the first Executive Meeting of the Guild was held at Buckingham Palace on August 10th 1914.

It was decided that day that the headquarters of the Guild would be in St James's Palace and secretarial work would be carried out in Queen Anne's Drawing Room, where we now display Linens and Children's Clothing, with Lady Lawley, the Honorary Secretary working in the Tapestry Room.

As soon as the Guild was formed branches were started around the world. The Salisbury branch of the Guild commenced in August 1914 and their first request was for 1000 shirts for Territorials in the neighbourhood. Ludlow also established a branch in August 1914 as did Dublin. Other branches formed in the earliest months of the war were in Shanghai, Waterford, Edinburgh, St Andrews and Belfast.

Interesting Guild facts from 1915 will be in next year's Annual Report.



## THE QMCG AND SOCIAL MEDIA

Over the last 10 years the digital revolution has changed how businesses and charities interact with the public with even the British Monarchy having a website and Facebook page.

The QMCG has taken advantage of being able to reach new people by using the most popular forms. The Guild has been running a website <http://www.qmccg.org.uk> for some years and many Guild members are familiar with it. The website contains up to date information about how the Guild works and our latest news. It is often the first contact people have with the Guild, for example if they see us mentioned in the press or at a museum or simply search for more information about us on the web.

Facebook is very popular amongst all ages with 71% of online adults using Facebook. The Guild has its own Facebook page and this is used by the Guild itself to pass on information in the same way as the website but it can be updated far more easily. Our address is <https://www.facebook.com/QueenMothersClothingGuild> or you can just type Queen Mothers Clothing Guild into the search bar.

The Guild also has a Facebook group which anyone can join <https://www.facebook.com/groups/279222126984/> and post news of fundraising events, visits to charities, updates on Executive Committee meetings. You can also share these posts with your friends by hitting the 'Share' button at the bottom of the post. The 'Like' button lets us know that you have seen the post and your friends can see you have 'liked' it.

Twitter is another popular form of social media and this again is used by the Guild. Please follow @QMCCGcharity.

### A VERY SPECIAL LETTER

Dear QMCCG

I help run a charity here in Aberdeen for the homeless, Aberdeen Cyrenians. Every year we get an amazing donation from the Guild, around Tain, Ross Shire, Scotland area. I have been corresponding with a Mrs Etta Brown, probably for the last 10 years or so. I sadly have never met the lady.

I/we think it's amazing that the ladies put so much effort and thought to help strangers and those most needy they will never meet. You can imagine with the work we do, you have to develop a thick skin and be devoid of emotion to cope with the distress that comes across our door every day, however every year I'm reduced to tears, (or to save face have a major lump in my throat) with the sheer thoughtfulness of the donation of knitted garments. Here is what Etta wrote in the card this year

"To the Cyrenians, Aberdeen

Dear Scott,

It's that time again – how time flies. Here's some garments from the Queen Mother's Clothing Guild. I'm sure you will find a use for them. I'm sorry there are so few adult garments but a few of the ladies promised to up it a bit next year! I'm afraid I stick to socks. I'm enclosing a single sock I made on the machine about 50 years ago. Somehow I must have had to stop for some reason and it never got a neighbour. Sadly I'm sure you'll know someone with one foot.

I hope you have a nice Christmas  
Warmest Regards  
Etta x "

Etta and the Guild probably don't know how uplifting their donation is for all concerned, and it's really difficult to express in words. Thank you.



## THE CATEGORIES OF GARMENTS AND LINEN:

The new items made, donated or bought are divided into the following categories before being distributed each autumn at Packing Week.

**NEONATAL** - Has recently been introduced to cope with the growing demand from neonatal units, who require specialist cot linen and garments to cope with premature births.

**BABIES** - All babies' clothing and bedding up to the age of two years. Many hand knitted items are supplied from people all over the UK who enjoy knitting but also so are babygros, nightwear, day wear and outdoor wear.

**CHILDREN 2 - 10 years** - All types of clothing, many items are hand knitted but we are frequently asked for warm outer wear, jeans and school uniforms.

**CHILDREN 11 - 15 years** - All types of clothing are provided, warm outer wear, track suits and sweat shirts are much in demand, as is school uniform. Any practical hard wearing casual clothing is useful.

**WOMEN 1** - All underwear and night clothing. Requests come in from hospices who require night wear, homeless charities who require warm underwear and other charities who provide clothing to many people in need.

**WOMEN 2** - All other clothing for women. Hospices and old people's homes require woollen garments that open down the front for easy care, track suits, warm coats and jackets, but any form of day wear is much in demand.

**MEN 1** - All underwear and night clothing. Requests come in from hospices who require night wear, homeless charities who require warm underwear and other charities who provide clothing to many people in need.

**MEN 2** - All other clothing for men. Hospices and old people's homes require woollen garments that open down the front for easy care, track suits, warm coats and jackets, but any form of day wear is much in demand.

**LINEN** - Provides sheets, pillow cases, towels and sleeping bags which are in demand for the homeless. Linen is also used by Charities to help people start up in their own flats or to replace items lost in theft or fire.

**VARIOUS** - A collection of three stalls that deal with the following:  
Various 1 - Shoes and slippers for all ages  
Various 2 - Bed jackets, knee rugs, shawls, bedsocks  
Various 3 - Adult hats, gloves and scarves