



ANNUAL REPORT

September 1, 2016 – December 31, 2017*

In Summary:

Over the past year Goosefoot has followed its strategic plan and continues to fulfill its mission.

Institutional Changes & Milestones

Goosefoot Changes Its Tax Status

In February 2017, Goosefoot announced that it was changing its current federal tax status from that of a “private foundation” to a “supporting organization,” both tax-exempt classifications. Changing status allows Goosefoot to continue realizing its full philanthropic capacity by distributing profits from the Goose Grocer to the community.

Four local organizations—South Whidbey at Home, Whidbey Camano Land Trust, Whidbey Island Nourishes, and Whidbey Watershed Stewards—joined Goosefoot as “supported” organizations. As “supported organizations” each group appointed two members to the Goosefoot board of directors. Although they will also receive some funding from Goosefoot, nothing will change in how the supported organizations govern themselves, accomplish their work, or fundraise. Nor will Goosefoot have any management responsibility for the four groups.

Community Grant Program

This year, it became necessary to formalize our grant program as additional profits became available for distribution from the Goose Grocer. After welcoming new members representing our four supported organizations to the Goosefoot board, we launched a new grant program in June 2017 for organizations working on behalf of South Whidbey.

In December 2017, \$87,856 was distributed via our first grant cycle to 10 local non-profits: Bayview Community Hall, Clinton Community Hall, Coupeville Farm to School, Friends of Friends, Good Cheer, Helping Hand, Mobile Turkey Unit, Sound Water Stewards, Whidbey Community Foundation, and Whidbey Homeless Coalition.

— Sandy Whiting
Executive Director, Goosefoot



March 3, 2017

*Beginning in 2018, our Annual Report will span the calendar year. Significant accomplishments such as grant making for the period September 2016-December 2017 have been included in this report.

Charitable Giving

Thanks for shopping The Goose!



In addition to grants given through our Community Grant Program of \$87,856 (summarized previously), Goosefoot also granted \$203,588 to the following organizations between September 1, 2016 and December 31, 2017: Island Senior Resources, Organic Farm School, South Whidbey School Farm, Whidbey Island Grown, and our four supported organizations (South Whidbey@Home, Whidbey Camano Land Trust, Whidbey Island Nourishes, and Whidbey Watershed Stewards).

In summary, a total of \$291,444 was donated by Goosefoot to 18 local non-profit organizations between September 1, 2016 and December 31, 2017.

Additionally, in 2017, a total of \$15,667 was donated in sponsorships, farmer scholarships, and food donations directly through the Goose Grocer.



Building a Sense of Place and Community

Art Shows

With rotating art exhibits in both the Hub and Front Room Gallery, the Cash Store is at the forefront of promoting local art and artists. Our tenants Side Market and Treasure Trove offer additional art, jewelry, original fabric design, and crafts for sale.

Meeting Room

Word is out about the classroom meeting space at Bayview School. Some days it is booked three times in one day. Groups greatly appreciate Goosefoot's generosity in providing this space for free or at minimal cost to the community. For example, the classroom was rented in July 2017 over two weeks to conduct a Math Camp and STEM camp for Middle Schoolers. Together with Goosefoot's business workshops, artist training, and more, it's nice to have the school used for learning again.

Community Events

- In its 13th year, the Mutt Strut continues to be a success. With creative costumes, a fun atmosphere, and a real community attitude, it continues to be the most anticipated fall event on Whidbey for kids and adults alike.
- We have pretty much established Bayview Corner as THE place to celebrate Mardi Gras on Whidbey Island! We had a full house at Bayview Hall, with dancers and merry makers, many in costumes and masks. Delicious New Orleans style food was offered by the Big W Food Truck, and live zydeco music was a perfect touch.



- Goosefoot's outdoor summer street dances continue to attract record crowds, showcasing the best in local musical talent. In March 2017, an indoor dance at Bayview Hall featured the South Whidbey High School and Middle School Jazz Bands. Many donated generously to the band for this fundraiser to help defray expenses of attending competitions nationwide!

Hats Off to You!

Our biennial customer appreciation event at the Goose in September 2017 was a great success, with a record turnout for food and music. The free food, fun, and decorated hat contest were appreciated by our community.

