



# BETSY-TACY SOCIETY

## ANNUAL REPORT AND MEMBERSHIP DRIVE • NOVEMBER 2021

### OUR THEME FOR 2022: “EACH ONE BRING ONE”

Friends: It has been a challenging two years. But having the Houses closed has also forced us to be creative about what we offer to our loyal members. We are excited by the ways our group continues to evolve – and we would like more people to experience the fun and sense of community that the BTS offers to the world of Betsy-Tacy fans.

For 2022, we’re officially launching **Each One Bring One**. Our dream is that **every current BTS member will invite or purchase a membership for one more person**, which would bring our membership to **1,000!**

Membership fees are a significant portion of the BTS’s working budget. (See the “Funding Sources” chart below.) Simply by being a member, you are contributing to our key BTS goals of preserving Maud’s legacy and conserving historic Betsy-Tacy landmarks in Mankato.

Please use the enclosed membership form to renew your own membership (check the expiration date on your mailing label) and/or to give a gift membership. (Make as many copies as you like!)

This pandemic has been an unsettling and isolating time for many of us. Membership in the BTS is a concrete reminder that we have friends and a network of Betsy-Tacy fans all over the world. If your own best friend doesn’t know Betsy-Tacy yet . . . isn’t it time for an introduction?!

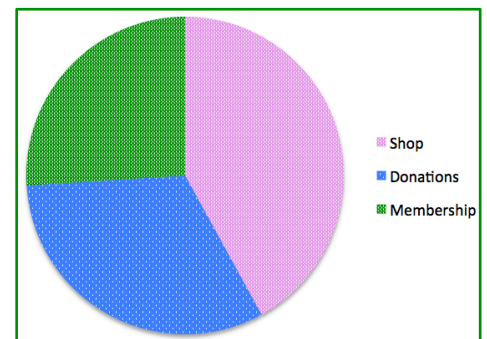


## FINANCIAL REPORT

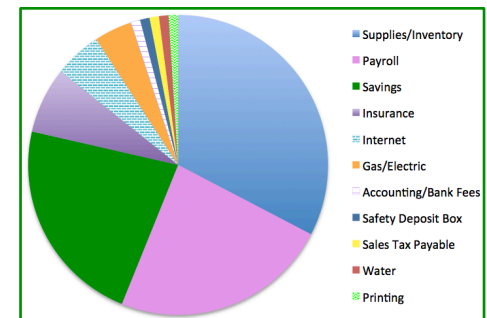
The BTS strives to maximize our charitable dollars and to use all contributions wisely. The charts on the right are very general estimates of the flow of funds at the Betsy-Tacy Society.

Here are some ways to financially support the organization:

- Donate directly to the BTS or its endowment fund. We are a 501(c)(3) organization, and your donation may be tax-deductible.
- Renew your membership.
- Give a gift membership. We offer memberships for 5- to 12-year-olds, 13- to 21-year-olds, and adults and seniors, each with their own newsletter and other special benefits.
- Purchase a paver for Betsy’s House.
- Choose us as your nonprofit on Amazon Smile.
- See if your workplace has an in-kind giving program that will match your donation.
- Consider adding us to your will.
- Ask your family and friends to donate to us in your name for your birthday or holidays, or make a gift to us in their name.



Funding Sources



Where Do My Dollars Go?

**Thank you for your support!**

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# LOOKING BACK, LOOKING FORWARD

## ACCOMPLISHMENTS OF 2021

- So many newsletters! Two for adult and senior members: *Deep Valley Sun* (print) and *The Agony Column* (e-news). Two for younger members: *Everything Pudding* (print) and a Betsy-Tacy YA E-Blast. We produced several issues of each in 2021.
- The number of BTS members has increased by more than 20% since 2020.
- We now offer memberships for four distinct age groups (including a brand-new YA membership), with special benefits for each group.
- This year about a dozen members joined us from outside the U.S. We are very excited to grow our international member database.
- We expanded our Board of Directors and Advisory Council, adding some new folks with valuable skills and ideas – including the daughters of Shirley Lieske, a BTS founding member.
- We hosted several well-attended and fun virtual events via Zoom.
- We added some exciting new products to our Shop and ensured that every book in the series is again available for purchase.
- Shop sales were up significantly from 2020 – no small feat during a pandemic!
- We beefed up our social media presence. You can now find the BTS on Tumblr, Twitter, Instagram, and YouTube, and we have more than 5,000 followers on Facebook.

