

Galveston's Own FARMERS MARKET  
ANNUAL REPORT



ANNUAL REPORT 2020

## A WORD FROM THE EXECUTIVE DIRECTOR

My team uses one question over and over as a guide when we're at a crossroads. "Does this follow our integrity?" It's served as a compass in many seasons & I believe will inform the teachings we glean from this challenges of 2020. The shape and form of all our programming has changed in response to COVID-19, but the need and desire for GOFM has only strengthened. We aim to foster a healthier, more connected community as best we can, for as many folks as possible.

In mid-March, GOFM suspended physical open-air markets & established GOFM To-Go, our online marketplace. This pivot enabled vendors to keep a vital source of revenue while reliably connecting folks to food. The open-air market re-opened on October 4th.

Local schools closed in March, & the need for food among area families skyrocketed. Both our Real Food Project (RFP) & Young Gardeners Program (YGP) immediately adapted to better serve the food-insecure community.

YGP pivoted gardens towards maximum production, providing weekly harvest boxes to 20 families April-July. A new weekly YouTube video series, "Storytime with YGP," connected students to valuable learning while at home. YGP returned to in-person operations along with GISD at the start of SY20-21, with limited class sizes & strict hygiene/distancing policies.



RFP suspended normal cooking classes & dinners early on in the pandemic & developed the FreshBox program, delivering packages of free + fresh whole foods to families with school-age children. Virtual cooking classes debuted in August, allowing folks to join in collective learning & fun on a sliding scale.

September saw the digital version of our annual OkraFest. A varied menu with offerings from local restaurants & watering holes was delivered to patrons along with 5 hrs of original programming that included local foodways history, live local music, cooking demos, farm tours & a silent auction--& we made as much as ever before!

2020 took a lot from us, but it also gave back. We learned the true value of our work to this community. We're intimate with the shape of everyone's eyes & we feel how important GOFM's presence is to the mental health of many folks. Supporters, new & longstanding, showed up for us in a big way. Our team refined, expanded & innovated our impact. We grew new dynamic revenue sources out of thin air. We ate really well.

And now, we move forward, with integrity & eye-smiles.

**CASEY MCAULIFFE**  
EXECUTIVE DIRECTOR



# Galveston's Own **FARMERS MARKET**

## **BOARD OF DIRECTORS**

Steven J. Baines  
*President*

Dustin Henry  
*Vice President*

Priscilla Files  
*Treasurer*

Cristal Aldrete  
*Secretary*

David Walker

Hank Thierry

Siok Hong Chen-Sabot



# STAFF

Casey McAuliffe  
*Executive Director*

Mercedes Pang  
*Director of Operations*

Tammie Letroise-Brown  
*Real Food Project Coordinator*

Candy Hattingh  
*Field Market Manager*

Nan Wilson  
*Young Gardeners Program  
Director*

Denise Walker  
*Young Gardeners Program  
Operations Manager*

Janna Pate  
*Young Gardeners Program  
Gardens Manager*

Keaton Argubright  
*Victory Gardens Manager*





## OPEN-AIR MARKET & GOFM TO-GO

The online market opened in less than a week in response to COVID-19.

We kept vendors going with direct sales & provided a smooth, safe & efficient food source for customers.

# \$150K

in sales from late March  
to end of November

# 2,673

online orders made  
since March 2020

# 1,438

total volunteer hours  
from March to December





## MARKET VENDOR SPOTLIGHT

### Grow4Health, Siok Hong & David

Siok Hong and her husband David own and operate Grow4Health, based out of League City, Texas.

Siok Hong grew up in a small town in Malaysia and was accustomed to eating a healthy, minimally processed diet. Siok Hong & David believe in eating organic, locally-sourced fruits and vegetables as part of a healthy lifestyle. Grow4Health offers a variety of petite superfoods & microgreens, that are packed full of nutrients and flavor.

With a long history of gardening, Siok Hong is passionate about sharing gardening practices with others. She offers microgreen grow kits at GOFM to encourage folks to grow their own! Some of Grow4Health's best selling products include wasabi mustard and sunflower microgreens.

In late 2020, GOFM's Board of Directors welcomed Siok Hong as their newest member.

"GOFM is a true farmers' market whose mission is about local, healthy food sourcing. Grow4Health can help you eat better food."



*“When we moved to the island, I was thrilled to find GOFM. From the gravel parking lot on Postoffice to its current home at the Bryan Museum has shown such growth. But what sold me was how the Market dealt with Covid 19 this year. Some missteps at first, but the development of GOFM TO GO showed such resiliency and “thinking on your feet”, convincing me to do my small part.*”

*Good, quality food is so important to us for health reasons. Finding Food for Life in particular is worth the price of admission! As the Market opens up again, we look forward to finding new vendors and visiting with the old.”*

**-NANCY MOON,  
LONGTIME GOFM CUSTOMER & FOFM MEMBER**

# YOUNG GARDENERS PROGRAM

During campus closures, YGP beds were still growing. The team rallied up forces to care, harvest, and deliver produce to the families.



## 300 LBS

total pounds of vegetables delivered to families with an average of 5 pounds to 20 families for 3 months

## +2

new schools added to the YGP network

*Collegiate Academy & Burnet Elementary*

## 151

children enrolled in SY 2019-2020

## 100

children enrolled in SY 2020-2021





*“...Through YGP, students receive instruction on the consumption of the food that they have grown. Seeing their eyes light up as they try sweet potato, okra and greens and many other foods is a true blessing.”*

**-JESICA MEDELLIN  
GALVESTON ISD TEXAS ACE PROJECT DIRECTOR**



## REAL FOOD PROJECT

Out of an abundance of caution, dinners were suspended & classes went virtual. 'GOFM Quick Bites' video cooking tutorials debuted in April, & we hosted a holiday to-go Community Dinner for 75 Gulf Breeze Housing Authority residents.

## TAKING RFP ONLINE

**15**

short & informative how-tos available on our website and youtube channel, with more created every month.

**9**

virtual classes in remainder of the year.





## FRESHBOX

GOFM's FreshBox program delivers a package of farmers' market vegetables, proteins & bread to a family with young children that needs a helping hand during the pandemic.

# 100+

people every week  
for 22 weeks

# 6,737

meals prepared with  
fresh & local ingredients



In 2020,  
GOFM created  
Integrity, Inclusion,  
Diversity & Equity for  
All Committee (IIDEA)  
to provide policy  
direction to the  
Board of Directors



MADE BY  
IMMIGRANTS

*“ Thank you, GOFM. This [BLM letter] is a worthy mission and a proud and loud statement of values. I appreciate it so much.”*

**- KATHRYN EASTBURN,  
GOFM CUSTOMER**

## DIVERSE FUNDING

As GOFM grows, so does our work in securing sustainable funds that root our work. A stable of generous grants, strategic partnerships, thousands of volunteer hours, GOFM To-Go revenue & our Friends of the Farmers Market donors & sponsors are vital to GOFM.



**\$35,840**

amount contributed  
by Friends of the  
Farmers Market  
donors & sponsors

**\$4,320**

amount pledged  
by new Friends  
during end-of-  
year campaign

**\$2,145**

amount raised by  
1st matching  
campaign  
w/sponsor, Rise  
Architecture &  
Design

**+45**

new Friends

**\$141,625**

grant funds from  
8 sources

**+5**

new Sponsors

**\$14,483**

net funds raised by 6th annual  
OkraFest (& 1st-ever virtual party)