

Inside Goosefoot

Goosefoot's 25th Anniversary

Since 1999, Goosefoot has worked to develop essential solutions to pressing needs on South Whidbey. In celebration of our 25th anniversary, we connected with our beloved community at the Langley Pride and Maxwelton 4th of July Parades and the Whidbey Island Fair. At the final Street Dance of the summer, Goosefoot c-founder Nancy Nordhoff spoke about the driving force to serve and support South Whidbey that has always guided the organization. Thanks to everyone who helped us celebrate. We look forward to our next 25 years!



Former Executive Directors Sandy Whiting and Chris Hurley, Founder Nancy Nordhoff, and current Executive Director Elise Miller celebrate Goosefoot's 25th anniversary and the Cash Store's 100th.

Strategic Planning and Systems Integration

The Board of Directors and staff undertook a strategic planning process in the spring that resulted in a newly refined mission statement and set of priorities



2024 Goosefoot Board Members, top row: Fredrick Winsnes, Bob Gentz, Marcia Wiley, Jean Singer, Leigh Bloom, Nicole Whittington-Johnson, Ross Godwin, Candace Jordan, Mark Thomas
Bottom row: Betsy Hofius, Kevin Dunham, Karen Larsen Gordon. Not present: Abi Tschetter

for the next three years. These are detailed in a matrix with goals, objectives, and actions for internal use. We have also been busy developing and integrating new systems to bolster and clarify a wide range of our operations from finances to human resources to facilities. We expect to see many of the benefits of these efforts emerge in 2025.

Board and Staff Changes

We're very pleased to have four new board members join us in 2024, three from two of our Supported Organizations (Whidbey Island Nourishes and South Whidbey at Home) and one "family" member, meaning those chosen directly by Goosefoot. Because of our IRS designation as a Type-1 Supporting Organization, we are required to have more representatives from our named Supported Organizations than from Goosefoot-named members on the board. Also, Finance Director Rose Hughes left Goosefoot to serve as Managing Director of

Island Roots Housing (IRH). Julie Grubbs, our Senior Accountant, took over from Rose and Kimberly Muller was hired to take on accounting responsibilities.

Anti-Racism Task Force Visited Hibulb Cultural Center

Our Anti-Racism Task Force (ARTF) meets monthly to learn from a variety of resources, which we often share in our monthly newsletter and discuss at Board meetings. In December, the group took a field trip to the Hibulb Cultural Center on the Tulalip reservation. We were joined by Mel Sheldon, Jr., a member of the Tulalip Tribes and former member and chair of the Tulalip Tribes Board of Directors. He discussed many ways in which the Tribes work to strengthen their own community, while also collaborating with other organizations and businesses to promote economic strength and the protection of land and other natural resources in our area.



ARTF members Tom Rider, Marian Myszkowski, Sami Postma, Mariah Beard, Julie Grubbs, Elise Miller, Leigh Bloom, and Candace Jordan with Mel Sheldon, Jr.

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.

Addressing Community Needs

Island Roots Housing (IRH) Fundraising Campaign

More than \$2.78 million was raised by IRH and Goosefoot, who worked together to successfully meet the fundraising goal for the Generations Place affordable multi-family rental housing development in Langley. Over 336 individuals, local businesses, and foundations contributed, along with countless customers who rounded up at the Goose Community Grocer. The very popular Rootstock Concert Series put the “fun” into our fundraising campaign, which drew over 400 participants and raised \$12,000 for Generations Place. IRH is now officially its own 501(c)3; however Goosefoot will serve as their fiscal agent through 2025.

Agriculture, Island County’s Comprehensive Plan, and Collaborative Efforts

Goosefoot continued to provide support and advocacy for our local food system through our involvement in the Agricultural Resources Committee for Island County (ARCIC). In July, ARCIC received a WA Commerce Department grant—applied for in partnership with IRH and Whidbey Environmental Action Network—to increase public participation in the update of Island County’s Comprehensive Plan. In addition to reaching out to their own constituencies, the three groups will coordinate around shared community needs and goals.

