



# ANNUAL REPORT 2021

Dear Community Members:

When asked about Goosefoot's greatest accomplishment during 2021, I didn't hesitate. It was something long overdue. It's a process—not a project—with no end date in sight. And it challenged our board and staff in ways they couldn't have anticipated.

Goosefoot made a public pledge to become an anti-racist organization in February 2021. The senseless murder of George Floyd and other Black Americans at the hands of police officers the previous year demanded a well-thought out response, both significant and lasting. It also demanded action. Our Anti-Racism Task Force (ARTF) took on this charge, with staff and board members committed to instituting real change.

During the last year, I've been particularly moved by discussions at our monthly board meetings. Topics have included white privilege, micro-aggressions, bystander intervention, redlining, inequities in generational wealth building, and more. Related educational materials are distributed and reviewed ahead of time.

During 2022, Goosefoot will continue to instill anti-racism practices into our programs and day-to-day operations. Changes to how we implement our charitable giving program are next, in large part due to what staff and board learned from a May 2021 AFP Advancement NW conference on equity, non-profits, and philanthropy. Our board will soon be discussing adopting the principles of Trust Based Philanthropy—"rooted in advancing equity, shifting power, and building mutually accountable relationships."

The commitment of our board and staff to open themselves up to difficult conversations about race, and to look inward at our own prejudices and privileges, reflects the maturity and wisdom of our team here at Goosefoot. Our anti-racism work is non-hierarchical, driven equally by both staff and board. I feel honored every day to work with this incredible group of people!



*Goosefoot staff from left to right: Rose Hughes, Rachman Ross, Marian Myszkowski, Sandy Whiting, Stephan Ross, Jeanne Celeste, Fredde Butterworth, Sami Postma*

Of course, 2021 was chock full of other important activities and accomplishments—all noted in the following pages. Thanks for all you do to support our activities and programs. And don't forget to Shop the Goose!

Sincerely,

Sandy Whiting  
Executive Director

***Goosefoot works together with the South Whidbey community to create essential solutions. We address community needs, connect neighbors, grow local businesses, and preserve great places.***

## Inside Goosefoot

### Commitment to Racial Equity

We expanded on the work begun in 2020, and made progress on the goals outlined in our Commitment to Racial Equity Statement. Goosefoot granted \$19,000 to Real Actions Create Equity (R.A.C.E.). We instituted a blind resume screening process. Our Anti-Racism Task Force meets monthly and compiles topics and resource materials for discussions during the last 30 minutes of every board meeting.

### New Website

After taking much longer than we thought it would, Goosefoot unveiled a brand new website in March 2021! Our primary goal was to create a site that better represents the work of our complicated organization, and to provide easier-to-use tools for our community to stay informed about our programs, workshops, and special events. Since Goosefoot has played a significant role in Bayview over the past 20 years, we also threw in a bit of local history. Check back regularly to see the latest news and happenings around Bayview.



*Part of Goosefoot's grant to R.A.C.E. paid for anti-racism books distributed for free.*

### Hello

Goosefoot welcomed Rose Hughes to our staff in the newly created position of Finance Director. In addition to her background in accounting and finance, Rose's experience in the areas of affordable housing and anti-racism work will be of tremendous benefit to Goosefoot.

## Addressing Community Needs

### Bayview Vision: Providing Housing on South Whidbey

Bayview is one of three designated Rural Areas of Intense Development (RAID) where multi-family housing can be built on South Whidbey. Goosefoot convened a steering group of Bayview property owners to collaboratively identify opportunities for developing housing in the area. Goosefoot hired a consulting team to develop a proposal on the feasibility of constructing housing in Bayview, completed in October 2021. We look forward to reporting on the most effective next steps we can take, given that Goosefoot does not own the land available for development.

### Essential Needs Fundraiser

Goosefoot and the Whidbey Community Foundation (WCF) partnered on a fundraiser that raised \$125,000 for the Opportunity Council to provide assistance to households struggling from the impacts of the continued pandemic. Starting in April 2021, the fundraiser was seeded with \$50,000 (\$25,000 each from Goosefoot and WCF), with community members donating either directly or through the Goose Community Grocer's Round Up program.

### Round Up for Charity

The Goose Community Grocer's Round Up program, where shoppers can donate to local charities by rounding up their purchase at the register to the nearest dollar, had a successful year in 2021. Generous Goose shoppers donated \$77,109.87 to 10 organizations.



*Store Manager Harrison presents Friends of Friends with \$6,348.16 donated by the community through the Goose's Round Up program.*

### Grant Program

We continued to direct grant funding to organizations dedicated to food security. \$30,000 went to the Island Senior Resources Meals on Wheels program to feed home-bound seniors. \$15,000 supported small farms on Whidbey

through the Northwest Agricultural Business Center. \$8,206 went to the South Whidbey School Farm to purchase a “CoolBot” for storing produce for the South Whidbey School District and Whidbey Island Nourishes (WIN). And Mobile Turkey Unit received \$1,500 to assist with free Thanksgiving meals. Additionally, we contributed \$26,667 to each of our three supported organizations, South Whidbey at Home, WIN and Whidbey Watershed Stewards.

