

## IN SUMMARY:

After COVID-19 hit in mid-March, Goosefoot closed its physical offices and staff began to pivot on how best to continue accomplishing our mission. We adapted to working from home for what we thought would be a few weeks, but continued past the end of the year. Many community building activities such as the Summer Street Dances, the Giving Tree, and art shows had to be canceled. The majority of our other programs and services continued, and new work on anti-racism was initiated, as well as local food resiliency and security.

## HIGHLIGHTS:

### Charitable Giving

Our traditional grant program was suspended in 2020, diverting those funds directly to local non-profits addressing food security challenges in our community. Goosefoot worked directly with Good Cheer Food Bank, Island Senior Resources, and Readiness to Learn to provide \$80,000 to ensure food access on South Whidbey.

### Becoming an Anti-Racist Organization

Following the murder of George Floyd and the renewed awareness of pervasive racial injustice in this country, Goosefoot's board and staff began working to understand our own biases and that of our organization. We have much work to do, but the first steps have been taken. We have committed to continuing this work indefinitely, for ourselves and for our community.

### Tenant Rent Relief

Small businesses have been hit hardest by the pandemic, and our tenants at Bayview Corner, the Sears House, and Bayview Center were no exception. Between full rent forgiveness and major reductions, the majority remained in business this year. To Goosefoot, using our resources to help keep businesses open, workers employed, and buildings full, is a long-term win-win strategy. We applaud all of our tenants, who pushed through this year with resiliency, grit, and determination in the face of immense challenges. They are the main reason why Bayview continues to be a desirable place to live, visit, play, relax, and learn.

Sandra Whiting  
Executive Director



### OUR VISION

*A thriving, socially vibrant community on South Whidbey*

Goosefoot works together with the South Whidbey community to create essential solutions.

We • Preserve Great Places • Address Community Needs  
• Grow Local Businesses • Connect Neighbors

### THE WAY WE WORK

Sometimes we lead.  
Sometimes we follow.

Most often, we are collaborators and supporters working for our community's future, participating in projects to improve life on South Whidbey and to preserve what we love most about living here.

## Addressing Community Needs

### Goosefoot's Grant Program Adapts to Changing Needs

At the start of the COVID-19 pandemic, we suspended our annual grant application program to divert those funds quickly and directly to non-profits providing food access and security for those in need. Goosefoot donated \$25,000 to the Good Cheer Food Bank, \$45,000 to Island Senior Resources, and \$10,000 to Readiness to Learn. The three organizations represented on our board—SW@Home, Whidbey Island Nourishes, and Whidbey Watershed Stewards—received their annual grants of \$25,000 each.

### Goose Grocer Makes It Easier for Shoppers to Support Charities

Although our Round-Up-for-Charity program had some bugs upon launching, shoppers are now able to round up their purchases to the nearest dollar (or more) for a different local non-profit each month. Between August and December 2020, generous customers donated a total of \$13,285.81 to five local nonprofits.

Shoppers can donate their points at the register to either Good Cheer Food Bank or Island Senior Resources by entering the numbers posted at each register. Since April, shoppers have donated loyalty points for a total of \$2,350 to Good Cheer and \$700 to Island Senior Resources.

Lastly, shoppers can ask their cashier to charge a gallon of milk to "Gallons of Good Cheer", which enables Good Cheer's Food Bank to pick up milk as needed to serve families in need.



### Local Food System Resiliency

COVID-19 exposed the weaknesses in our food system when it caused nation-wide shortages of food staples due to lack of distribution and prioritization of highly populated areas. In response, Goosefoot developed the Whidbey Island Food Resiliency Consortium (WIFRC) in October 2020—a group of farmers, ranchers, food producers, food access organizations, farming non-profits, and passionate individuals. WIFRC is working to identify the biggest areas of need in order to create action plans to start organizing and effecting major change to provide a more food secure future for everyone on Whidbey. Stay tuned for more information on WIFRC in 2021!

## Connecting Neighbors

### Community Events

Mardi Gras, our first and last community event of 2020, was celebrated on February 25. More popular than ever, attendees included many children and young adults. Costumed dancers filled Bayview Hall, enjoying New Orleans style food brought in from the Taproom and Whidbey Doughnuts.



Two weeks later, the governor ordered statewide shutdowns. April's Earth & Ocean Month activities were moved online. As it remained unsafe to hold large gatherings, Goosefoot had to cancel the beloved annual Bayview Summer Street Dances for the first time in 15 years.

The loss was felt throughout the community, but everyone understood and supported the decision.

It was a difficult year for connecting neighbors.

## Art Galleries

In addition to community events, our ability to host art shows was curtailed as well. At the beginning of the year, we hired Kiera Wesley as part-time manager of the Front Room Gallery. Sadly, shortly afterwards, both the Front Room and the Hub Galleries were closed.

