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Vineet Teames
Bayview Corner Property & Facilities Manager

Cover photo: Tom Rider

A Message from Elise Miller

Executive Director



The ripple effects expressed symbolically in our logo are literally how Goosefoot Community Fund affects change on a community-wide level. Nancy Nordhoff, co-founder of Goosefoot, made the first major ripple in 1999, when she bought and renovated the Cash Store at Bayview Corner to advance community-building and economic development. Since then, Goosefoot's ripples have only increased in size and impact.

In 2025, the "pebbles" we dropped in our community pond helped invigorate neighborly connections, advance essential solutions, and leverage business opportunities and nonprofit partnerships. Our work also rippled out in the form of major capital improvements in our facilities at Bayview Center and Bayview Corner to sustain those community resources.

The throughline of all our activities was made explicit in our "**Community Is Our Middle Name**" campaign. Launched in September, it underscores how Goosefoot's unusual nonprofit/for-profit business model with The Goose Community Grocer continues to create ripple effects in our community far beyond any individual project we undertake. Read on to learn more!

Our Mission & Structure

Goosefoot Community Fund works with the Whidbey Island community to address essential needs, grow local businesses, preserve historic places and rural landscapes, and strengthen connections between neighbors.

Because of our nonprofit/for-profit structure, Goosefoot has been designated by the IRS as a 501(c)3 Type 1 Supporting Organization. To fulfill IRS requirements, we have three named Supported Organizations that directly address our areas of interest with more focus and expertise than we can manage on our own. Representatives of these organizations serve on Goosefoot's Board of Directors.

Meet Our Supported Organizations

In 2025, Goosefoot granted each of the following Supported Organizations \$30,000:



South Whidbey at Home helps residents aged 55+ remain in their homes and active in the community by pairing them with volunteer assistance on transportation, minor repairs, social visits, and connection.



Whidbey Island Nourishes builds the foundations for a healthy community by ensuring that every child has easy access to lunches year-round, healthy & whole snacks, and nutritional education.



Whidbey Watershed Stewards works with the Whidbey Island community to promote watershed stewardship, habitat enhancement, and environmental education for all ages.

2025 Snapshot



\$147,669

raised in partnership for the Essential Needs Program, helping 206 families



\$140,000

in kind donations to Island Roots Housing

\$85,113

"Rounded Up" by Goose customers to support 11 local non profits



\$151,000

donated to Whidbey Island nonprofit organizations



\$380,000

in capital improvements for Bayview Corner and Bayview Center to support economic development



\$82,396

worth of food and 1,806 gallons of milk donated to Good Cheer Food Bank



120+ Local Jobs

provided by 17 Goosefoot tenants and The Goose Grocer



1,500 Attendees

groovin' at 7 Street Dances

7 Community Art Shows

125 local artists | \$6k+ in sales



41 Whidbey Island Farms

featured in 2025 Farm Stand directory



Goosefoot and The Goose: A Perfect Partnership



- In kind donations for local events and fundraisers (\$7,775)
- Good Cheer Food Bank (\$88,000 of bakery goods - \$6,500 of milk)
- Local famers (food waste valued at \$130,000 retail)
- South Whidbey School District (helps students with special needs get work experience)
- Hosting an annual Easter egg hunt, creative contests, cookie decorating workshops around the holidays, and more.
- Customer Appreciation Day (free food and entertainment for all who come by)

This year, through the generosity of The Goose's customers, **\$85,000** was raised for 11 organizations that help our community thrive.

- | | |
|--------------------------------------------|------------------------------------|
| Sound Water Stewards | Hope Therapeutic Riding Program |
| Clinton Community Hall | Meals on Wheels |
| Critters & Company Pet Rescue | South Whidbey Boys & Girls Club |
| Essential Needs | Readiness to Learn's Holiday House |
| Coupeville Historic Waterfront Association | Island Roots Housing |
| Mother Mentors | |

In 2005, Goosefoot Community Fund took ownership of what is now The Goose Community Grocer. The Goose and Goosefoot share a common purpose: serving our whole community. Today, the Goose's net profits are the primary funding for Goosefoot's charitable work. By shopping at The Goose, you are investing directly in the health and vitality of our community. The Goose also contributes to the community in a variety of other ways:

Addressing Community Needs

In ways both big and small, Goosefoot works with community partners to develop essential solutions to pressing social and economic challenges on Whidbey Island.