As part of this grant, ARCIC provided a structured process for farmers to weigh in on the Land Use, Natural Resources, and Economic Development elements of the Comprehensive Plan. On December 4, ARCIC hosted a “town hall” where 35 farmers from across Island County reviewed and prioritized recommendations formulated by ARCIC in consultation with the American Farmland Trust. These will be presented to the Island County Planning Commission in early 2025 in the hopes that they will be adopted as part of the Comprehensive Plan update.



Farmers Town Hall held on December 4, 2024

Essential Needs

In this fourth year of our collaboration with the Whidbey Community Foundation, we collectively raised \$85,000 from direct donations and the Goose Grocer Round Up program. The Opportunity Council, which manages the Essential Needs funds, addresses needs not otherwise covered by other programs, such as repairing burst water main lines, purchasing furniture for a family fleeing domestic violence, and even assisting with cremation services. We’re pleased to announce that in 2025, Island Thrift in Oak Harbor will be joining us as a funding partner. The Essential Needs program has helped more than 500 households, the majority of whom earn less than 30% of the median income in Island County.



Assistant Manager Steve Lamb, Opportunity Council staff Angela Ceccarelli and Liz Pureco, Store Manager Kayla Leganza, Jessie Gunn from Whidbey Community Foundation, and Goosefoot Director Elise Miller celebrate the success of the Essential Needs Round Up at the Goose Grocer.

Round Up for Charity

Thanks to our generous community, the Goose Grocer’s Round Up program raised \$81,946.35 for 10 local nonprofits. According to Cailyn Murray, Co-Executive Director of Readiness to Learn, *“The additional funds help sustain programs for families and students in our community and it gives us a chance to share our mission and work with a wider audience. Additionally, it’s very meaningful to receive support from our community and Goose shoppers!”*

Emergency Grant to Black Seed AgroEcology Farms

On July 19, Black Seed Farms was in the process of installing a hydroponic growing system on their South Whidbey farm when \$250,000 worth of donated equipment was destroyed in a devastating arson event. Just 12 hours earlier, their team had transported the heavy equipment to the site from Kent, with plans to get the system up and running as soon as possible. Not only would it have helped them grow food for their community, the equipment was to help educate youth of color on future opportunities in sustainable and organic agricultural practices. Goosefoot contributed \$10,000, joining nearly 700 other donors who raised \$126,728 to help them rebuild.



celebrating
goosefoot
twenty-five years!

2024

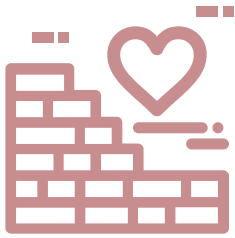
BY THE NUMBERS

Bayview Cash Store
100 YEARS
of being a community
crossroads

Goosefoot
25 YEARS
serving our
community

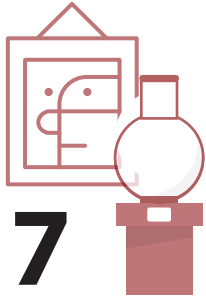


\$85K RAISED
for the Essential Needs Program



\$2.78 MILLION
raised from
336 DONORS
for affordable housing

\$81,946
in Round Ups at the Goose
to 10 nonprofits



7
ART SHOWS

140 ARTISTS
(60 under 18 years of age)

\$5K+ in sales
Art for All show



35 FARMERS
at ARCIC-hosted
Farmer Town Hall

Direct non-profit support:
\$90,000
to named supported orgs
\$10,000
in emergency funds



43
GROUPS
used the Front Room
and Sears House
meeting rooms

38 FARMS
in the
Whidbey Farm
Stand Brochure



**MORE
ATTENDEES
THAN EVER!**

7 STREET DANCES
1.4K+ attendees | locals & visitors



20+ ORGS
collaborated for
Whidbey Earth &
Ocean Month

14 NONPROFITS
participated in
the Giving Tree
\$1,422
distributed from
ornament purchases



investment of
\$200K+
in repairs and maintenance
for the Cash Store



\$35K
RAISED
for Cash Store
stewardship

Connecting Neighbors

The Music of Community

We love bringing our community together through music! Our Mardi Gras party, held in February, was packed to the brim at Bayview Hall, and the talent on display in the costume contest really had our judges working hard. Goosefoot's seven summer street dances attracted large crowds, with dancers even showing up in the rain. Attendee Jen Maurice thanked us for "wonderful bands, and all the great connections I wouldn't get to make otherwise. I so appreciate these summertime dances."