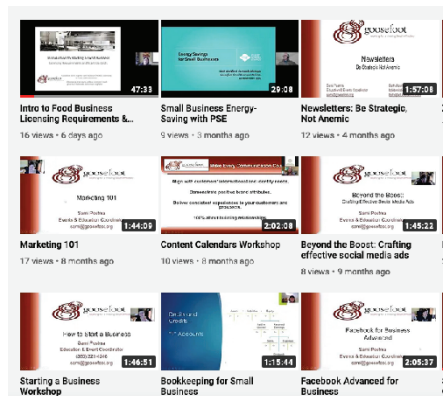
The annual *Rags, Rubbish & Refuse* art show was in the Hub Gallery at the time of shutdown. Those pieces, along with submissions for *Art with a Message: Teens' Responses to the World Around Them* were made available online for the public to view at [www.frontroomgallerybayview.com](http://www.frontroomgallerybayview.com)

## Anti-Racism

Goosefoot began taking steps towards becoming an anti-racism organization. Collectively and individually, we are educating ourselves on racism, systemic racism, and the need for change. We are learning more about our own community on South Whidbey. And we're learning more about ourselves.

In June, we formed an Anti-Racism Task Force, comprised of board and staff members, to direct activities and ensure that both education and actions continue. The task force developed a racial equity statement and began forming lasting relationships with organizations such as Real Action Creates Equity (R.A.C.E.), a program of Readiness to Learn (RTL).

## Growing Local Businesses



### Business Workshops

After just two classes into our Spring quarter, we had to cancel in-person workshops for safety. But thanks to new technologies and the quick adaption of staff, Goosefoot responded to the increased need for help in adapting to new ways of doing business during the pandemic.

Early on, Goosefoot pivoted by developing a webinar series of 45-minute crash courses focused on helping businesses get started with on-line sales and to strengthen their presence on social media. All of our regularly offered workshops are now available as webinars, including new ones developed in response to emergent needs.

25 webinars can be accessed via googling "Goosefoot Community Fund YouTube Channel."

## Assisting Our Tenants

As businesses closed and layoffs began at the start of the pandemic, the Goosefoot Board of Directors decided to work closely with our 20+ tenants, all of them small businesses. (Between rent forgiveness and reduced rents—which continued throughout 2020—most of our tenants remained in business in one form or another. We appreciate everyone who visited Bayview Corner and Bayview Center to support our locally owned businesses!

## Support for Local Farmers & Food Producers

COVID-19 provided the impetus to put our popular *Whidbey Farm Stand* brochure on-line, making it easier to access, update entries and add new farm stands at any time. As the demand for local food increases, we want to make it as easy as possible to purchase from our local farmers!  
[www.whidbeyfarmstands.com](http://www.whidbeyfarmstands.com)





## Hellos and Goodbyes

After renovations to their new space, The Big W opened at Bayview Center in March, unfortunately just days before indoor dining was closed statewide. We also welcomed Simply Nails, who relocated from downtown Langley to the Cash Store in September.

Goosefoot welcomed a new staff member, Rachman Ross, to our hard working facilities team

We were sorry to say farewell to our tenants **Farmer & The Vine** and **Tough Puffin** in 2020.



COVID-19 did affect Goosefoot and our staff on a personal level. The closure of our office and the Front Room Gallery, meant we had to lay off two valued staff members: **Frankie Petitclerc** and **Kiera Wesley**. Since July 2016, Frankie served as our office and grants administrator and as our favorite special events bartender. Kiera was with us just for a couple of months as Front Room Gallery manager.

## Preserving Great Places

### Bayview Hall Repainting

The exterior lead abatement and repainting of Bayview Hall, a project Goosefoot helped fund with a matching grant, was completed in 2020. And it looks beautiful. We look forward to community celebrations lighting up the Hall and their dance floor once again!



### Facility Upgrades

For more outdoor dining options, our facilities team improved the Farmers Market Pavilion: laying



pavers for a floor and removing walls for a more welcoming space. New staff member Rachman handcrafted two beautiful picnic tables. This outdoor dining space will continue to serve those who enjoy picnics on our grounds year round.

Our facilities team took the opportunity to tackle many projects that had languished on their to-do list this year. They improved landscaping and site-lines, refinished the floors of the Cash Store, and built a new storage shed near the Farmers Market location.

## Coming in 2021: A New Goosefoot Website!

Much of the last half of 2020 was spent working on a complete redesign & overhaul of our website. Plans are to launch the new site by the end of March 2021. Stay up to date through Goosefoot's Facebook page!

### Goosefoot Board Members

Leigh Bloom  
Kevin Engstrom  
Mark Gappa  
Bob Gentz  
Betsy Hofius  
Patty Imes  
Candace Jordan

Pam Leloup  
Janice O'Mahony  
Ted Ravetz  
Chris Salomone  
Jean Singer  
Marcia Wiley

### Goosefoot Staff

Fredde Butterworth  
Marian Myszkowski  
Sami Postma  
Rachman Ross  
Stephan Ross  
Sandy Whiting