Whidbey Island Essential Needs Program

Life can be hard, and sometimes an unexpected expense is the only difference between a family making ends meet, or not. "Not" can look like a lot of things including not having water, the only car not getting fixed, or not having a bed to sleep on.

In 2025, Goosefoot, the Whidbey Community Foundation and Island Thrift raised over \$147,000, including \$51,000 from Goosefoot, to deliver the Essential Needs Program and provide emergency funds directly to those in need, when they need it. These funds were distributed by the Opportunity Council to 206 households with expenses ranging from \$22 to \$1,500.

Making a Difference in a SNAP!

In October, the federal government threatened funding for SNAP (the Supplemental Nutrition Assistance Program). In Island County that caused immediate distress to more than 6,000 low-income families, children, seniors and those with disabilities who rely on SNAP to combat food insecurity and put a meal on their table. Goosefoot immediately:

1. Provided \$2,500 to Pamoja Place, funding 25 \$100 food gift cards at The Goose.
2. Enabled shoppers at The Goose to purchase \$25 bags of groceries for the Good Cheer FoodBank.
3. Had The Goose match Mukilteo Coffee Roasters' donation from its sales at The Goose to Good Cheer.

Raising the Roof on Affordable Housing

Affordable Housing has been a longtime, vexing challenge for Whidbey Island. This year, Goosefoot and the community took big, sustainable steps toward a solution.



Incubating and launching Island Roots Housing: A perfect example of Goosefoot's capacity to bring the community together around innovative solutions to pressing concerns.

2025 Marks a Turning Point for Workforce Housing

Whidbey Island has lost affordable housing at an alarming rate. COVID-era market pressures and an influx of higher-income families have priced out housing for working families.

Goosefoot, from its earliest days, has wanted to address the increasing shortage of worker housing affecting local businesses and nonprofits. Various efforts have been made over the years, some with real success, but none at a scale needed by our community.

Building Structure: In 2022, Goosefoot was approached by a couple who offered to sell their property in Langley if we would take on the administrative and fundraising work necessary to build affordable housing. Realizing we were in a unique position with the resources and reputation to tackle this challenge, Goosefoot incubated the Goosefoot Housing Group (GHG), which became Island Roots Housing (IRH) in 2024. IRH was then officially designated as a stand-alone nonprofit in 2025.

Building Support: Goosefoot is currently IRH's fiscal agent, and in 2025 contributed \$140,000 to IRH as an in-kind donation. IRH, with strong community support for family-sized workforce rental housing in Langley, raised \$8 million in government and foundation grants, private donations, and other investments to build what is now known as Generations Place.

Literally building. A mere three years from start up, IRH broke ground on Generations Place in September 2025. This small apartment complex will provide 14 two- and three-bedroom units for those earning between 60-80% area median income. Residents are expected to move in mid-2026.

This effort has already galvanized other property owners to step forward to donate their land to IRH for more affordable housing developments. We see this as a perfect example of Goosefoot's capacity to bring the community together around innovative solutions to our collective concerns—and create lasting impact.



Generations Place construction is underway on 14 family-sized apartment units for workforce rental housing.



Celebrating Community and Neighbors

Whether it's to celebrate, enjoy local artistry or just stamp your feet, Goosefoot provides the occasion to come together and enjoy being neighbors.

Dancing in the Streets



From June through August, Goosefoot transforms the Cash Store parking lot into a dance stage on seven fantastic Wednesday nights. This annual Bayview Corner Street Dance series is free to all. More than 1,500 neighbors and visitors showed up in 2025 to catch up with friends, tap their toes, and dance along to a mix of marimba, rock, originals, and more.

Getting a Bead on Mardi Gras

By the time Fat Tuesday rolls around, most people are ready for a break from Winter darkness and a little fun. Goosefoot agrees and says laissez les bons temps rouler! Our annual Mardi Gras party at the Bayview Hall is family friendly and free, with great music, costumes, prizes, food, and drink.