## Volunteering for the BTS

If you have time and interest, we can use you! Volunteers can:

- ❖ Write for one of our newsletters
- ❖ Host a Betsy-Tacy Zoom event
- ❖ Join one of our subcommittees
- ❖ Help us find and write grants
- ❖ Work in the gardens at the Betsy and Tacy Houses
- ❖ Lead tours and work in the Shop when the Houses reopen

Email us at [info@betsy-tacysociety.org](mailto:info@betsy-tacysociety.org) to learn more.



## GOALS FOR 2022

- Reopen the Houses as soon as we can.
- Double our memberships.
- Launch a new and improved website – we're very close!
- Learn how to write grants and attract some grant-writing volunteers. We'd love to upgrade the office technology at Tacy's House (the computer is circa 2009!). Our beautiful Houses need ongoing restoration. A long-term ambition is to renovate the basement at Betsy's House so visitors can see how the Hart family actually used their cellar. We believe that grants are available to help us achieve each of these goals.
- Create and post more YouTube videos.
- Purchase a full-size Square card reader for our Shop and make it easier for customers to pay with a credit or debit card, rather than PayPal.
- Plan and host more events (virtual *and* in-person, if possible).
- Survey members to find out what products they'd like to see in the Shop.
- Do something creative and fabulous with the beautiful maple wood from a tree that Betsy's father planted in 1892. (Tom Hart planted two trees; one was felled by lightning in 2003, but one still proudly stands at Betsy's House.)
- Organize the many items donated by our generous supporters in 2021.

## GIFT SUGGESTIONS FROM OUR SHOP

Note: Shipping is \$5 for the first item + \$1 for each additional item. Prices listed are good through December 31, 2021.



### Tote Bag Bundle • \$11

Includes a 10.5" x 14" cotton canvas bag (with 5" gusset at bottom) with Vera Neville's cover illustration from *Betsy Was a Junior* and a quote from *Betsy and Tacy Go Downtown*, a 112-page hardcover blank book with a cover photo of adult Maud or young Maud and Bick (Betsy and Tacy), and Maud's signature pen.

### Holiday Ornament Bundle • \$18

Includes two 2½" by 2¾" ornaments depicting Betsy's House and Tacy's House. The ornaments are made of brass and finished in elegant 24-karat gold.

*Exclusive to the BTS:* Each bundle includes three holiday cards featuring a Lois Lenski illustration from *Betsy and Tacy Go Downtown*, designed by local Mankato artist (and BTS employee) Diane Langland.

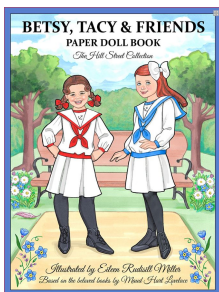
### Holiday Cocoa Mug • \$10

Choose from three different 15-oz. or 16-oz. bistro mugs embellished with a Lois Lenski or Vera Neville illustration. Every mug purchase includes a packet of tasty Land O'Lakes cocoa (a Minnesota-based company) and a candy cane!

### Other Gift Ideas

- ❖ For someone who could use a boost: *Emily of Deep Valley* and a "Muster Your Wits" pin and sticker
- ❖ For your favorite young person: *Betsy-Tacy*, their own little glass pitcher, and a BTT Club membership
- ❖ For a teen: *Home for the Holidays* by Heather Vogel Frederick, *Betsy In Spite of Herself*, and a YA membership
- ❖ For someone newly married: *Betsy's Wedding*, a postcard of Maud and Delos, and a forget-me-nots pin
- ❖ For the Julia in your life: the *Listening For Your Song* CD by Maud Hixson and a Betsy-Tacy Songbook

Please visit our online Shop for more fabulous items!



