



From the Executive Director

by Tammany McDaniel

Thank you for your strength and compassion this summer. We are a wonderful group who supports one another and our communities in difficult times.



Tammany McDaniel
Executive Director

Getting Creative With It

Thank you for the great ideas you have come up with to make QOV awards while honoring social distancing. So many of you have taken to public parks, created drive-up/then drive-through ceremonies, worked with cooperating hospitals and facilities for their staff to make awards while patients are under quarantine. I am certain there are other ideas that I have not had a chance to read yet.

On August 19th of last year, during

our annual conference, we announced the new QOVF logo. As I noted during that presentation, the new logo must replace all prior versions. If you are still using the older version, please log in to the system, go to Resources and Forms, and complete the Trademark Use Request Form. I know we are a group that loves to help each other and share resources. However, regarding our logo—no sharing, please! Each individual must obtain permission to use our logo by completing our Trademark Use Request Form and obtaining my authorization. Our brand is valuable and we must protect it. We have a little time left to accomplish this task as all printed and online use of the prior marks must cease by May 31, 2021. All durable goods with prior marks must be destroyed/taken out of public use (clothing, signs, trade show tablecloths, banners, etc.) by May 31, 2022. If you have questions about our logo, please feel free to reach out to me.

Hallmark called again! They are releasing the second book in the

'Wrapped Up In Christmas' series this year. As they provide more details, we will pass along information about the drop date and opportunities to obtain the book. Teaser! . . . the heroine, a Quilt Shop Owner, finds a journal about military life and service. She sets out to find the author.

We are pleased to announce our QOV Inaugural Virtual 5K Race set for the week of Veteran's Day, November 7th, 2020. Want to know more? Please check out the article in this month's newsletter. To register, please go [here](https://rebrand.ly/qovf5k).

We are planning the marketing materials for Giving Tuesday and National Sew Day 2021. We also hope to re-start the Regional Leadership events in the spring. As we look at the way our world is changing, we are still planning to conduct a 20th Anniversary Conference in 2023. We will be mindful of providing teleconference sessions and Facebook 'live' events as well.

Thank you for supporting our Mission.

QOVF5K2020

Join us for our Quilts of Valor Inaugural 5K on November 7, 2020. This will be a Virtual 5K where you can run, walk, or jog with your friends and family wherever you are located.

Registration is \$35 and includes a finisher's medal and t-shirt, mailed to you after the race. Proceeds will go to support the Quilts of Valor Foundation Mission to cover all Service Members and Veterans with comforting and healing Quilts of Valor.

Share your walk with us! Post your photos on social media using #QOVF5K2020

[Registration](https://rebrand.ly/qovf5k) closes November 1, 2020.



THE NEW WWW.QOVF.ORG

Written by IT Review Team

It was a long and winding road of coding, but the new www.QOVF.org website was recently launched. Not only did the Foundation move the site to a new vendor to provide more stability and ease of access for the support team, they completely redesigned it as well. Have you stopped by and taken a look?

A dedicated group of volunteers worked through the process from start to finish: writing the Request for Proposal to finding the right vendor partner; keeping the requirements at a higher level to meet the Foundation's needs, but allowing for change and growth and guiding the process along the way while gathering input from many different members. When the vendor was selected, it was an added bonus of being a Veteran Owned Business. Arcphor was very excited about Our Mission and helping us be successful.

When the IT Review Team thought the site was almost ready, they requested help from a full spectrum of membership: those who use the



internet under protest; the tech whizzes; LongArm Volunteers who use specific parts of the process; Board Members, Executive Staff, State Coordinators and Group Leaders; all of whom use the site in very diverse ways. The IT Review Team received great feedback, with both suggestions and a few issues to fix, and they are so appreciative of everyone who assisted. It has truly been a group effort!

Some of the website changes are subtle: reinforcement on every page of Our Mission and a call to action - join, make, or donate. Some of the changes were a little bigger: expanding our

FAQs, keeping videos on our YouTube Channel to help make everything faster and more responsive, hiding email addresses to help avoid future malicious attacks, and streamlining the Nominate and Award process. Please read www.QOVF.org/Refreshed for more website details.

