



2010 Outreach: Stitching for Literacy Bookmark Challenge

Celebrate reading and stitching! We are thrilled to announce EGA's participation in the **Needle and ThREAD: Stitching for Literacy 2010 Bookmark Challenge**. The Challenge seeks to promote both literacy and embroidery by donating hand-stitched bookmarks to schools and libraries where they are awarded to kids for reading accomplishments.

Individual Members

We challenge all EGA members to stitch at least one bookmark to donate directly to a local library or to a registered Challenge participant. Find registered participants on the Stitching for Literacy website:

<http://jenfunkweber.com/bookmark-challenge-participating-shops>

Chapters

Chapters can get involved in two ways:

1. **Register as a Challenge participant.** Work with a local shop or independently to collect bookmarks for a local library between March 18 and May 6. Someone from the shop or guild should contact the library to make arrangements. Suggestions and tools for doing this are provided in the Bookmark Challenge Kit:

<http://jenfunkweber.com/bookmark-challenge-kit>

Bookmarks should be delivered to the receiving school or library before Children's Book Week, May 10 - 16, unless the school or library requests an alternative date. (Some schools prefer to distribute them at the end of the year and some libraries use them for summer reading programs instead of Children's Book Week.)

The Bays Mountain chapter in Kingsport, TN, registered and participated independently in 2009 and the Arctic Needleworkers in Anchorage, AK work with their local shop, Arctic Needle as well as Funk & Weber Designs to support local libraries with bookmarks and outreach programs teaching library patrons how to stitch bookmarks.

If you have questions or need help, Stitching for Literacy founder, Jen Funk Weber of Funk & Weber Designs, or Colleen Leader, owner of Loose Thread Stitchers and EGA Social Media Chair, will be happy to help.

mail@funkandweber.com

colleen@loosethreadstitchers.com

2. **Support a registered participant.** Stitch bookmarks and send them to any registered participant by May 6, 2010.

<http://jenfunkweber.com/bookmark-challenge-participating-shops>



Bookmark Requirements

Bookmarks may be stitched in any technique on any ground fabric, but keep in mind they will be given to children. Both Funk & Weber Designs and Loose Thread Stitchers have provided free designs (attached). You can also purchase bookmark patterns from your local needlework shop, use motifs from patterns in your stash, or design your own.

The following themes were suggested when Loose Thread Stitchers polled children ages 7 - 14 about the kind of bookmarks they'd like to receive.

- **Sports:** soccer, football, baseball, hockey, skateboarding, tennis, volleyball, etc.
- **Music:** music notes, piano, guitar, CDs, boom box, turntable, etc.
- **Girlie:** hearts, swirls, makeup, lipstick, jewelry, dresses, shoes, cupcakes, balloons, hair accessories, etc.
- **Animals:** snakes, bears, dogs, cats, birds, tigers, etc.
- **Current trends:** skull and cross bones, rock & roll, zebra prints, bling, etc.

Contests!

As an added incentive we will challenge chapters to join the Stitching for Literacy campaign with a special contest.

The individual or chapter that stitches the most bookmarks will receive a platter of cookies from Once Upon A Cookie Company.

In addition, individuals can enter the Loose Thread Stitchers contest for a chance to win prizes from a collection of \$500 worth of stash. Simply submit an image of your completed bookmark(s) with your name, state, chapter, and pattern designer to Colleen@LooseThreadStitchers.com. Each finished bookmark equals one entry to win and there is no limit to the number of bookmarks you may stitch. Winners will be announced on the Needle and ThREAD: Stitching for Literacy blog on May 10.

Register

All chapters participating in the Needle and ThREAD: Stitching for Literacy 2010 Bookmark Challenge should contact Colleen Leader to have their chapter contact information (name, state, email, etc.) listed on the Stitching for Literacy and SYHO website and blogs. This will increase your chapter's exposure and provide accurate numbers when we speak with the press to promote Stitching for Literacy and the EGA.

The 2010 Stitching for Literacy Bookmark Challenge Form must be completed and sent to Janice Meyers, National Outreach Chair, so that she can tally the results.



2010 Outreach Literacy Bookmark Challenge

Chapter Activity Report

Date: _____

Chapter: _____

Region: _____

Outreach Chair: _____

Address: _____

Outreach Telephone: _____

Outreach E-Mail: _____

Bookmark Recipient: _____

Number of members who participated: _____

Number of bookmarks: _____

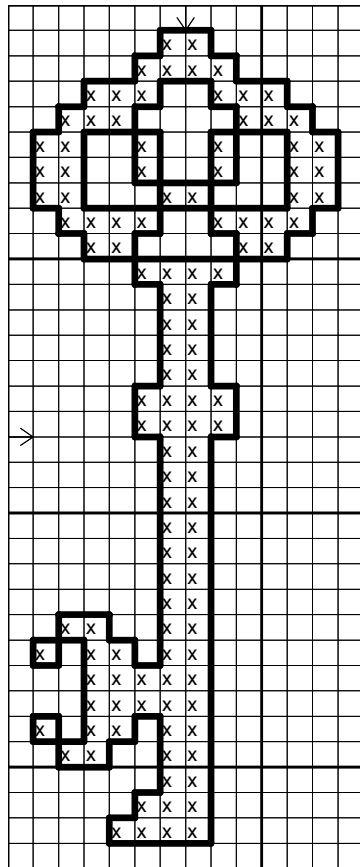
Please send this completed form to your Region Outreach Chair and to:

Janice Meyers
11 Fela Drive
Old Bridge, NJ 08857
GrayceeDM@aol.com



Pattern **F107**

Books are treasures.
Reading is the key.



To Make A Bookmark

Stitch design on fabric, plastic canvas, or perforated paper with fibers or beads of your choice.