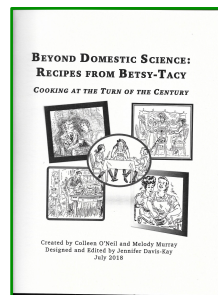
### Betsy, Tacy & Friends Paper Doll Book • \$18

This 32-page collection includes Betsy, Tacy, Tib, Winona, Papa and Mamma Ray, Julia, and Margaret, with wardrobes based on descriptions in the first four books.



### Enamel Pin Set • \$19.50

Designed exclusively for the BTS by Kate Gabrielle. The pins are approximately 1" x 2" and made from soft enamel and iron. Each has an antique gold metal plating, giving the set a cohesive look.



### Beyond Domestic Science: Recipes from Betsy-Tacy • \$19.95

Our perennial bestseller and a must for those who love the food of Betsy-Tacy! Inside you'll find more than 200 recipes for every dish mentioned in the books.



### Thermal Water Bottle and Sticker Bundle • \$18

This 16-oz. stainless steel insulated bottle (in Maud's favorite green!) has a push-on lid. Decorate it with our waterproof vinyl stickers, designed exclusively for the BTS by Kate Gabrielle.

## Contact us:

Betsy-Tacy Society  
P.O. Box 94  
Mankato, MN 56002  
(507) 345-9777  
info@betsy-tacysociety.org

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US Postage Paid  
Mankato MN  
Permit #86

## Find us online:

Website: [Betsy-TacySociety.org](http://Betsy-TacySociety.org)  
Facebook: [facebook.com/betsytacy](https://facebook.com/betsytacy)  
Twitter: [twitter.com/btsociety](https://twitter.com/btsociety)  
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YouTube: [youtube.com/betsytacysociety](https://youtube.com/betsytacysociety)

## Membership Expiration Date:

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## REFLECTIONS ON RUNNING A SMALL MUSEUM DURING A PANDEMIC

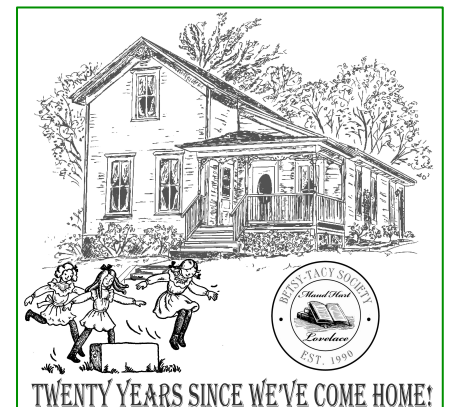
It's the question we've been asked this year more than any other: *When will you reopen??* We are as eager to reopen as you are to see the Houses again – but here's what we're thinking about as we consider this decision:

- The safety of our volunteers, many of whom are over 60. Volunteers must supervise visitors in very small quarters – social distancing is simply not possible inside the Betsy and Tacy Houses.
- Whether we can or should require visitors to be vaccinated.
- What to do if people argue about wearing a mask or sharing their vaccination status.
- How to handle large groups of unvaccinated children.

Our number-one concern is the safety of our volunteers and visitors. We thought we could reopen in June, and then the Delta variant threw us for a loop. We hope to open the Houses in spring 2022 – but none of us have a crystal ball. We simply have to wait and see.

We are considering other options, such as virtual tours or lightly monitored self-tours using tablets, all of which will require time and funds.

But in the meantime, the BTS is active and healthy. We'll continue to post regularly on social media, create and send six newsletters per year, host events on Zoom, fill Shop orders, and respond as creatively as we can to this challenging situation. **Thank you for your patience!**



This year we joyfully celebrated the 20th anniversary of owning **both** Houses.