Community members of all ages enjoy the chance to connect and celebrate at Street Dances.



Mardi Gras is not only a fun music event, but a chance for many to show off their creativity and talent with colorful costumes.

Community Reading of Letter from Birmingham Jail

As a commemoration of Black History Month, our community gathered to read Martin Luther King Jr.'s "Letter from Birmingham Jail." Six volunteer readers took turns bringing Dr. King's impactful message to life, interspersed with civil rights songs performed by The Singer Tina,

and followed by a moderated discussion with Diana Sandoval. The room was adorned with portraits of Civil Rights movement heroes made by fabric artist Doe Stahr, and filled with more than 30 community members who candidly and thoughtfully shared their reflections on the reading.

Earth & Ocean Month

Whidbey Earth & Ocean Month saw a huge post-COVID resurgence this year. So many community groups organized events that we couldn't fit them all on the print calendar and had to keep pointing the community to the website! Additionally, we held the Earth Day Fair in partnership with the Coupeville Farmers Market's opening day, with more than 15 local organizations putting on information displays and interactive activities to nearly 100 residents and visitors. A series of Sip & Science events throughout the month featured local experts speaking on a variety of environmental topics.

Art Shows

The Hub Gallery continued to give artists of all ages and experience the chance to show off their talent to the South Whidbey community in both solo and themed group shows. This year's *Art for All* during the holidays was our biggest yet, with 59 artists contributing 285 pieces—all priced at \$100 or less. We also added a new show this year, exhibiting the work of Pamoja Place's Youth of Color Collective. 17 artists, ranging from 4 to 17 years old, worked through the summer learning a variety of artistic styles and media.



Pamoja Place Executive Director Kenesha Lewin presents the Youth of Color Collective art show.

Growing Local Businesses

Farm Stand Brochure

Support your local farmer! Now in its 11th year, the Whidbey & Camano Islands Farm Stand Brochure exploded in popularity. Available online and in print, you're sure to find a nearby supply of fresh produce among the 38 farmstands and 3 farmers markets listed. Visitor information centers, farm stands, real estate offices, and the Whidbey Island Grown food co-op requested more than 1,500 brochures for the community. Participating in the brochure is free for all our local farmers.

Refreshing a Bayview Corner Restaurant Space

When Whidbey Doughnuts closed its doors in early September, we started working to repair and refresh the space to prepare for a new business to open. All the fixtures and furniture had to be removed and the floors were completely refinished. The porch was repaired and restained. The oven hood was refurbished. We look forward to welcoming Japonica to their new home in early 2025, where Joan Samson and Ed Hodson will be offering Japanese comfort food. This new restaurant will truly enrich the dining opportunities on South Whidbey.



Get ready for a beautiful sake bar at the new Japonica restaurant.

Preserving Great Places

Bayview Cash Store 100th Anniversary

For 100 years, the Bayview Cash Store has served as the economic and social heart of South Whidbey. It has provided residents and visitors with goods, services, art, and entertainment—a legacy that continues today. “Early days, we’d sit in one of the rooms and watch the Mariners play and throw peanut shells on the floor,” recalled long-time resident Grethe Cammermeyer. Rachel Arned added that “having the Cash Store is one of the reasons this community still maintains its farm roots and rural environment. That’s not even mentioning all the memories the locals have tied up in that building!”