The IT Team has a few more things to do before all of the objectives of the new site are met, including setting up the new QOVF Store. So please, go out and take a look. See the new face of our Foundation and help [share the passion of Our Mission](#).

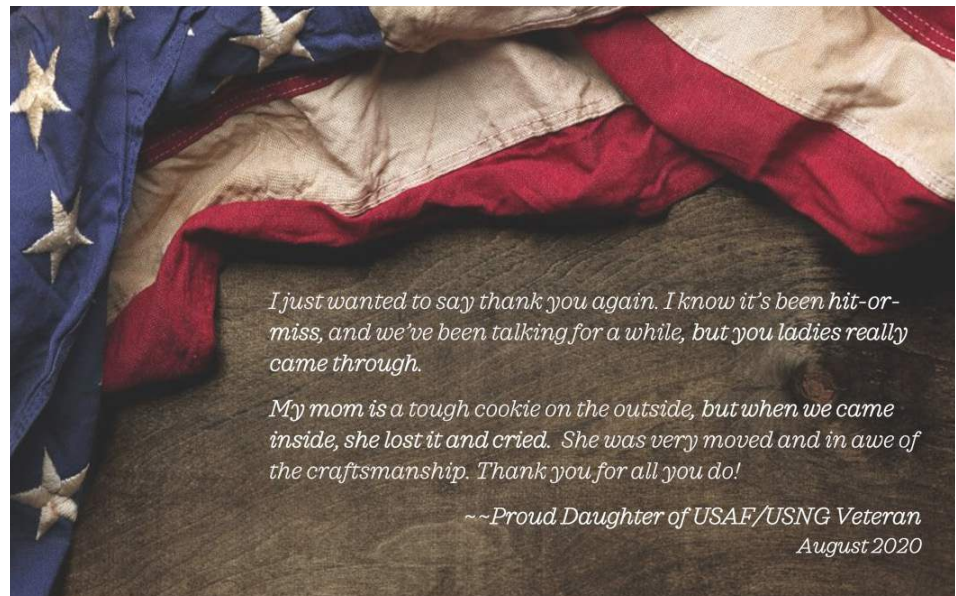
MEMORABLE MOMENTS

Written by QOVF Marketing

Have you taken a look at the new website and noticed our [Memorable Moments](#) page? One of the goals with the new website is to refresh our pictures across the site throughout the year. As we update a picture, we will move the existing picture to our Memorable Moments page.

But Memorable Moments aren't always just for the recipient. As QOVF members and presenters, we have moments also. Do you have a Memorable Moment? A picture of an award, of a special quilt, capturing The Moment on a recipient's face, a group event, or a wonderful thank you note you received from a recipient, are just a few of many Memorable Moments we have as members.

We want you to share your Moments with us so we can build our Memories. If you have a Memorable Moment photograph or note that you would like



to share, please send it to marketing@qovf.org and we will work with you to have it posted! Please remember, for all photographs we need a photo release form signed by each person in the photo, attached to the email. An email from those in the picture allowing us

to publish will also work in lieu of the signed form. If we don't have a release, we cannot post the memory. If it is a thank you note, we will use first names only to remove identifying information.

We are looking forward to seeing Your Moment.