## Connecting Neighbors



### Street Dances

We were so thrilled to bring the community together again with the return of our Summer Street Dances. Lots of smiles, tears, and hugs were shared at each of the five events. Revelers shared their appreciation by enthusiastically requesting multiple encores and tipping the bands very generously!



*Neighbors gather, dance, and hug while gathering for the first time in 2 years.*

### Hub Gallery Art Shows

Everyone was happy to see art return to the walls of the Cash Store in June 2021. Featuring solo and group shows by both experienced and emerging artists, Goosefoot curates this art space to share the universal beauty and power of art with the community at large.



*Artist John Moritz discussing his work in the Hub Gallery.*

## Growing Local Businesses

### Whidbey Island Food Resiliency Consortium (WIFRC)

Goosefoot convened over 25 farmers, ranchers, agricultural resource groups, food producers, and charities addressing food insecurity to work together on ways to strengthen food resiliency on Whidbey Island. Progress was made in several areas by WIFRC members, including research and discussion on the lack of meat and poultry processing facilities and the need for more affordable farmland. Non-profits addressing food insecurity collaborated on an island-wide survey of food access, distribution, and availability, in addition to partnering with farmers on purchasing programs.

### Shared Incubator Commercial Kitchen

Goosefoot worked with the Port of South Whidbey—our partner on this project—to revise the floor-plan for the expansion of the current kitchen at the Island County Fairgrounds. This was necessary when the original bids came in more than \$350,000 over the Port’s construction budget. New architectural drawings were done and submitted successfully to the City of Langley. With permits in hand, the Port will again put the project out to bid and hopefully construction will be underway by mid-year 2022.

### Goodbyes

Unfortunately, the Big W closed its doors on December 31. With their characteristic grace and warm hospitality, Joe and Stephanie hosted a New Year’s Eve party and send-off for their friends and supporters. They’ll be missed and we wish them all the best in their future endeavors.

### Business Workshops

Workshops were provided solely online via Zoom. The Goosefoot YouTube channel, where recorded videos are uploaded, has a total of 61 subscribers and 1,182 views across 33 videos. New classes offered include holiday marketing, get started with video, and a comprehensive graphic design basics.



## Tenant Support During COVID-19

As the pandemic persisted, so did the financial pressures on small businesses. For all of 2021, Goosefoot continued to provide our tenants with rent reductions, ranging in amounts from 25% to 75%. Doing what we can to help our tenants is a win-win situation the way we see it!

## Preserving Great Places

### Sears House Improvements

The Sears House received some much-needed attention. The porch that swept around the building from the front door to the side door was rotting, collecting moss, and becoming a tripping hazard. Our facilities team replaced the entire deck themselves with PVC composite decking with a much longer lifespan.

### Extreme Weather Challenges

2021 was a year of extreme weather that impacted our historic properties and our tenants in a number of ways. Between a historic heatwave that strained HVAC systems, multiple windstorms causing power outages, and unprecedented low temperatures and icy conditions, tenants struggled with getting to work and keeping their doors open during trying times. We applaud their tenacity and can-do attitudes!



*Facilities crew Rachman and Stephan Ross install new deck around Sears House*



*First stages of construction*



*Nearing completion*

Also deserving a round of applause is our hard working facilities team. They worked creatively and steadfastly to maintain the integrity of our historic buildings and assist our businesses wherever they could, while dealing with electrical outages, water shut downs, and septic issues.

### Taking Care of Business

The continued success of our restaurants led to a strain on restrooms—another challenge for our facilities crew. Construction of a new bathroom to serve Whidbey Doughnuts was placed on their work list, permits were secured, demolition was completed, and plumbing and electrical were awaiting inspection as of this writing.

Whidbey Doughnuts will also receive additional dining space to meet their growing customer base. This is one of the many ways in which Goosefoot works closely with tenants to try and meet their needs as they change over time.

**We appreciate our hard working facilities team!**  
Thank you Fredde Butterworth, Rachman Ross, and Stephan Ross for all you do—and endure—in keeping our properties in shape and helping our tenants succeed!

### Goosefoot Board Members

Leigh Bloom  
Mark Gappa  
Bob Gentz  
Betsy Hofius  
Patty Imes  
Candace Jordan  
Patrick Kennedy

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

### Goosefoot Staff

Fredde Butterworth  
Jeanne Celeste  
Rose Hughes  
Marian Myszkowski  
Sami Postma  
Rachman Ross  
Stephan Ross  
Sandy Whiting