Upgrades for the Cash Store

Overseeing the installation of urgently-needed HVAC units on the roof of the Cash Store during a power outage and eight inches of snow... Putting in new pressure-reducing valves to replace damaged plumbing fixtures... Two



The team of Five Star Mechanical lifting new HVAC equipment onto the roof of the Cash Store during snow and power outages.

septic system pumps breaking the same day as a large event in the Taproom... Welcome to the world of Goosefoot’s Property and Facilities Manager Larry Shorey, who was thrown into the stark reality of deferred maintenance and “aging building syndrome” as soon as he joined our team.

Given the significant number of projects needed, we are deeply grateful for such a generous response to Goosefoot’s end-of-year appeal letter. Over \$35,000 was raised to assist with the stewardship of the Cash Store.

Bayview Center Drainfield Prep

“It’ll be pretty straight-forward,” we thought, as Goosefoot decided to take the big step of replacing the drainfield at Bayview Center. Unfortunately, it hasn’t been. A new connection point had to be dug. The alley behind the shopping strip and the Goose Grocer had to be reorganized for storage and traffic flow. Stormwater drains needed improvements. Easements and site access had to be reconfirmed. Construction projects in general were slowed due to equipment availability challenges and construction worker shortages. Given these delays, the installation is now planned for Spring 2025.

Renewable Power Opportunities at Bayview Center

As part of planning improvements to Bayview Center, we worked with Seinerger, Inc. to secure a grant from the WA Department of Commerce for a feasibility study to place solar panels on the roof of the shopping area (including the Goose Grocer) and possibly in the drainfield area. Additionally, we signed a contract with Electric Vehicles Charging Stations to install EV charging stations in the Center’s parking lot. We have also just started working with a local architect to develop a longer-term redesign plan for the whole site that would include improved parking and ADA accessibility.

New Sears House Roof

The historic Sears House is also not immune to the maintenance issues of aging. The roof was in danger of sagging and the surrounding trees posed constant risk in our frequent wind storms. Our agile facilities team worked tirelessly with local roofers to replace the Sears House roof, as well as to trim back dangerous branches.

The Goose Community Grocer

We want to offer a special note of gratitude to all the employees of the Goose Community Grocer, as well as to the Myers Group that manages the store. This year brought many challenges—from staff shortages to installing the final pieces of new refrigeration system to shoplifting incidents to a major power outage just before the Christmas holidays.

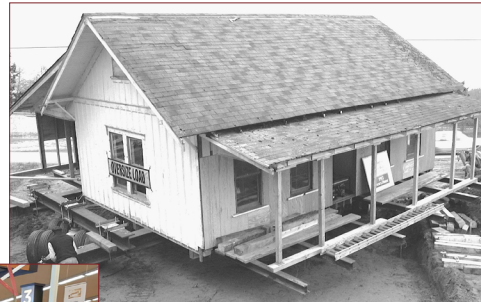
Goosefoot depends on the net profits from the Goose to be able to operate and to provide the support we do in myriad ways throughout our community. Without the steadfast dedication and good will of everyone involved with our community grocer—including all our customers—the Goose would not have had such a strong year overall. Gross sales increased by 4.5% from last year and the number of customers increased by 3.1%. In fact, the Goose had more growth based on percentage than even some major grocery chains. Our heartfelt thanks to all!

In Closing

Goosefoot has made quite an impact on both Bayview Corner and Bayview Center in the last 25 years.



From a worn-out Cash Store to a beautiful two-story multi-business gathering space...



...an abandoned Sears Kit House to a welcoming office building...



a rough-and-ready grocery store to the beating heart of our community... Here's to 25 more!



Goosefoot Board Members

- Leigh Bloom
- Kevin Dunham
- Bob Gentz
- Ross Godwin
- Karen Larsen Gordon
- Betsy Hofius

- Candace Jordan
- Jean Singer
- Mark Thomas
- Abi Tschetter
- Fredrik Winsnes
- Mitch Wright
- Nicole Whittington-Johnson

Goosefoot Staff

- Mariah Beard
- Julie Grubbs
- Rose Hughes
- Elise Miller
- Marian Myszkowski
- Sami Postma
- Tom Rider
- Rachman Ross
- Larry Shorey