The Giving Tree

In its 14th year, the Giving Tree had its most successful year ever in 2017. Now located in both the Cash Store and the Island Athletic Club, the trees featured ornaments decorated by 21 local non-profits and raised a little over \$4,000.

Enhancing Local Commerce

Shared Incubator Commercial Kitchen:

Goosefoot continues to make progress in developing a shared incubator commercial kitchen to meet the needs of value-added producers and to assist in small business incubation. In May 2017, Goosefoot and the Port of South Whidbey signed a memo of understanding to collaborate on expanding the Coffman Building commercial kitchen at the fairgrounds, add new equipment, and undergo necessary renovations. An architect for the renovations has been selected. Once the Port has received project cost estimates, a contract with Goosefoot will be signed.



Business Workshops

Goosefoot partnered with the Economic Development Council to offer 15 workshops throughout 2017. Since Goosefoot's workshops began in April 2016, 205+ individuals have taken workshops, many multiple times. Topics ranged from social media, websites, starting a business, and food business-intensives. We sent out a survey to continue measuring workshop interests and new classes to offer.

WILL Mash-Ups

Whidbey Island Local Lending (WILL) and Goosefoot continued to co-host Mash-Ups in the Bloom's Tasting Room, bringing together potential lenders and entrepreneurs.

Front Room Gallery

The space upstairs at the Bayview Cash Store, which used to be Fine Balance Imaging, has been converted into an art gallery available for rent by the week or month. Currently, the gallery is reserved through December 2018! Originally used as a gallery and event space from 2004 – 2008, the Front Room is being welcomed back enthusiastically by the community.

Goodbyes and Hellos

Our long-term tenants Craig Weiner, DC and the Chiropractic Zone in the Sears House and Chung and Kathy Tran of Basil Café at the Cash Store both left in Summer 2017. We had a great loss in December as the tenant who took over the Sears House—Niki Leilani of Food for Thought Hypnosis—passed away unexpectedly. Scott Parks and his merry crew of partners took over the Basil Cafe space with Whidbey Doughnuts.



Bayview Cash Store Improvements

A new tenant provided the opportunity for some much needed improvements. In order to not disturb Basil Café's regular business, we were unable to update the space when the rest of the Cash Store was updated over the last couple of years. Whidbey Doughnuts was greeted with new wiring, plumbing, and a checkered floor.

Preserving Rural Traditions

Local Produce Initiative

Goosefoot staff met with the Goose Grocer and store produce managers to discuss new strategies on how to offer more local produce in the grocery store to serve both the local farmers and shoppers. The Goose rearranged the display to a more desirable location in the long wall cold case. Goosefoot designed a new large sign to hang above the local produce and individual signs for each of the farmers who have produce displayed.

Support for Local Farmers

- We developed two scholarship programs from the Goose Grocer for farmers: one to attend WSU Island County Extension's class on "Sustainable Small Farming & Ranching," and the other to offset the cost of attending the annual Tilth Alliance Conference in Vancouver, WA.
- Goosefoot updated the 2016 Farm Stand Brochure (which includes all of Whidbey Island) for the new farming season. Goosefoot is responsible for producing and distributing this brochure.
- The Goose Grocer also contributed to a full-page ad (a map of the farms and farmers' markets on Whidbey Island) in the Puget Sound Fresh Farm Guide, which was distributed to 14 counties in the Puget Sound area.



Creating a Healthy, Sustainable Future



School Garden Program

We raised \$36,788 for the school garden program, and the Goose matched the entire amount for the third year in a row! We presented the South Whidbey School District with a check for \$75,575.36 in a celebration at The Goose Grocery store on February 2.

A total of \$170,423 was raised over the three years of the matching grant, with half donated by community members and matched by the Goose Grocer.

Whidbey Earth & Ocean Month

Goosefoot sponsored a very powerful show of art and poetry on the subject of "Social Justice" by Whidbey Island high school students in the Cash Store Hub. Goosefoot continued its role in publicizing and marketing Island wide events as a member of the Earth and Ocean Month organizing committee. In addition, we sponsored the "Climate Arts Project," a standing room only performance of spoken word, sketches, and songs on issues of climate change by South Whidbey High School students.