Supporting Local Artists

As if the great restaurants and shops weren't enough reason to visit historic Bayview Corner, the inner lobby and hallways are an ever-changing gallery of local artisans' work. In 2025 Goosefoot curated seven art shows featuring 125 local artists, including 24 students, in an eclectic and invigorating variety of media. Just during the Art for All holiday show, 68 artists and 185 pieces were featured, with 71 pieces sold.

What Does Community Mean to You?



Artist: Luna Bartholomew

The Goose Grocer Customer Appreciation Day this year included a contest, prompting the community to answer the question... "What Does Community Mean to You?" We weren't disappointed in the result. With 26 entries ranging from essays and poetry to art in a variety of media, our neighbors expressed great appreciation for the Whidbey Island community.

Supporting Local Businesses

Small businesses are the backbone of Whidbey Island's economy. Supporting their growth includes education, investment, marketing, and advocacy.

Workshops for Small Businesses

The knowledge required to grow a small business is ever changing. In 2025, Goosefoot welcomed more than 100 entrepreneurs to 19 business workshops focused on helping them start, sustain and grow their enterprise.

We went deep. To educate those interested in selling produce and value-added food products, we hosted panels of farmers and food producers in a 3-part series titled "Bring Your Food to Market". To help artists who want to sell their work, we also hosted two mentoring panels featuring established working artists.

We went broad. Partnering with experts from the IRS, Whidbey Conservation District, and Washington Healthplan Finder, we held workshops exploring product and business planning, marketing, ecommerce, and navigating the intricacy of taxes, healthcare, and recruiting employees.

Preserving Great Places

The success of businesses that Goosefoot leases to or owns makes it possible for us to fulfill one of our charitable purposes – namely, preserving historic buildings, like the Cash Store, and maintaining local economic hubs, like Bayview Center. By making improvements to facilities and modernizing systems for long term efficiency and sustainability, we help ensure these businesses thrive.

In 2025 Goosefoot invested \$380,000 in capital improvements at Bayview Center and Bayview Corner. Some were major, such as a large new drain field north of Sebo's. More modest ones included a new roof for Whidbey Kayak, new paint for Bayview Appliance & Mattress Center, and a range of tenant upgrades for Japonica and Old Soul Bazaar.

Goosefoot properties house 17 local businesses employing over 120 people.



Goosefoot spotlights farmers' needs through support for the Agriculture Resources Committee for Island County (ARCIC).

Making a Stand for Farmers & Farmland

There are more than 377 agricultural businesses and organizations spread across Whidbey Island, including vegetable and fruit farmers, floriculturists, livestock growers, farm schools and preserves. Goosefoot advocates for our farmers and food producers by providing programmatic and administrative support for the Agriculture Resources Committee for Island County (ARCIC).

In 2025 ARCIC focused on agriculture's long term success by engaging farmers and Island County leaders to ensure a shared view on agriculture's importance in our local community, and to influence existing and planned policy revisions related to agriculture and food production within the Island County Comprehensive Plan. It's slow, detailed and important work, and will continue into 2026.



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Instagram @
[goosefoot_community_fund](https://www.instagram.com/goosefoot_community_fund)



Facebook @
[goosefootcommunityfund](https://www.facebook.com/goosefootcommunityfund)

Simple Ways You Can Make an Impact



Report feedback

1. **Shop** at the Goose Community Grocer – 100% of net profits are invested back into our community via Goosefoot.
2. **Round Up** for local nonprofits whenever you shop at The Goose.
3. **Support** the stores, shops and restaurants at Bayview Center and Bayview Corner.
4. **Make a donation** to Goosefoot @ www.goosefoot.org/donate.
5. **Give us feedback on this report** by visiting the QR code



Photo credit:
Patricia Guthrie,
South Whidbey Record

In Honor of Nancy Nordhoff

1932-2026

Nancy Nordhoff, co-founder of Goosefoot Community Fund, believed the cornerstone of a healthy, thriving community was investing in essential solutions through collaborative partnerships. This inspired her philanthropic work for decades on South Whidbey and motivated her decision to establish Goosefoot in 1999.

Nancy infused her personal principles of tenacity, humility, vision, and generosity into the very nature of how we accomplish our mission at Goosefoot.

We are proud to present our first Annual Impact Report. We hope this serves to showcase how we continue to carry on Nancy's commitment to community building and to giving generously.

Read inside to learn more...