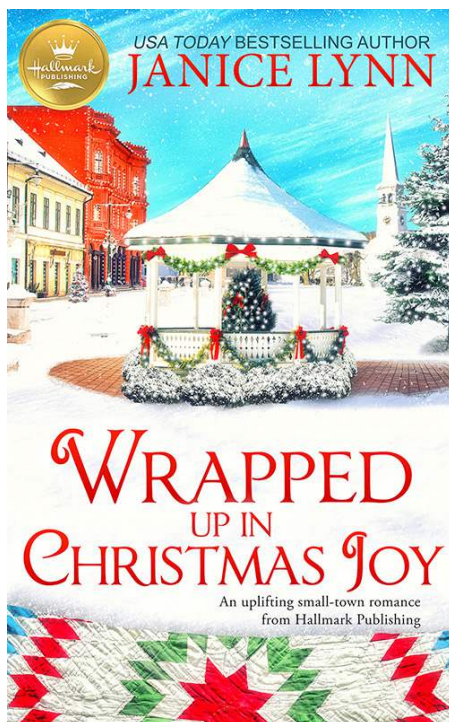
UP AND COMING

Written by QOVF Marketing

Fall is upon us. School is back in session, in whatever manner that may be for your community, leaf peeping (Autumnal foliage tours, for those new to the term!) is starting and soon the holidays will descend in full force. The fourth quarter is a busy season for everyone—Halloween, Veteran's Day, Thanksgiving, Giving Tuesday, Army/Navy Game, Wreaths Across America, Christmas, Hanukkah and New Year. You're going to blink and National Sew Day will be here (Yay!).

It is also a busy season for the Foundation. We have many things happening over the next few months, and here are a few to put on the calendar:

- It's time to get wrapped up in Joy! Janice Lynn and Hallmark have done it again, and are helping us Share the Mission with *Wrapped Up in Christmas Joy*. Cover reveal for *Threads* readers right here. The book will be released October 27, 2020, for e-books, and on the shelves at Target and Walmart in November. This book also has a Quilt of Valor Pattern available to anyone who purchases the book. We will reveal which pattern in the October *Threads*.



- Have you joined in the fun of a virtual run? Well, now you have the chance to do just that and help the Foundation. Our Board of Directors are hosting the Quilts of Valor Inaugural Virtual 5K on November 7, 2020. Grab your QOV Group, family, dogs, and neighbors and walk/run to share the passion of Our Mission. Registration is \$35 and closes November 1, 2020. Go [here](#) and get more detailed information listed on our new website.
- As a Foundation Team, we have made great strides in awarding nominees that arrived in 2017 and 2018. The initial challenge from ED Tammany McDaniel was to clear the backlog and bring everything current to 2020 by the end of this year. Social distancing has allowed many of us to sew up a storm, and we are getting closer to meeting the challenge, but we still have work to do. Keep your eyes open for an announcement on how you can help!
- December 1, 2020: Giving Tuesday. This "Global Generosity Movement" is unleashing the power of people and organizations to transform their communities and the world. The first Tuesday after Thanksgiving has become the largest, primary day of fundraising for many nonprofit organizations, and your group can be a part of that day. We will be sending out materials soon to help you share the passion of Our Mission and fundraise for your Group or the Foundation. But Giving Tuesday doesn't have to be only a financial

giving, it can be a gift of your time: making Blocks for the [2020 Block Drive](#), making kits for your community, awarding a QOV in your area, or sending a completed QOV to a group in need. Facebook is a great way to help raise funds for your group or the Foundation at any time. Check out the [Facebook Fundraising Quick Reference Guide](#) on the Member Dashboard for more information.

There is so much more to share, so stay tuned for emails from our Executive Director, Marketing, update articles in *Threads* and your State and Group leaders. Happy Quilting!





Quilts Reported

2012: 6,169
2013: 12,314
2014: 17,373
2015: 18,772
2016: 19,051
2017: 24,123
2018: 30,745
2019: 33,375
2020: 12,943

Total: 255,428

(from date of first recorded award through 31 August, 2020)

The mission of the Quilts of Valor Foundation is to cover service members and veterans touched by war with comforting and healing Quilts of Valor.

QOVF Core Values

Treating people with respect • Promoting excellence • Valuing service over self • Being accountable



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Board Member Emeritus
Walt Davis
Marianne Fons
Eric McCarty
June Moore

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For more information about QOVF, see www.QOVF.org

For more information about the BOD, the QOVF staff, and how to contact your State Coordinator (SC) go to www.qovf.org/meet-us/

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amazon smile [here](#)

Newsletter

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