Trim fabric about 3/8" beyond stitched area. Cut felt 3/4" larger than needlework on all sides. Cut 14-inch length of ribbon. Sandwich ribbon between needlework and felt. Glue or stitch the layers together. Trim felt evenly around needlework. The ribbon marks your place; the needlework drapes over the book.

This pattern is for use and distribution by The Embroiderers' Guild of America in conjunction with Needle and ThREAD: Stitching for Literacy. Please do not otherwise copy and share without permission from Funk & Weber Designs. Thank you.

© 2010 Funk & Weber Designs

www.funkandweber.com / www.StitchingForLiteracy.com

Please visit our Web sites to learn about the Needle and ThREAD: Stitching for Literacy program.



Welcome to the Stitch Your Heart Out Campaign! SYHO was created by Loose Thread Stitchers (LTS) to get stitchers excited about stitching, help them share stitching with non-stitchers and introduce stitching to the next generation. Follow the SYHO blog to find out how you can participate in the SYHO Campaign and stitch a designer encyclopedia, find a great cross stitch coffee table book or stitch a bookmark for a child.

StitchYourHeartOut@gmail.com ~

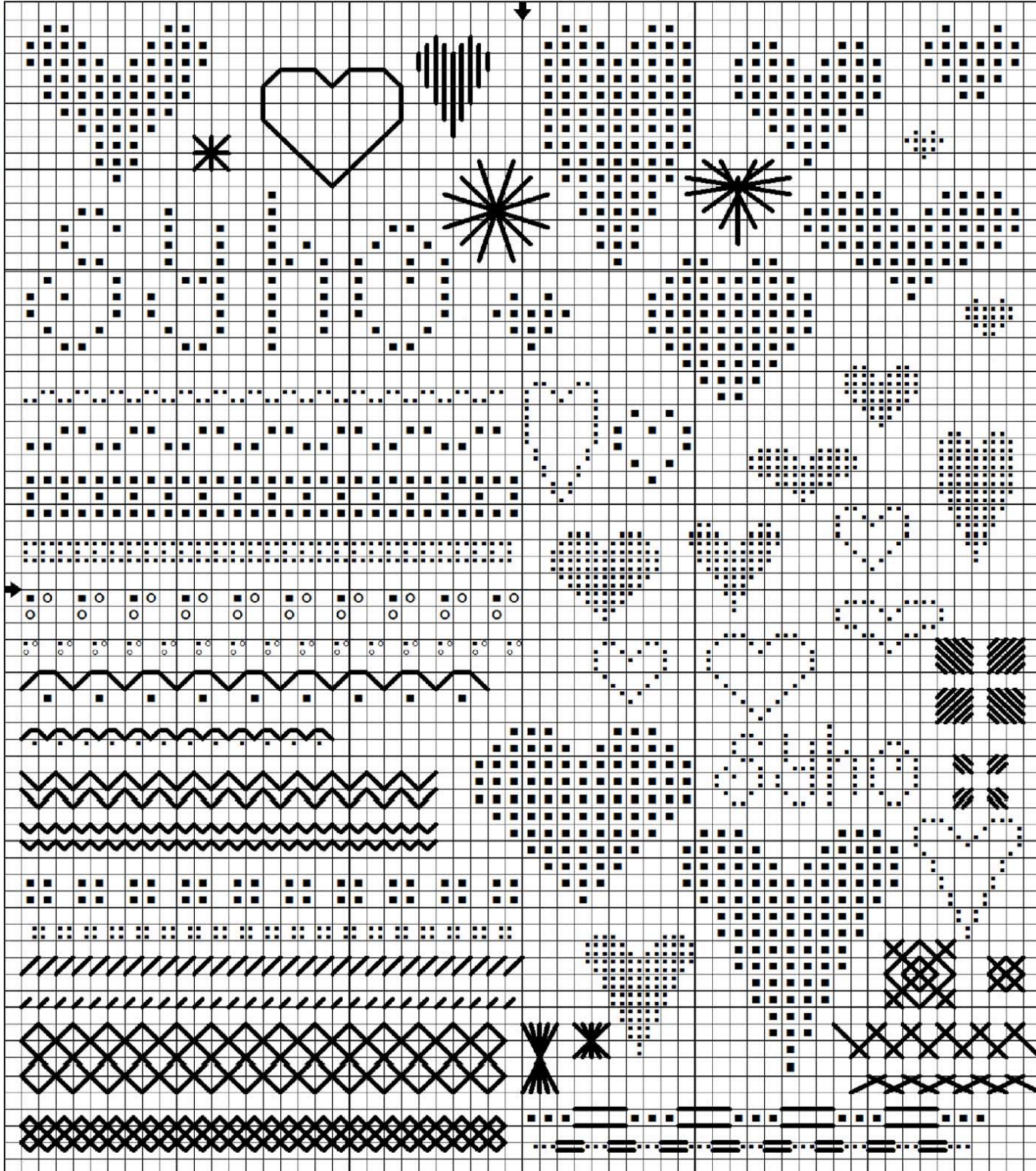
<http://stitchyourheartout-lts.blogspot.com/>



SYHO

Bookmark:

Choose a variety of the motifs provided here to create a unique SYHO Bookmark to be donated to children and promote Funk and Weber's Needle and thREAD: Stitching for Literacy Campaign. All EGA members who donate bookmarks from March 18th – May 6th will be eligible to win \$500 in stash. Each bookmark equals one entry. You can also win a cookie tray for your chapter.



Reproduction for EGA Members only
Copyright Colleen Leader 2010

Loose Thread Stitchers strives to build the needlework community one Loose Thread at a time... all we need is YOU! Has your EGA chapter signed up for your FREE LTS membership? Contact Colleen to set up your chapter profile and help increase your EGA chapter's membership in 2010.

